



THE **PUBLISHERS**
ASSOCIATION

TRADESHOW ACCESS PROGRAMME
1st APRIL – 30th SEPTEMBER 2017

Bologna Children's Book Fair, Italy
3rd – 6th April 2017
(Grant Level - £1,500)

Seoul International Book Fair, South Korea
14th – 18th June 2017
(Grant Level - £2,500)

Beijing International Book Fair, China
23rd – 27th August 2017
(Grant Level – £2,500)

This circular must be read in conjunction with our circulars giving detailed information of the group arrangements and costs.

In partnership with:



Department for
International Trade

Approved delivery partner for Department for International Trade services and to help promote export and inward investment to global businesses

**TRADESHOW ACCESS PROGRAMME (TAP)
FOR EVENTS TAKING PLACE BETWEEN
1st APRIL – 30th SEPTEMBER 2017**

The Department for International Trade (DIT) helps businesses export and grow into global markets. We also help overseas companies locate and grow in the UK.

The Publishers Association is an accredited DIT Trade Challenge Partner and we work together to deliver a programme of international events for the publishing industry.

Funding for SME's

Financial support is available to Small and Medium Sized Enterprises (SME's) that are new to export or have been exporting for less than 10 years. However, these rules will be waived if companies did not attend the previous edition of the event. Support is also available to UK universities, UK Government funded centres of higher or further learning and UK Government-funded research organisations.

Eligible companies have a lifetime limit of 12 grants (counted from 1st April 2009) and at least 6 of these must be taken in the emerging and high growth markets.

Action

Please read the attached DIT terms and conditions **before** completing the application form.

Forms should be returned no later than **eight weeks** before the event's start date. However, as we have a fixed number of grants for each event, we would urge you to return these as soon as possible as applications will be processed on a first come first serviced basis. **You must complete ALL relevant sections of the Exhibitor Grant Application Form crossing through or writing N/A in the sections that do not apply. Incomplete forms will be returned unprocessed.**

All completed forms should be returned to The Publishers Association, 50 Southwark Street, London SE1 1UN or emailed to gbailey@publishers.org.uk.



**Department for
International Trade**

**DIT TRADESHOW ACCESS PROGRAMME SUPPORT SCHEME
FOR OVERSEAS EXHIBITIONS
TERMS AND CONDITIONS FOR EXHIBITORS
2017-18**

BACKGROUND

Department for International Trade (DIT) will, at its discretion, provide support for businesses taking part in overseas exhibitions between 1 April 2017 and 31 March 2018. For the purposes of these terms and conditions overseas exhibitions are defined as:

- involving the display of products and services on exhibition stands or areas by businesses and other organisations with the objective of attracting commercial interest in those products and services; and
- taking place outside the United Kingdom and being international in terms of representation i.e. involving exhibitors from more than one country; and
- dealing with trade representatives rather than the public; and
- using stand space or area that is designed for the purpose of an exhibition and not for any additional use not specifically connected to exhibiting.

Alternatively an eligible event can be:

- an overseas commercial conference where the business has paid for the opportunity to promote its goods or services to a trade audience.

The objective of exhibition support is to help, primarily, newly exporting Small & Medium Sized Enterprises (SMEs) to learn how to use exhibitions as a key tool in their trade development plans. The support is intended to work most efficiently as part of a development programme for eligible businesses which Trade Challenge Partners and DIT's regional network can help to facilitate.

A central principle of this, and all DIT grant, is that it should make something happen that would not happen otherwise. Each eligible business is entitled to exhibit with grant support on a total of twelve occasions which must include at least six participations in the emerging and high growth markets (listed below), the twelve being counted from 1 April 2009.

Brazil	Mexico	Taiwan
China	Qatar	Thailand
Colombia	Russia	Turkey
Egypt	Saudi Arabia	UAE
India	Singapore	Vietnam
Indonesia	South Africa	Hong Kong
Malaysia	South Korea	

Trade Challenge Partners will help those businesses approved for grant to participate effectively in an exhibition. Participating businesses are expected to take up any offers of non-chargeable assistance made in this context.

If Trade Challenge Partners charge supported participants a service or management fee in connection with their participation, the services to be covered in return for the charge must be fully explained and broken down for participants at the time of recruitment. Such TCP charges should relate to costs wholly distinct from their administration of the business's DIT grant application.

