



## Factsheet

# Business Events Grant Program Eligible Expenditure

*The Business Events Grant Program will support Australian businesses by providing grants between \$10,000 and \$250,000.*

*Grant funding will cover up to 50% of eligible expenditure incurred in participating at pre-approved business-to-business events as buyers or sellers during the 2021 calendar year within the available funding envelope of the Scheme.*

### What is eligible?

#### **Travel, accommodation and registration\***

- Accommodation (e.g. hotel, motel, serviced apartments)\*
- Airfares\*
- Registration (up to 4 delegates if attending or 10 delegates if exhibiting at the event)

#### **Promotional material, including program sales-collateral, directly related to exhibiting at the event**

- Graphic design
- Publishers and printers (e.g. sales-collateral, prospectus, program)
- Translation and interpreting services
- Promotional merchandise

#### **Digital promotion, including the design of audio visual material, directly related to exhibiting at the event**

- Theme and design for digital set up of exhibit
- Digital content for display as part of exhibit

- Graphic design
- Social media for exhibiting at the event – (e.g. design, paid social media ads)
- Digital photography/videography/editing
- Digital translation and interpreting services
- Website and app development/design

Digital promotion, including the setup, display and design of audio visual material, cannot exceed 50% of the non-sales-collateral related costs.

For example, if an applicant is seeking funding for delegate travel, registration and exhibition costs totalling \$20,000, digital promotion costs would be capped at \$10,000.

#### **Event and display set up costs, including the design, manufacture and shipping of exhibits, directly related to exhibiting at the event**

- Audio visual and information technology (e.g. equipment, production, recording, hybrid)
- Exhibition stand build (e.g. entrance, registration desk, lounges, booths, poster board, carpet, power, internet)
- Furniture and equipment hire (e.g. fork/scissor lift)
- Display and signage (e.g. banners, including digital)
- Freight (e.g. courier, postal services)
- COVIDSafe requirements (e.g. marshals/staff, signage, hygiene equipment)

### **Contractor costs directly related to exhibiting at the event**

- Specialists/expert that is required to design, create stand and/or liaise with potential buyers/sellers as part of exhibitor stand
- Event stand management (e.g. exhibiting staff and on-costs)
- Translation and interpreting services
- Content contracts (e.g. speakers, facilitator, team building, including fees and on-costs)

### **Other eligible expenditure**

- Hire of the exhibition space and cost of associated delegates as part of the event conference package for exhibition hire (up to a maximum of 10 delegates)
- A maximum applicant cash (not in kind) contribution of \$10,000 towards to sponsorship of the event can be matched dollar for dollar under the grant (equating to \$20,000 in total)
- Catering for networking activities as part of exhibiting at pre-approved events at the stand or elsewhere

### **What is ineligible?**

#### **Certain travel costs**

- Travel agent costs
- Private transport (e.g. car hire, taxi, Uber or VIP chauffeur transfers)
- Transfers (e.g. coaches)
- Public transport (e.g. train, bus, ferry fares)

#### **General business costs**

- Routine operating costs and overheads
- Accounting and audit costs
- Insurance and legal costs
- Registration and ticketing systems
- Event accessories (e.g. name badges, lanyards)
- Host venue hire (e.g. convention and exhibition centres, hotels, resorts, universities)
- Offsite venue hire (e.g. unique venue, function venue)
- Venue staff and security
- General venue services (e.g. cleaning, internet, rigging, loading dock, power) unless directly related to exhibiting at an approved event.
- Social functions and incentive activities (e.g. Attendance or sponsorship of Gala Dinners, Pre and Post touring activities, Accompanying Persons Programs)

### **Need more information?**

For more information, visit [business.gov.au](https://business.gov.au) or call 13 28 46. More in depth face-to-face assistance is also available from AusIndustry's national network.

\* Domestic travel limited to the reasonable cost of accommodation and transportation required to conduct agreed project and collaboration activities in Australia. The reimbursement will be in line with the [Australian Government accommodation and domestic air travel rates](#) for economy travel (see A3)

## Case studies

### 1. A business sending staff to an event

A manufacturing company intends to send 4 sales staff to a 4 day B2B mining conference and exhibition listed on the Schedule of Approved Business Events. The company is looking to diversify into new domestic markets and the staff will be connecting with key domestic buyers at the event.

