



State Trade Expansion Program - Eligibility Requirements

October 2024 - September 2026

Available Services for Eligible Export Clients:

- **Travel Reimbursement for Trade Shows/Export Missions** (reimbursable up to \$2500)*
- **Translation of Trade Show Materials** (reimbursable up to \$500)
- **Export Marketing Plans “EMP”** (\$7500 value, client pays \$500)
- **Exploratory Export Marketing Plan** (reimbursable to region - \$500)
- **Website Localization Program** (reimbursable up to \$2,100)
- **International Company Profile** (payable up to \$600)
- **Customized Market Research** (payable up to \$45.00/per hour)

Examples of Allowable Expenses:

Allowable Export/International Trade Service	Allowable Expense	Allowable Cost
Foreign Trade (Export) Missions or Individual Overseas Marketing Sales Trips	Travel Expenses (Airfare & Lodging)	\$2500
	Trade Mission Fees	
	Fees for shipping sample products (capped at \$2000)	
	Other transportation fees	
International and Domestic Trade Shows focused on international trade and exporting	Travel Expenses (Airfare & Lodging)	\$2500
	Misc. Trade Show Fees	
	Fees for shipping sample products (capped at \$2000)	
	Rental Car and/or mileage of personal vehicle	
	Virtual Trade Show registration fees only (capped at \$500)	
Translation Services	Reimbursement for translation services of digital assets, websites, printed marketing materials, order forms, product packaging.	\$500
Comprehensive Export Marketing Plan	Customized Export Marketing Plan prepared by a certified FSBDC International Trade Consultant (total value \$7500, client pays \$500).	\$7000
Exploratory Export Marketing Plan	Condensed Export Marketing Plan tailored to new-to-export businesses to explore possibilities of exporting to foreign markets.	\$500
Website Localization	Reimbursement for website localization for firms to enter or do further business in one or more global markets.	\$2100
International Company Profile	Comprehensive background report on specific foreign companies through the U.S. Commercial Service.	\$600
Customize Market Research	Customized market research to offer eligible companies with information on specific foreign markets. Service provided by the U.S. Commercial Service.	\$45

Eligibility Requirements:

Federal funding guidelines state that to be eligible to receive monetary reimbursement using FL STEP 12 funds, FSBDC consultants must verify the following for each export client.

A company/firm meets and adheres to the following criteria:

- Is organized or incorporated in the United States;
- Is operating in the United States;
- Size standard requirements:
 - The applicable industry-based small business size standard established under section 3 of the Small Business Act; or
 - The alternate size standard applicable to the program under section 7(a) of the Small Business Act and the loan programs under Title V of the Small Business Investment Act of 1958 (15 U.S.C. 695 et seq.);
 - The U.S. Small Business Administration (SBA) size standards are found at 13 C.F.R. Part121 or via the following link:
<https://www.sba.gov/document/support-table-size-standards>
- Has been in business for no less than 1 year, as of the date on which assistance using a grant under this subsection commences; and,
- Has access to sufficient resources to bear the costs associated with trade, including the costs of packing, shipping, freight forwarding, and customs brokers.

In addition, the following Florida-specific criteria will be included:

- Must be listed as an Active Corporation on the Florida Division of Corporations Sunbiz website.
- Must have a Federal Identification Number tied to a Florida address.
- Must have a product/service manufactured, produced, processed or value-added in Florida.
- Must be either “new to export” or “market expansion”; the event/activity must help them to enter a new market or segment, where they do not already have significant export sales.
- Prospective export clients must be in business (domestically) for at least 2 years in order to be eligible for EMP - Export Marketing Plan services, as per funding agreement with SelectFlorida.

Proof of Payment & Completion of Eligible Service/Activity will be required prior to any reimbursement For Travel Reimbursement:

- Any costs incurred that would be considered "Local travel" are not reimbursable.
- Airfare fees must be consistent with "[Fly America Act](#)" Guidelines.
- Lodging rates cannot exceed [GSA/State Dept per diem rates](#).
- If traveling (for other business or personal reasons) before or after the approved trade-related event, a cost comparison on actual dates (before or after) vs eligible dates (for attendance at approved trade-related event) will need to be submitted as part of the reimbursement package. This cost comparison needs to be done by time of the time the booking is made. Reimbursement will only be for the eligible dates for attendance at the approved trade-related event, as shown on the cost comparison. First class travel is not permitted.
- Where there are multiple travelers (other than the applicant) on the approved trade-related event, the other traveler(s) must be an employee and integral part of the business, as evidenced by their official title on the business website or other business documentation or employment verification documentation.

- Reimbursements are made in \$US. As well as receipts, please also submit your credit card statement that shows purchases in the foreign currency, as well as the local currency amount on the date of purchase.

*Maximum reimbursable amounts for Trade Show Sample shipments **\$2000** & Virtual Trade show registration fees **\$500**. **If funds become limited, preference will be given to exhibitors over conference attendees. Clients will not be reimbursed for any cost that has received or is pending financial support from SelectFlorida.**

FSBDC Trade Consultants will determine export client eligibility. New to exporting clients will be required to complete an Exploratory or Comprehensive Export Marketing Plan prior to receiving approval for additional STEP 12 services. Clients interested in expanding their exporting capabilities will be required to complete a Comprehensive Export Marketing Plan prior to receiving approval for additional STEP 12 services. Maximum total reimbursement cannot exceed **\$2000** per 2-year funding period for clients receiving the Exploratory Export Marketing Plan. For Comprehensive EMP clients, the maximum total reimbursement cannot exceed **\$8000** for STEP services per export client per 2-year funding period or **\$15,000** to include the cost off a Comprehensive EMP during the same funding period. Reimbursement amount cannot exceed actual costs incurred.

Funded [in part] through a Cooperative Agreement with the U.S. Small Business Administration.