It is expected that participants will make full use of the services and advice provided by or via the Trade Challenge Partner.

1 Eligibility to apply for grant

1.1 To be eligible for grant participants must meet the following criteria.

- a) A participant must be a UK* based business or organisation that is either actively investigating export opportunities or is already involved in exporting from the UK. If requested, participants must provide DIT with supporting documents proving that they comply with this requirement.

(*Excluding businesses/organisations based in the Isle of Man or the Channel Islands unless UK registered.)

- b) A participant must be an SME as defined below or a UK university or UK Government funded centre of higher or further learning, or a UK Government-funded research organisation.
- c) A participant must be a new exporter as defined below or have exported for no more than 10 years.
- d) Any grant a participant applies for must not result in them breaching the de minimis State Aid limit of €200,000 over any rolling three year period. (These grants are classed as de minimis State Aid by the Commission of the European Communities and all applicants for grant must ensure that they do not exceed the €200,000 limit. EU Regulation 1998/2006 on the application of Articles 87 and 88 of the EC Treaty to De Minimis aid refers.) The only exception to de minimis coverage relates to activities linked to the production, processing and marketing of certain agricultural goods as listed under Annex I of the consolidated version of the Treaty establishing the European Community (consolidated version 1997). TAP grants to relevant businesses covered by Annex 1 must fall within an overall ceiling of support that the European Commission have agreed to cover this specific area.

Applicants who produce agricultural goods (e.g. crops or vegetables) should complete the alternative version of the TAP application form designed to cover businesses in this category.

- e) A participant must not receive any other contributions from public funds towards TAP eligible costs in relation to participation at the event named in Section 1 of the Exhibitor Grant Application Form.
- f) A participant must not have been fully committed to attend the event prior to seeking DIT grant.
- g) A participant must demonstrate that they:
 - are selling products or services originating substantially in the UK; or
 - are adding significant value to a product or service of non-UK origin; or

- are enhancing their competitiveness and providing tangible economic benefit to the UK from this trade development activity.

h) Since 1 April 2009 a participant must not have received, been offered or have a pending application for more than eleven grants under these terms and conditions prior to the grant currently being applied for. At least six of the twelve grants must be taken in the high growth and emerging markets listed in the background section above.

i) A participant must take up any non-chargeable offers of assistance made by the Trade Challenge Partner that are intended to be complementary to the offer of trade show support.

1.2 Participants will be ineligible if they do not own the brand they are selling and the brand owner either already exports to the market concerned or withholds permission to export to that market.

1.3 In operating these terms and conditions the following definitions apply.

Definition for Small and Medium Sized Enterprise

a) Has less than 250 employees.

b) Has an annual turnover not exceeding € 50m, or an annual balance sheet total not exceeding € 43m.

DIT reserves the right to review the eligibility of businesses that are distinct and independently operated but are part of or owned by an organisation itself larger than an SME.

Definition for New Exporter

During the past 12 months no more than 10% of turnover resulted from proactive exports (i.e. sales to new overseas customers that have been actively identified by the business) **and** no more than 25% of turnover resulted from a combination of proactive and reactive exports. (Reactive exports would normally result from unplanned approaches from potential overseas customers and from UK-based third parties, or from overseas responses to UK-focused web sites).

1.4 The requirement to be a new exporter or to have been an exporter for less than ten years will be waived where the applicant has not exhibited at the previous edition of the event.

1.5 DIT is committed to making every effort to assist people with disabilities or long term health conditions to undertake business overseas. Applicants should raise any concerns in this respect directly with their Trade Challenge Partner. Any such issues should be raised at least three months prior to the event start date.

1.6 Payment of grant is discretionary and shall be the limit of DIT's liability to the participant for the exhibition named at Section 1 of the Exhibitor Grant Application Form.

