

## 2017 Marketing Partnership Program – NB Outfitters Consumer Show Participation

### ADMINISTRATION, ELIGIBLE COSTS & PROGRAM CRITERIA

The following criteria must be met to be eligible for cost reimbursement.

**Applicant must:**

- Be a Bona Fide New Brunswick outfitter or guide.
- Currently be graded by either Canada Select or NB Approved.
- Provide verification that they carry a minimum of two million dollars in liability insurance.
- Provide verification they have been in business for a minimum of two years.
- Provide sufficient receipts for reimbursement. See eligible costs outlined below.

\* NOTE: There is no requirement to be a member of NBPOGA to apply for funding. However the processing fees will be higher for non-NBPOGA members. All applications and reimbursement will be administered by NBPOGA. See application form for costs and contact information.

### Eligible Costs

The following are costs eligible for reimbursement from attendance at one consumer tradeshow in 2017, prior to March 31<sup>st</sup> with a total maximum cap amount of up to \$2,500 per approved applicant:

#### Travel

Air: 50% reimbursement for return economy airfare, maximum 2 people. \*receipts required, **OR**

Mileage: One vehicle @ \$0.20 per kilometer to a maximum of 50% equivalent airfare cost for 2 people.

#### Per Diem

Meals: \$41.50/day Out-of-Province, maximum 7 days, per person (maximum reimbursement for no more than 2 people)

#### Accommodations

50% of room cost, 1 room per applicant to a maximum of 7 days.  
\*receipt required

#### Booth

50% of booth space rental and associated costs (electrical, carpet, internet, etc).  
\*receipt required

### **Ineligible Expenses**

Tax should not be accounted in total costs as it will not be reimbursed.

### **Restrictions/Maximum total amount**

2017 Fund is 10 000\$. Total amount will be divided amongst the total of qualified applicants, up to a maximum cap of \$2500 per applicant/business for attendance at one consumer trade show in 2017 prior to March 31<sup>st</sup>.