



MONTANA DEPARTMENT OF AGRICULTURE TRADE SHOW ASSISTANCE PROGRAM GUIDELINES

ABOUT THE PROGRAM

This program assists Montana agriculture companies in exploring domestic wholesale markets by encouraging exhibition at new trade shows outside of the state. It is not only for companies new to trade show exhibition but can also be useful for established companies who are looking to exhibit at a show that they have never been to before.

The assistance comes in the form of 50% reimbursement of qualified and approved expenses for trade show exhibition up to a maximum of \$2,500.

ELIGIBILITY REQUIREMENTS

1. Private-sector, Montana agriculture company providing a Montana based agriculture product.
2. Exhibiting at a “business-to-business” (**wholesale**) trade show *outside* of the state of Montana.
3. Have exhibited no more than 3 times in the specified trade show.
4. Presents documentation that the trade show or event is an appropriate venue for the company (include a link to the show’s exhibitor information including past attendance statistics).
5. The Montana Department of Agriculture will make the final decision as to a company’s eligibility for this program.

ELIGIBLE EXPENSES

1. Booth/space rental
2. Booth equipment, furniture, and carpeting rental
3. Booth utility costs
4. Promotional materials (product flyer specific to show, booth signage, etc.)
5. Shipping, storage, drayage (cost of moving freight at exhibition site) and show labor.
6. Travel expenses (airfare or mileage, hotel)

INELIGIBLE EXPENSES

1. Expenditures directly related to the operation of the business (staff salaries, printing of generic business brochures and handouts, product samples, general advertising not related to the sales/trade event).
2. Meals, taxis, etc.

APPLICATION & REVIEW PROCESS

Potential participants must complete and return the Trade Show Assistance application with required attachments **15 days prior to the first day of the trade show**. A review panel, consisting of Department of Agriculture staff will review applications. To be eligible for reimbursement, written or electronic approval from the Montana Department of Agriculture **MUST BE** received before attending the show. **No applications will be considered after an event has occurred.**

AWARD LIMITATIONS

This program is based on a 50% reimbursement of eligible expenses incurred during participation in an approved trade show. Funds are not disbursed until actual receipts are submitted after the event.

A company may receive 1 award per State of Montana fiscal year (July 1- June 30). The total individual award is limited to 50% of the actual eligible expenditures not to exceed a base amount \$2,500 per company. The minimum amount is \$500. All awards are dependent on funds available.

The business shall function independently in performing the exhibition activity and shall assume sole responsibility of any debts or liabilities that may be incurred in regard to the applied for trade show. The award cannot be assigned.

For more information contact:

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