

**North Dakota Department of Agriculture
Pride of Dakota
Trade Show Assistance Program**

Program Objective

The objective of the Pride of Dakota Trade Show Assistance Program is to provide Pride of Dakota companies with assistance to further develop existing markets through trade show exhibiting.

Please note that the application does not imply or guarantee reimbursement/funds assistance from Pride of Dakota or the North Dakota Department of Agriculture. Application approvals and reimbursement amounts are subject to funding availability and qualification rules.

Program Guidelines

The following are the guidelines for the Pride of Dakota Trade Show Assistance Program. If you have any questions, feel free to contact Sara Kelsch at (701) 328-4766 or email at sakelsch@nd.gov.

Application Procedures

1. Completed application must be received at least one month prior to the show date. Company may submit completed application via email, fax or mail. Applications received after the show has taken place will not be considered.
2. Marketing Services will review applications and will notify applicant if they qualify for the reimbursement. In order to qualify, among other requirements, the Company must exhibit at the show. Walking the show is *not* reimbursable. Trade Show Assistance funds are non-transferable.
3. If awarded, Company must sign and return Trade Show Assistance Program contracts to Marketing Services. Company must also complete and return the *Post Trade Show Survey* and *Trade Show Expense Report*, no later than two weeks after exhibiting at the show. This must be accompanied by proof of exhibition at the show and all other necessary receipts for reimbursement. Upon receipt of these completed documents, qualifying reimbursements will be sent to the Company.
4. Upon receipt of all completed information and required documentation, Marketing Services will remit the agreed-upon reimbursement amount.

Application Criteria:

- Only Pride of Dakota companies in good standing are eligible applicants. Marketing staff will determine a company's Pride of Dakota status and subsequent eligibility for the program.
- Each qualifying company is eligible to receive up to \$1,000 per fiscal year (July 1- June 30).
- Assistance is good for one employee per company. A broker or sales representative will not qualify.
- Applications must be postmarked 30 days prior to the trade show's starting date.
- Trade show assistance awards may be used only for retail and/or wholesale shows held outside of the state of North Dakota.

- Applications for attending a trade show but not exhibiting (“walking the show”) will not be accepted.
- Companies who are participating in a North Dakota Department of Agriculture sponsored show will not be eligible to use the Trade Show Assistance Program for the sponsored show.
- Eligible expenses during shows in the US and Canada shall include those incurred during **the day prior** to the show, the day(s) of the show and the day following the show. Eligible expenses during the shows outside of the US and Canada shall include those incurred **two days prior** to the show, the day(s) of the show and two days after the show.
- Trade Show Assistance Program can not be used in conjunction with the ND Department of Agriculture’s MAP program (Market Access Program).

Application Review:

- Marketing staff will review the applications.
- Approved applicants will complete and sign a contract with the North Dakota Department of Agriculture prior to exhibiting at the trade show. The contract includes a requirement that the reimbursement will only be disbursed when the marketing staff receives the *Post Trade Show Survey, Trade Show Expense Report*, necessary receipts and proof of exhibition at the show.

Evaluation Criteria

- Marketing Strategy – applicants should offer reasons why the proposed trade show is consistent with their marketing plan and growth strategy.
- Goals – applicant’s goals should reflect careful consideration and realistic expectations for the trade show.
- Budget – the Trade Show Assistance Program reimbursement amount will be figured as 50% of the total cost outlined in the Budget provided in the application, not to exceed \$1,000. The award may not exceed \$1,000.

Contact Information:

North Dakota Department of Agriculture
 Marketing Services
 600 East Boulevard Avenue, Dept. 602
 Bismarck, ND 58505-0020
 Phone: (701) 328-2231
 Fax: (701) 328-4567
 E-mail: sakelsch@nd.gov

Application

Applicant Information

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Are you exhibiting as an individual or sharing a booth:

Individual Sharing

Trade Show Information

Name of Trade Show (Do not use abbreviations): _____

Dates of Trade Show: _____

Location of Show: _____ State: _____

Number of Exhibitors: _____ Number of buyers: _____

Types of Buyers at the Trade Show: *(Please check all that apply)*

Specialty and Gift Retailers Health and Natural Retailers

Hotels and Restaurants Grocery Retailers

Convenience Retailers Food Service

Other (Please Specify) _____

Trade Show Target Market: *(Please check all that apply)*

Regional National International

Have you exhibited at this show in the past? Yes No

Trade Show Goals

Please detail your goals for this trade show:

Trade Show Budget

The assistance amount will be figured as 50% of the Total, not to exceed \$1,000. For those items listed below that do not apply, indicate with "n/a". Please note that the application does not imply or guarantee reimbursement by the North Dakota Department of Agriculture. Application approvals and reimbursement amounts are subject to funding availability.

Please fill out the following *actual expense* budget estimate:

Trade Show Budget	Totals (<i>actual expense</i>)
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Booth space – including transporting, electricity, chairs, flooring, etc.	_____
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Hotel ____ nights @ \$ _____ per night	_____
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Travel Expenses:

Air Fare- round trip	_____
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or

Mileage: Round trip _____ miles @ 20 cents/mil	_____
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Total Estimated Cost	_____
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No other expenditures are reimbursable.