

INDIANA STATE TRADE + EXPORT PROMOTION (IN-STEP) PROGRAM ELIGIBLE AND INELIGIBLE EXPENSES

ELIGIBLE EXPENSES

International and Domestic Trade Shows or International Trade Missions

» Available to small businesses interested in participating in international and domestic trade shows or international trade missions to showcase products or and develop business leads.

» International and domestic trade shows or international trade mission proposals must be approved by the Indiana Economic Development Corporation (IEDC) prior to receiving reimbursement.

» Reimbursement up to 80% for eligible costs (capped at \$15,000 per calendar year).

» Funds can be used for, but not limited to, the following purposes:

- ! Targeted market research
- ! Business matchmaking
- ! Appointment/meeting setting fees
- ! Currency exchange fees
- ! Booth space rental, design and construction
- ! Registration fees
- ! Translation services
- ! Fees for shipping sample products
- ! Parking fees
- ! Personal luggage fees associated with air travel
- ! International ground transportation for business activities surrounding conference travel
- ! Freight cost to ship both materials and products
- ! Travel, lodging, and general reimbursement for two business representatives, including round trip economy airfare on a U.S. carrier, in accordance with the [Fly America Act](#)
- ! Standard lodging rate set by the [U.S. Department of State](#)

Translation for International Languages, Search Engine Optimization, and Website Globalization and Localization Services:

» Available to small businesses pursuing enhancements to their e-commerce platforms in order to attract and sell to international clients.

» The website customization, translation, or localization service must be approved by the IEDC prior to receiving reimbursements.

» Reimbursement up to 80% for eligible costs (capped at \$15,000).

» Funds can be used for, but not limited to, the following purposes:

- ! Translation for international languages
- ! Search engine optimization
- ! Website globalization and localization services

Product Compliance Testing or Certification

» Available to small businesses pursuing international market access for their product through compliance testing and certification.

» Compliance testing and certification of product must be approved by the IEDC prior to receiving reimbursement.

» Reimbursement up to 80% for eligible costs (capped at \$15,000 per calendar year).

- Product compliance testing or certification

U.S. Department of Commerce Services and U.S. Federal Government Trade Resources

» Reimbursement up to 80% for eligible costs (capped at \$15,000 per calendar year).

» Funds can be used but not limited to the following activities:

- ! Scheduling of matchmaking appointments
- ! Creation of market research and industry specific briefings
- ! Export strategy and planning consultation

Export Training and Subscription Tools

» Available to small businesses interested in enhancing their trade skills and experiences to increase export success.

» Export training must be approved by the IEDC prior to receiving reimbursements.

» Reimbursement up to 80% for eligible costs (capped at \$15,000 per calendar year).

» Funds can be used for, but not limited to, the following activities:

- ! Export seminars
- ! Trade workshops
- ! Market research subscription tools
- ! Targeted market research
- ! Match making appointments
- ! Export webinars

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ELIGIBLE EXPENSES—cont.

Export - Import Bank (EXIM) Export Credit Insurance Premiums

- » Available to small businesses using the export credit insurance programs offered by EXIM Bank.
- » Reimbursements for EXIM Bank premiums must be approved by the IEDC before reimbursement occurs.
- » Reimbursement up to 80% for eligible costs (capped at \$15,000 per calendar year).
- » Funds can be used for, but not limited to, the following purposes:
 - EXIM Bank export credit insurance program premiums

INELIGIBLE EXPENSES

Includes but is Not Limited to the Following

- ! Immunizations
- ! Meal per diem
- ! Passport and visa fees
- ! Alcohol
- ! Drugs
- ! Incidental costs
- ! Medical expenses
- ! Administrative costs
- ! Gifts and souvenirs
- ! Cellphones, cellphone charges and landline charges
- ! TV and radio production
- ! Salaries and office expenses
- ! Unapproved trade activities
- ! New product development or alteration of existing products
- ! New or augmented marketing materials and advertising campaigns to draw international visitors to a state
- ! Expenses related to entertaining current or prospective clients or government officials
- ! Travel expenses for distributors or sales representatives not employed by the business

For questions or to clarify the eligibility of expenses that are not listed, please contact IEDCTrade@iedc.in.gov for additional information.



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Economic
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