

TARGET SECTOR TRADE EVENT GRANTS

A TRADE PROMOTION INITIATIVE OF ENTERPRISE FLORIDA, INC.



INCREASING EXPORT SALES THROUGH INTERNATIONAL TRADE EVENTS

International trade was one of Florida's strongest sectors in 2008 and helped drive the state's economy even as the national economy slowed. Expanding into international markets can be vital to the success of a company's growth strategy, particularly during difficult times. And studies demonstrate that companies with a significant international portfolio grow faster, are more profitable and less susceptible to domestic downturns. To help further their entry into global markets, Enterprise Florida, Inc. (EFI) is launching a new trade promotion initiative—the *Target Sector Trade Event Grants* program. By helping companies showcase their products in U.S. Certified trade exhibitions and selected Florida trade shows in key markets worldwide, target sector companies can increase their international exposure and export sales.

The *Target Sector Trade Event Grants* program will provide event-specific grants on a reimbursable basis to eligible small companies (500 or less employees) in one of Enterprise Florida's target sectors. This will enable them to participate in major international product exhibitions worldwide, which they otherwise might not be able to afford. Enterprise Florida conducts trade events and hosts Florida Pavilions for a variety of industry sectors each year, with particular emphasis on Aviation & Aerospace, Information Technology, Life Sciences, and targeted manufacturing sectors such as the Boating/Marine Industry.

TARGET SECTORS ELIGIBLE FOR TRADE GRANTS:

- Aviation & Aerospace
- Clean Energy
- Financial & Professional Services
- Homeland Security & Defense
- Information Technology
- Life Sciences
- Boating/Marine Industry
- Targeted Manufacturing

WHO CAN APPLY FOR THE TRADE GRANTS?

Florida small manufacturers, target sector companies, R&D companies and technology services providers from all regions of the state will be eligible to participate in the program, with the following conditions:

- Companies must be legally registered in the state of Florida and the product or service to be exhibited must be produced in the state.
- Companies will need to meet the criteria set by the U.S. Department of Commerce definition of small companies (500 or fewer employees).
- Companies need to be "New to Show" or "New to Market".
- Only EFI trade events and U.S. Certified target sector trade exhibitions will be eligible.
- International trade exhibitions must be held outside the United States.
- EFI will review the company's product line and will make a determination of its viability in the target market before giving final approval to the grant request.
- Applicants must be approved by their local economic development organization or a member of the Florida Trade Partners Alliance.

Enterprise Florida, Inc. (EFI) is a partnership between Florida's business and government leaders and is the principal economic development organization for the State of Florida. EFI's mission is to diversify Florida's economy and create better-paying jobs for its citizens by supporting, attracting and helping to create businesses in innovative, high-growth industries. In pursuit of its mission, EFI works closely with a statewide network of economic development partners and is funded both by the State of Florida and private-sector businesses.

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HOW DO I SIGN UP?

Florida companies interested in applying for a Target Sector Trade Event Grant should contact their local Enterprise Florida trade representative. Companies will be asked to complete an application to be reviewed by EFI staff.

To learn more about the Target Sector Trade Event Grants, please contact your local Enterprise Florida trade representative:

Pensacola/Northwest

Andrea Moore
T 850.469.8989 • amoore@eflorida.com

Tallahassee

Ken Cooksey
T 850.298.6632 • kcooksey@eflorida.com

Jacksonville/Northeast

Larry Bernaski
T 904.359.9350 • lbernaski@eflorida.com

Orlando/Central Florida

Michael Schiffhauer
T 407.956.5634 • mschiffhauer@eflorida.com

Tampa Bay Region

Rebecca Torres
T 813.276.9430 • rtorres@eflorida.com

Southeast (except Miami-Dade)

John Diep
T 561.362.5626 • jdiep@eflorida.com

Miami-Dade County & Southwest Florida

Julie Balzano
T 305.808.3666 • jbalzano@eflorida.com

TARGET SECTOR TRADE EVENT GRANTS — CONTINUED:

- Companies interested in a trade event grant must submit a written application to Enterprise Florida.
- Companies must already be registered for a trade event to apply for a trade event grant.
- Only EFI trade events and U.S. Certified target sector trade exhibitions will be eligible for the program. EFI-organized trade exhibitions will be given priority.
- Trade event grants will cover up to 50% of the cost of exhibition space and basic decoration package, not to exceed \$4,000 per event.
- Grants will be given on a first-come, first-served basis until allocated program funds are exhausted.
- Only one grant per company will be awarded per 12 month period and four grants per trade show exhibition.
- Priority will be given to companies that are participating in the target event for the first time.
- Grant amounts will vary depending on the cost of each trade show exhibition.
- Qualified events must take place between June 1, 2009 and June 30, 2010.
- The grant money will be reimbursable and the grantee must submit an end of event report that includes actual and expected sales generated through the show, as well as 3rd party receipts documenting their expenses associated with the exhibition in order to be reimbursed. No advance on grant monies will be considered.
- The company must agree to abide by the conditions enumerated in the application and cover all additional expenses associated with their event participation not covered by the grant.
- EFI will reserve the right to deny the grant request if the company does not meet the eligibility criteria, or if their product or service is not deemed as having export potential for the international markets

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