

261—72.3(15) Eligible and ineligible expenses. Only eligible expenses identified in this rule will be reimbursed with financial assistance provided through the program.

72.3(1) Trade shows. The following trade show expenses are eligible for domestic trade assistance and export trade assistance:

- a. Space rental.
- b. Booth construction at show site.
- c. Booth equipment or furniture rental.
- d. Shipping costs associated with shipment of equipment or exhibit materials.
- e. Booth utility costs.
- f. Interpreter fees during the trade show.

72.3(2) Trade missions. The following trade mission expenses are eligible for domestic trade assistance and export trade assistance:

- a. Mission participation fee.
- b. Shipping costs associated with shipment of equipment or exhibit materials.
- c. Interpreter fees, if not included in the participation fee, and as needed during the trade mission.

72.3(3) Marketing services. The following expenses are eligible for market trade assistance:

a. Design, translation, and localization of brochures or other product information.

b. Design, translation, and localization of international advertisement for a specific country/region.

c. Required compliance testing of an existing product for entry into an export market.

d. Website design and translation, search engine optimization, and localization for a specific international market or markets.

e. Oversight, maintenance, or monitoring fee for search engine optimization (limited to the funding period during which financial assistance is provided).

- f. Development of an e-commerce platform to accept international payments.
- g. International attorney fees for distributor contracts.
- h. Costs for preparing an export readiness report, conducted by a contractor selected by the authority.

72.3(4) Ineligible expenses. The following expenses are not eligible for reimbursement through the program:

- a. Travel expenses, including airfare.
- b. Printing.
- c. Purchased equipment.
- d. Memberships or sponsorships.
- e. Costs associated with attendance at conferences or virtual events.
- f. Tabletop displays.
- g. Materials or exhibits that are not intended to increase international sales.

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