The total project costs are \$25,000, which includes:

Item	Cost (\$)
Delegate registration for 4 delegates	4,000
Airfares and accommodation for 4 delegates*	7,000
Event sponsorship as the official hydration station and reusable water bottle sponsor	8,000
Branded water bottles for hydration station	2,000
Freight costs for merchandise and sales-collateral	400
Accountant costs for reconciliation of event costs and submission of post event report	2,000
Delegate per diem x 4	1,600
<b>Total</b>	<b>25,000</b>

On assessment of the application, it is found:

- All 4 delegate registration, flight and accommodation costs\* are **eligible** as a maximum of 4 delegate registrations can be claimed if you are a nominated buyer and seller participating in an event.
- Only up to \$10,000 in sponsorship costs can be matched dollar for dollar under the program. As  $\$8,000 \times 50\% = \$4,000$  the whole sponsorship amount claimed is **eligible**.
- The cost of branded water bottles is **eligible** as directly related to advertising, promotion and merchandise and relates to exhibiting at the event.
- Freight costs to venue for merchandise and sales-collateral is **eligible**.

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- Accountant costs for reconciliation of event costs and submission of post-event report is **ineligible** as this relates to general business expenses.
- Delegate per diem is **ineligible** as it relates to general business expenses.

**In this scenario, only the delegate flights\* and expenditure directly relating to attending, sponsoring and exhibiting at the approved event is eligible. General business costs are ineligible.**

**\$21,400 would be eligible project costs. The company would receive a grant of \$10,700 to cover 50% of their eligible costs.**

### 2. A business exhibiting at an event

A large accounting firm intends to exhibit at an agricultural event to sell their new service offerings. The event is listed on the Schedule of Approved Business Events and the company will send 10 staff to work on the exhibition stand over the 3 day event.

The total project costs are \$65,000, which includes:

Item	Cost (\$)
Airfares and accommodation for 10 exhibiting staff*	10,000
Return taxi fares to the airport x 10	1,000
Exhibitor registration x 10	10,000
Design and construction of an exhibitor booth for the event	10,000
Promotional flyers and branded merchandise for the event	4,000
Graphic design related to audio visual display and video	10,000
Contractors to erect an audio visual display	10,000
Development of a promotional video	10,000
<b>Total</b>	<b>65,000</b>

- Private transport costs are **ineligible**, which would exclude the taxi fares from being claimed.

- Application does not exceed the maximum of 10 delegates acting as exhibitors which are **eligible** under the program.
- The applicant has claimed \$30,000 for digital promotion, which is above the maximum claimable for the digital component as it exceeds 50% of the non-sales-collateral eligible project costs ((\$10,000 for airfares + \$10,000 for registration + \$10,000 for design and construction) x 50%) = \$15,000). Therefore, **only \$15,000 is eligible** to be claimed under digital marketing. (Note that the \$4000 for 'promotional flyers and branded merchandise' is not included in this calculation as these are sales-collateral costs)

**In this scenario, all expenditure listed is eligible except for taxi fares, and digital promotion beyond the maximum of \$15,000.**

**\$49,000 would be eligible project costs. The company would receive a grant of \$24,500 to cover 50% of eligible costs.**

### 3. An event owner exhibiting at their own event

An industry association have their annual exhibition listed on the Schedule of Approved Business Events. They intend to have an exhibition stand at their own event to promote the industry and the services of their members. They will send 5 staff to work at the exhibition booth over 2 days.

The total project costs are \$65,000, which includes:

Item	Cost (\$)
Event sponsorship	20,000
3 x 3 exhibition booth	3,000
Exhibition booth construction	5,000
Promotional flyers and branded merchandise	3,000
Digital marketing, graphic design and boosted social media posts	4,000
Contractors to erect an audio visual display	10,000
Convention centre room hire for the event	20,000
<b>Total</b>	<b>65,000</b>

On assessment of the application, it is found:

- Room hire at the venue is **ineligible** as it relates to running the event and is not specifically for exhibiting at the event.
- The applicant has claimed \$14,000 for digital promotion which does not exceed 50% of the non-sales-collateral eligible project costs (\$20,000 for sponsorship + \$3,000 for registration + \$5,000 for exhibitor booth construction) x 50%) = \$14,000.
- Therefore all \$14,000 of digital promotion costs submitted are **eligible** to be claimed.
- Only up to \$10,000 in sponsorship costs can be matched dollar for dollar under the program. As \$20,000 x 50% = \$10,000 the whole sponsorship amount claimed is **eligible**.

**In this scenario, all expenditure listed, except for venue hire is eligible.**

**\$45,000 would be eligible project costs. The industry association would receive a grant of \$22,500 to cover 50% of their eligible costs.**

\* Domestic travel limited to the reasonable cost of accommodation and transportation required to conduct agreed project and collaboration activities in Australia. The reimbursement will be in line with the [Australian Government accommodation and domestic air travel rates](#) for economy travel (see A3)