



# Export Market Development Grants (EMDG)

Reimbursement scheme - final grant year 2020-21

Guide to Schedule 5 - Export Expenses – Trade Fairs and Promotional Events

June 2021

## 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
- Freight 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.

### Country

State the country where the trade fair or promotional event has taken place. If the event was in Australia, please list the countries that the attendees are from and apportion the claimed amount.

If entering multiple countries for a row in the template, you need to type the Country name separated by a semi-colon (;) and space.

### 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**

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**

Payment method: state how the expense was acquitted by the applicant e.g. cheque, bank transfer etc.

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

- BPay
- Cash
- Cheque
- Contra
- Credit card
- Debit Card
- Direct Debit
- EFT (electronic funds transfer)
- Journal
- Offset
- PayPal
- T/T (telegraphic transfer)

### **Total Amount (whole Australian dollars) total retainer / expenses**

State the amount to be claimed for each expense.

### **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 is not on the template, this field will automatically update on the online schedule when you complete the Total Expense and the % claimed columns.