



OHIO INTERNATIONAL MARKET ACCESS GRANT FOR EXPORTERS (IMAGE) INELIGIBLE EXPENSES

Many marketing-related expenses are considered “costs of doing business” or, for other reasons, fall outside the regulations of the IMAGE Program and therefore are not eligible for reimbursement. This list should not be considered complete.

General Ineligible Expenses

- Any activity not specifically included or approved as part of the participant company’s IMAGE Program Agreement or Approved Amendment
- Any expenses (including travel and attendance fees) related to international trade seminars
- Any expenses related to tradeshows held in the U.S.
- Travel expenses (airfare and lodging) for international trade shows and foreign market visits
- Expenses incurred for an activity that was commenced prior to approval of the activity or amendment
- Any activities and functions held in conjunction with unauthorized parties as set forth by the U.S. Bureau of Industry and Security
- Vehicle rental and fuel to transport tradeshow materials and samples
- Compliance or related export documentation fees (e.g., ITAR, REACH, CE Marking compliance)
- Visa fees

Business-Related Ineligible Expenses

- Salaries, living expenses, office costs, allowances, office parking fees
- Administrative expenses including communication costs (phone, fax, Internet) and those related to travel (hotel and cellphone charges)
- Refundable deposits and advances
- Rental, lease, or purchase of warehouse space
- Purchase, construction, or lease of space for permanent displays
- Meals, reception refreshments, entertainment, or gifts
- Website development beyond approved translation services
- Business cards beyond approved translation services, seasonal greeting cards, subscriptions or publications
- Routine translation and interpretation services not related to eligible promotional materials
- General company literature that does not include product promotion information
- Membership and Program fees
- Management consultant fees
- Product-related ineligible expenses
- Product research and development
- Package and label design/production and origin identification stickers not specifically required by importing country
- Product samples

Marketing-Related Ineligible Expenses

- Slotting and shelf-space fees, licensing fees, product registration, and similar sales expenses
- Coupons, redemptions, price discounts, and any other activity to reduce the selling prices of a product
- Advertisements or any other marketing and promotions items that feature a coupon that reduces the cost of the product
- Promotions or products that are deemed offensive
- Promotions and advertisements that disparage any other company or product either directly or indirectly

If you have questions concerning your company’s specific marketing plans and eligible reimbursements, contact the Ohio Department of Development’s Office of Export Assistance before incurring the expense.

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