

GUIDE TO SCHEDULE 5

EXPORT EXPENSES – TRADE FAIRS AND PROMOTIONAL EVENTS

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GUIDE TO WHAT YOU CAN CLAIM

A trade fair is an organised event where many businesses come together to exhibit and promote their products to potential clients.

A promotional event is an organised event or activity designed to promote the applicant's product or present relevant product / industry information. Example of promotional events include a private exhibition, in-store promotion, seminar or international forum.

You may claim all reasonable expenses incurred to participate in a trade fair for export promotional purposes, such as the cost of:

- entry fees to the trade fair
- stand / booth rental charges
- freighting your materials to/from the trade fair
- producing a demonstration of display equipment (provided the equipment is used at the particular trade fair / promotional event)
- seminar / conference registration fees
- Setting up a private exhibition or in-store promotion.

You cannot claim the cost of:

- capital goods for the trade fair
- in-house labour costs
- user manuals
- the GST component of incurred expenses
- Gifts which do not have your advertising logo on them.

GUIDE TO WHAT YOU NEED TO PROVIDE ON THIS SCHEDULE

Describe the promotional activity undertaken

Describe the promotional activity to be claimed. For example:

- Trade fair – booth rental
- Trade fair – freight of display boards to and from.



Australian Government
Austrade

Australia
UNLIMITED

Country

State the country where the activity was undertaken.

Name of Supplier

Give the name of the organisers of the trade fair or promotional event.

Supporting evidence

Detail the evidence you have to support the expense claimed, such as copies of seminar registration papers, invoices, trade fair agreement, and record of payment.

Payment date / method

The date of payment for expenses must be during the grant year (or for first-time applicants, the grant year and the previous year).

- Date of payment: give the date on which the expenses were acquitted. For payment by cheque, payment order or credit card, give the date your bank or financial institution or credit card was debited
- Payment method: state how the expense was acquitted by the applicant (for example: cheque or bank transfer).

Please note: the descriptions below are the only ones you can use on the online application form:

- Amex
- BPay

- Cash
- Cheque
- Contra
- Diners Club
- Direct Debit
- EFT (electronic funds transfer)
- Journal
- MasterCard
- Offset
- PayPal
- T/T (telegraphic transfer)
- Visa
- Other

Total amount (whole Australian dollars)

State the amount to be claimed for each expense. Do not include any travel-related expenses as these should be included in Schedule 2 Marketing Visits, even if the travel was related to the trade fair or promotional event you participated in.

Percentage Claimed

When a promotional event is aimed at both the export market (including Australian based export activities such as the inbound tourism industry) and at the Australian market, you can only claim the portion of costs that relate to the export market. You must be able to demonstrate the basis of apportionment.

Claimed amount

This field will automatically update on the template and online schedule when you complete the Total Amount and the % claimed columns.