



Dutchess County Economic Development Corporation

The Dutchess County Economic Development Corporation (DCEDC) is pleased to invite you to apply for a matching grant under the DCEDC's Trade Show Assistance Program. Funds for the program are made available through the generosity of the Dutchess County Industrial Development Agency (DCIDA).

Created in 1999 to promote sales and business development for Dutchess companies, DCEDC's Trade Show Assistance Program reimburses qualified manufacturing companies for up to 50% of the direct costs associated with participating in an industry trade show of their choice.

To be eligible to apply, a company has to set up an actual booth displaying the business's goods or services. Sending a company representative to merely visit a tradeshow is not considered a reimbursable expense, and does not qualify for assistance under this grant program.

Eligible program costs include direct booth costs, freight costs, airfare, lodging, meals, and marketing related to business development at the show. Direct transportation costs are also eligible; please plan to provide receipts for gas, tolls & parking. Mileage reimbursement will not be considered. Ineligible costs include cost of salaried staff time, cost of long-term booth leases, cost of product samples distributed at the show, cost of booth raffles/prizes and other indirect expenses. Guidelines and a sample expense spreadsheet are attached for your information. Please review the guidelines carefully before considering applying.

Grants, made on an economic development derived basis, are capped at \$4,000 for national shows and \$5,000 for international shows, and are limited to one grant per company or affiliate and one tradeshow every two years. Multiple shows in one year will not be reimbursed.

To apply for 2011 shows, please complete the attached application and return it to: Catherine Maloney, DCEDC, 3 Neptune Road, Poughkeepsie, NY 12601, no later than March 4, 2011.

Successful applicants will be notified in writing, expected to participate in a press event, and asked to complete a follow-up questionnaire to ascertain the economic development benefits derived from the trade show attendance.

If you have any questions, please feel free to contact me directly.

Sincerely,
Catherine A. Maloney
Director of Business Development

**Dutchess County Economic Development Corporation
Trade Show Assistance Program
Cost Estimate**

TRADE SHOW GRANT APPLICATION - 2010

Please complete the show information and cost details below, and return to:
Catherine Maloney, DCEDC, 3 Neptune Rd., Poughkeepsie, NY 12601 FAX 463-5401

Company Name: _____
Company Address: _____
City, State, Zip: _____
Phone: _____
Fax: _____
Company NAICS Code _____
Show Name: _____
Show Dates: _____
Show Location: _____
Names/Titles of Employees Attending: _____
Number of Employees in Dutchess County: _____

Anticipated Benefits of Attending the Show: (to include anticipated sales generated, jobs created or saved);

<u>Category</u>	<u>Estimated Expense</u>
Booth Cost	_____
Shipping	_____
Utilities/Show Support	_____
Travel Cost	_____
Lodging	_____
Marketing/Promotional Costs	_____
Other	_____
Total	_____

Submitted by: _____
Title: _____
Date: _____