

Export Enhancement and Diversification - ELIGIBLE COSTS

1. Marketing Related Activities:

- market research: primary, qualitative, or quantitative research;
- design and development of new advertising and marketing materials (including virtual/digital content);
- execution of a new export advertising or promotional campaign;
- implementation of an e-commerce or digital strategy;
- market investigation;
- development of an impact market strategy; and
- attendance at appropriate trade shows or events identified by the business, for up to two participants per event, eligible costs may include booth or exhibitor costs, registration and eligible costs as noted under IPEI Coordinated Travel Related Events.

2. IPEI Coordinated Travel Related Events:

2.1. Accommodations: (reimbursement is based on standard room cost)

- Include: room, local taxes, and parking.
- Other charges are not eligible.

2.2. Transportation: (reimbursement is based on an **economy fare**. Mileage rates are subject to change without notice).

- Economy fare includes: flight, airport fees, and other charges approved by Innovation PEI (if a higher fare is used, the business is responsible to calculate and apply the economy rate).
- Car rental includes: car, fuel, and insurance expenses (rental is limited to activity dates plus the day before and after the activity unless otherwise approved by Innovation PEI).
- Taxi/tolls/bridge expenses.

2.3. Meal: (expenses are calculated using per diem rates).

- No receipts are required (rates are subject to change without notice).
- Within Canada: \$50.00 CAD per person per day.
- Within the United States: \$50.00 US per person per day.

International travel: per diem is established by Treasury Board (location specific rate available on request).

2.4. Virtual: (IPEI reserves the right to limit to three virtual activities annually, per business)

- Registration fee (limited 2 representatives per business) per activity.
- Virtual booth, digital content, activity-specific marketing material.
- Shipping costs for samples sent to virtual B2B events.
- Consultant fees (digital marketing / IT / in-market) related to virtual show, mission, and B2B events.

This list is representative, not exhaustive.

3. Miscellaneous:

- HST must be deducted and separated from all invoices at the time of claiming.
- Credit card slips are not acceptable as proof of payment unless itemized.
- For travel related events, a Post Mission Survey must be received by Innovation PEI within 5 business days after the event end date.