2 Requirements for Eligible Participants

2.1 Participants must also comply with all of the following conditions.

- a) Participants must correctly complete a TAP Exhibitor Grant Application Form and submit it to the Trade Challenge Partner that is organising a group at the relevant event, **no later than eight weeks** before the event start date.
- b) Participants must only promote at the event the business, trading and brand names detailed on their application form.
- c) Where any non-UK goods or services are to be promoted participants are able to clearly explain the associated economic benefits to the UK, if required. They must also present themselves at the exhibition as a business/organisation involved in exporting from the UK.
- d) Participants must ensure that their exhibition stand or space is manned by at least one dedicated representative for the duration of the exhibition. In the case of exhibitions lasting more than seven days, they may leave after spending seven days at the exhibition but only if they have notified the Trade Challenge Partner in writing prior to the opening date.
- e) If there is only one individual representing both the participant and any other eligible exhibitor(s), then grant can only be claimed in respect of one of the businesses being represented.
- f) DIT will have no responsibility for insuring any risks associated with taking part in the exhibition. DIT will not be liable for the consequences of any such risks or any costs

incurred. Any insurance required by the participant will be the responsibility of the participant.

g) All participants must submit a completed DIT customer feedback questionnaire (provided by the TCP) prior to any claim for grant being submitted to DIT. The final deadline for return of completed feedback forms is one month after the closing date of the event.

2.2 Applicants should not assume TAP support has been agreed until this has been confirmed by the Trade Challenge Partner in consultation with DIT. DIT reserves the right to withhold grant that it considers for any reason to be unsuitable.

3 Claiming Grant

3.1 The Trade Challenge Partner will claim grant on behalf of the participant at rates which will be pre-agreed between DIT and the Trade Challenge Partner and usually based on the table below.

Category	Grant Levels
Short Hall (typically Europe)	£1,500
Long Haul	£2,000
High Growth Markets	£2,500

The choice of which of these levels of grant will be offered for a particular event will have been agreed between DIT and the Trade Challenge Partner. In some cases Trade Challenge Partners will have agreed with DIT's TAP Team that different levels of grant to those above can be offered for an event, with the intention of allowing a greater incentive for new exporters. Any such changes will be made clear by the Trade Challenge Partner at the recruitment stage. Participants must be able to show that they have paid for eligible costs amounting to at least the value of the grant. If the Trade Challenge Partner does not already have this evidence the participant must provide this to the Trade Challenge Partner no later than two weeks following the end of the exhibition.

3.2 Eligible costs can be in any of the following categories.

Exhibition space costs. This is the actual amount paid by the participant, or the Trade Challenge Partner on the participant's behalf, to the commercial organiser of the exhibition* for space at the exhibition venue and any other mandatory charges (e.g. registration fees, catalogue entry charges). These charges will normally be no higher than the rates published by the commercial organiser of the exhibition.

Stand costs. This is the actual amount paid by the participant, or the Trade Challenge Partner on the participant's behalf, to the commercial organiser of the exhibition, or to any third party supplier(s) for invoiced costs directly related to:

- stand design;
- physical stand costs, including shell scheme (or equivalent);
- labour costs in relation to physical construction of stand;
- heating;
- power supply;
- carpets;
- furniture hire;
- cleaning;
- internet/phone connection and rental (excluding call charges);
- display aids and graphics, but excluding any products/samples unless they are part of the stand construction;
- security;
- freight costs for stand, stand display items and literature for the stand (car/van hire and other associated freighting costs for these items may be claimed but, if this option is used rather than a freight forwarding company, the participant must be able to present a justifiable case, including cost benefits);
- excess baggage charges for stand and stand display items.

Conference Costs. This is the amount charged by the conference organiser for attendance or speaking. It can also include the cost of preparing and transporting literature or display items specifically for the conference.

NB. Recoverable local taxes, including VAT, and insurance costs of any kind will not be considered as part of the total of eligible costs.

*The commercial organiser of an exhibition is the organisation responsible for the commercial arrangements for the whole exhibition. An organisation making a block booking at an exhibition for a UK group, or booking space or stand facilities for individual businesses is not the commercial organiser of the event.

3.3 Once the Trade Challenge Partner has claimed grant on behalf of participants the Trade Challenge Partner will be responsible for distributing grant to participants within three weeks of the Trade Challenge Partner's receipt of the participant grant from DIT.

3.4 The participant may arrange with the Trade Challenge Partner for any amount owed to them, solely related to the exhibition, named at Section 1 of the Exhibitor Grant Application Form, to be deducted from the grant. The Trade Challenge Partner is not allowed to pay any part of a participant's grant to a third party and must not have charged the participant for anything other than costs directly related to the business's supported participation at the event.

3.5 DIT reserves the right to provide the Commission of the European Communities, or any other organisation which needs the information as part of the process of Government, with information about any grants paid to the participant. DIT also reserves the right to publish these details without seeking any additional approval from the participant.

