

**Office of International Business Development**

**State Trade Expansion Program (STEP)  
Global Access Program (GAP)  
*Eligible & Ineligible Expenses***

**Eligible Expenses**

Qualifying Expense Categories are restricted to the following:

- **Lodging**
  - Invoice receipts for lodging must be attached.
  - Hotel bills can only include room and tax. Any other charges must be subtracted.
  - The maximum reimbursable lodging rate (based on federal limits) must be included for each city [http://aoprals.state.gov/web920/per\\_diem.asp](http://aoprals.state.gov/web920/per_diem.asp)
  
- **Costs of Trade Missions and Domestic\* or International Trade Show Exhibitions**, including but not limited to:
  - Registration fee
  - Booth space
  - Equipment rental
  - Utilities
  - Shipping sample products
  
- **Cost of Federal services that directly support exporting** including but not limited to:
  - Foreign Agriculture Service (FAS)
  - USTDA reverse trade missions
  - USTDA-sponsored trainings, workshops, and conferences
  - Subscription to U.S. Department of Commerce services including but not limited to:
    - Initial Market Check (IMC)
    - Customized Market Research (CMR)
    - International Company Profile (ICP)
    - Gold Key Matching Service (GKS)
    - International Partner Search (IPS)
    - In-Country Promotion: Single Company Promotion (SCP)
    - Long-term Market Entry: Platinum Key Service (PKS)

➤ **Compliance testing and/or certification**

*Please inquire to obtain the current list of pre-approved tests by the SBA.*

➤ **Export Credit Insurance Policy Fees**

➤ **Intellectual Property Protection Fees**

➤ **Ground transportation fees**

- Train
- Rental Car
- Car Service\*\*
- Parking
  - During activity travel
  - At Airport while traveling
- Taxi / Uber / Lyft
- Airport Transfers
  - Personal car mileage and tolls
  - Shuttles
  - Taxi / Uber / Lyft

➤ **Interpreter fees**

➤ **Website internationalization & E-commerce** including website translation into foreign language(s), search engine optimization, localization services. Examples include, but are not limited to:

- Website translation into foreign language, search engine optimization, and localization services.
- Webstore setup and/or maintenance costs
- A mobile App integration, creation, update – to support the company in selling their product(s)
- Amazon Services, Walmart Marketplace, Alibaba Inc., FlipKart
- Begin or refine ability to receive and/or process online payments and process orders
- Services related to eCommerce cybersecurity to benefit ESBC
- Translation of marketing media, including audio and video.
- Online market listing fees
- E-commerce platform fees, including hosting and/or maintenance fees
- Expenses to set up websites to accept international payments

*E-commerce, website fees, maintenance or monitoring activities can only be covered only during the grant's period of performance*

➤ **Design of Marketing Media.**

- Design of company digital international marketing, which will include all forms and channels of social media and digital ad placements;
- Translation of marketing media, including audio and video.
- Examples include, but are not limited to:
  - Trade event publication(s)
  - Online and/or digital advertising for/or during trade event
  - Posters, pamphlets, flyers, etc. – for branding purposes
  - Brochures, a social media sales campaign, table banners, etc.
  - Event website advertising and other online services from a show or show organizer
  - Billboards, Newspapers, banners, other print media
  - Digital advertising format of any of the provided examples
  - Google Analytics

**Notes:**

- Where applicable, funding is limited to two company employees' participation in the GAP-funded activity.
- Fees/invoices must be paid must be evidenced by receipts/proof of payment. Expenses must occur during the eligible grant period.
- 'Ineligible' or 'Over the Approved' amount are not necessary to be included for reimbursement.
- If payment is made in currency other than USD, the company must provide currency conversion printout from [www.oanda.com](http://www.oanda.com) for the date of each receipt.

*\*Justification/Explanation and additional documentation is required with the application and with the reimbursement package*

*\*\*Justification/Explanation may be required*

## Ineligible Expenses

Expense categories ineligible for reimbursement include, but are not limited to:

- Airfare
- Baggage fees
- Meals
- Currency exchange fees
- Compensation, wages, or salary
- Alcoholic beverages
- Hotel amenities
- Phones, phone cards, SIM cards
- Internet usage
- Purchase of Capital goods, product samples and supplies
- Printing
- Passport or visa fees
- Immunizations
- Expenses related to entertaining current or prospective clients or government officials
- New product development or alteration of existing products
- Association dues or membership fees



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