

INDIANA STATE TRADE AND 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 50% 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 a 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 50% 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

- » Reimbursement up to 50% 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 50% 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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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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