4 Non Payment of Grant

4.1 DIT reserves the right to withhold any or all of the grant, or require part or full repayment of any grant already paid, if at the time of making the application or at any time prior to the start of the event the participant:

- a) has ceased or ceases trading;
- b) is in or goes into liquidation, administration, receivership, bankruptcy or equivalent procedures in Scotland;

c) is or becomes the subject of a proposal for a winding up order or any other insolvency procedure including individual voluntary arrangement;

d) is or becomes indebted to any Government department.

4.2 DIT also reserves the right to withhold any or all of the grant, or require part or full repayment of any grant already paid, if the participant:

a) fails to comply with any of these Terms & Conditions;

b) provides false or inaccurate information on the Exhibitor Grant Application Form;

c) causes embarrassment to Her Majesty's Government, the host nation or other exhibitors in the group, for example by displays of inappropriate or offensive literature, by inappropriate or offensive behaviour, or by the display of products or services of an unacceptably low quality or of an inappropriate or offensive nature. (The final decision on acceptability will rest with DIT, taking into account the nature of the product, the sensitivities of the host nation and others in the group).

If any of the above circumstances arise, the business may also be excluded from future involvement in this and/or any scheme operated by DIT.

4.3 DIT may vary or withhold any or all payments made and / or may require repayment of grant already paid, together with interest from the date of payment, if DIT is required to do so as a result of a decision by the European Commission or as a result of any obligation arising under Community Law.

With professional advisers across 100 international markets, Department for International Trade is the government department that helps UK-based companies succeed in the global economy and assists overseas companies in bringing their high quality investment to the UK.

For further information please visit this link [DIT Services](#)



TRADESHOW ACCESS PROGRAMME (TAP) – EXHIBITOR GRANT APPLICATION FORM **2017/18** – [TCP Led Group](#)

This form must be completed in full in typeface or block capitals in black ink only and returned immediately to the organisation leading your group. **The application process will be aided if you also send an electronic version of your form to the relevant organisation leading your group. Please read the accompanying Exhibitor Terms and Conditions that outline your obligations under the scheme before you complete this form.**

Section 1 – The Event and the Trade Challenge Partner (TCP) organisation:			
TCP name: The Publishers Association			
Exhibition Name:			
Sector (Please pick the one that best fits from the list at the end of this form): Creative & Media			
Country:	City:	Exhibition start date:	Exhibition end date:

Section 2 - Eligibility To Apply For A Grant			
You are only eligible to apply if you can answer yes to Q.1. or Q2 and yes to Q3a or Q3b.		YES	NO
1	Does your business comply with the Department for International Trade (DIT) definition of an SME, as detailed in Section 1 of the accompanying Exhibitor Terms & Conditions?	<input type="checkbox"/>	<input type="checkbox"/>
2	Is your business a UK University or UK publicly funded centre of higher or further learning or UK publicly funded research organisation?	<input type="checkbox"/>	<input type="checkbox"/>
3a	Does your business comply with the DIT definition of a new exporter as detailed in Section 1 of the accompanying Exhibitor Terms & Conditions?	<input type="checkbox"/>	<input type="checkbox"/>
3b	If not, can you confirm that you have been exporting for less than 10 years or have not participated in the previous edition of the show you are applying for?	<input type="checkbox"/>	<input type="checkbox"/>

For the use of TAP staff only
Reg
<hr/>
VAT
<hr/>
Eligible
Yes No
Form complete/ checked OK

Section 3 – Business Details: YOUR FORM WILL BE REJECTED IF THESE DETAILS ARE NOT COMPLETELY LEGIBLE	
Please provide the registered UK business name and company registration number (where applicable) for the company paying the exhibiting costs at the event. NOT any parent, associate, subsidiary business or brand name.	
Business Name:	
UK Address:	
	Postcode:
E-Mail:	Website:
Contact Name:	Tel no:
Company Reg No:	
English Region where relevant (e.g. North West)	
Not Registered:	<input type="checkbox"/> (Only tick box, if not registered at Companies House and not registered for VAT purposes)
Is this the first time the above business has applied for a TAP grant? Y <input type="checkbox"/> N <input type="checkbox"/>	

Section 4 – Previous Business Name Or Address:

If the business name and/or address has changed since you last applied for a Department for International Trade TAP grant please give the details below:

Section 5 – Products, Trading And Brand Names:

Please give a brief description of the goods, services and all business names including the main brand or trade names to be displayed or promoted

What business name will you use on your stand?

