

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 31st 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 31st.