

OHIO INTERNATIONAL MARKET ACCESS GRANT FOR EXPORTERS (IMAGE)

INELIGIBLE EXPENSES

Many exporting 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. If you have questions concerning your company’s eligible reimbursements, contact the Ohio Development Services Agency before incurring the expense.

General Ineligible Expenses

- Domestic tradeshows
- Travel and lodging for domestic and international tradeshows
- In-country transportation
- Interpreter fees
- Individual foreign market visits
- Educational seminars and conferences
- Any activities not specifically approved as part of the participant company’s IMAGE application
- Any activities and functions held in conjunction with unauthorized parties as set forth by the U.S. Bureau of Industry and Security
- Compliance fees (e.g., CE Marking)
- Visa fees
- General subscriptions to services provided by the Food Export Association or the U.S. Commercial Service: Market Builder, International Partner Search, Gold Key Service, Commercial News USA, etc.

Business-Related Ineligible Expenses

- Salaries, living expenses, office costs, allowances, office parking fees
- Fees associated with training international representatives
- Administrative expenses including communication costs (phone, fax, Internet) including those related to travel (hotel phone 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
- Package and label design/production and origin identification stickers not specifically required by importing country
- Routine translation and interpretation services not related to eligible promotional materials
- General company literature that does not include product promotion information
- Shipping costs beyond the freight costs to ship booth materials to a trade show
- Membership and Program fees
- Management consultant fees
- Product-related ineligible expenses
- Product research and development
- Product samples

Marketing-Related Ineligible Expenses

- Printing costs
- 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 Development Services Agency’s Office of Business Assistance before incurring the expense.

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