Section 6 – About Your Business

Required for Statistical Purposes Only

Q1. Size of your business?

From your last formal accounts:

How many employees do you have (full time equivalents)?

What is your turnover? £.

Q2. Is your business "new to market"?

Your business is defined as "new to market" if it has not exported to the country where this exhibition is taking place within the previous 12 months and normally has no established representation there.

Yes No

Q3. Is your business "new to event" (irrespective of the market)?

Your business is defined as "new to event" if it has not previously exhibited at this exhibition.

Yes No

Section 7: List All “De Minimis” State Aid Received Over Last 3 Years:

The European Commission recognises any type of support given from any public funds to a possible exporter as a State Aid and therefore subject to State Aid restrictions. However, we are allowed to exempt this exhibitor grant under the De Minimis exemption regulation, which allows a business to receive up to a cumulative €200,000 over any rolling three year period.

This section of the form is necessary because any grant giver (in this case DIT), which employs the De Minimis exemption regulation, is required to ensure that the €200,000 limit will not be breached when they agree an application for grant.

Therefore you will need to record here any public aid you have received over the past three years that may need to be included in your De Minimis threshold. You need not list any aid that has already been specifically exempted in any way other than by the De Minimis regulation or any aid that has been previously “notified” to the Commission.

PLEASE WRITE N/A IF NECESSARY

<u>Funding Body</u>	<u>Purpose</u>	<u>Amount £</u>
Total		

Section 8 – Data Protection Act 1998 – Information regarding DIT’s use and processing of personal data is to be found at www.gov.uk use the link [handling personal data](#)

Having seen this link, please tick the following boxes if the person named as contact in section 3 does not wish their details to be used for: marketing purposes by internal providers , passing to external providers for non DIT purposes , transferring to overseas service providers or for DIT’s E mail marketing purposes

Section 9 – Declaration by Business Applying for Support:

On behalf of the business named at Section 3 I confirm that the information given on this application form is true and accurate. I have also read and will comply with the **TERMS & CONDITIONS FOR EXHIBITORS**. I recognise that any grant the business named at Section 3 receives in support of its participation at the event named at section 1 is classed as De Minimis State Aid by the Commission of the European Communities. I confirm that this business has not received De Minimis State Aid in total greater than €200,000 over the 3 year period leading up to today’s date and including the TAP grant now being applied for. Furthermore, the business will not receive any other contributions from public funds towards any costs which are grant eligible in the context of this application.

Name: _____ Position: _____
 Signature: _____ Date: _____

This form must be signed by a Director, Company Secretary or Owner of the Business (or equivalent).

DIT’s full range of information, advice and support, including events and DIT’s Overseas Market Introduction Service (OMIS), can be found on www.gov.uk use this link [DIT Services](#)

Further help and advice through [Scottish Enterprise](#), [Business Wales](#) or [Invest Northern Ireland](#). Details of your local DIT contacts can be found on the [DIT office finder](#).

Section 10 – To be completed by the Trade Challenge Partner (TCP) leading the group of UK participants:

I confirm that; I have highlighted to the applicant business their obligation in relation to the TAP terms & conditions (t&cs); they are suitable for grant support; are eligible under the t&cs and they have not exceeded their grant allocation limits.

Name: **Gloria Bailey** Position in TCP organisation: **Manager, Overseas Trade Fairs**

Signature: _____ Date:

Telephone No: **020 7378 0504**

e-mail: **gbailey@publishers.org.uk**

Completed forms must be retained BY the TCP as a record of the individual grant application.

Industry Sectors

Aerospace (Civil)
Agriculture, Horticulture & Fisheries
Airports
Automotive
Biotechnology & Pharmaceuticals
Business & Consumer Services
Chemicals
Clothing, Footwear & Fashion
Communications
Construction
Creative & Media
Education & Training
Electronics & IT Hardware
Environment
Financial Services
Food & Drink
Giftware, Jewellery & Tableware
Healthcare & Medical
Household Goods, Furniture & Furnishing
Leisure & Tourism
Marine
Mechanical, Electrical & Process Engineering
Metallurgical Process Plant
Metals & Minerals
Mining
Oil & Gas
Ports & Logistics
Power
Railways
Security
Software & Computer Services
Sport & Leisure Infrastructure
Textiles, Interior Textiles & Carpets
Water