

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

ELIGIBLE EXPENSES

International and Domestic Trade Shows and International Trade Missions

» Available to small businesses interested in participating in international and domestic trade shows or international trade missions in order to showcase their products or services 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 Reimbursements.

» Reimbursement up to 80% for eligible costs (capped at \$10,000).

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

- Targeted market research
- Business matchmaking
- Appointment/meeting setting fees
- Currency exchange fees
- Booth space rental
- Booth design and construction
- Registration fees
- Translation services
- Currency exchange fees
- Fees for shipping sample products (capped at \$4,000)
- 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 reimbursement for two business representatives, including roundtrip 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](#)
- Meal per diem rate set by the [U.S. Department of State](#)

Website Translation into Foreign Language, Search Engine Optimization, and Localization Services, and Product Compliance Testing and Certification.

» Available to small businesses interested in enhancing their websites in order to reach and attract international clients. Additionally, this is available for product compliance testing and certification of an export product.

» The website customization and localization service or compliance testing proposal must be approved by the IEDC prior to receiving reimbursements.

» Reimbursement up to 80% for eligible costs (capped at \$6,000 except for search engine optimization and website customization and localization services which are capped at \$10,000).

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

- Website translation into an additional languages
- Search engine optimization
- Website localization services
- Compliance Testing U.S. Department of Commerce Services

U.S. Department of Commerce Services

» Reimbursement up to 80% for eligible costs (capped at \$2,500).

» 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

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

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

» Reimbursement up to 80% for eligible costs (capped at \$2,500 except for subscription tools, which are capped at \$2,000).

» 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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INELIGIBLE EXPENSES

Includes but is Not Limited to the Following

- Immunizations
- 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 export training programs
- New product development or alteration of existing products
- Unapproved individual international trade missions or trade shows
- 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

To clarify the eligibility of expenses that are not listed, please contact IEDCTrade@iedc.in.gov if you have questions.



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