

Instructions for Food Exhibition Explorer applicants

Business Finland sends an automatic email approximately every two weeks to the companies that have submitted their application. The message specifies the number of applications received for the trade fair in question. The number stated includes the sender's own application, but, for instance, the requirement for applicants to meet the SME or midcap company size criteria or the other funding requirements have not been checked at this stage.

Fill in the application

When you apply for the funding, select the official name of the trade fair event as the project name of your application and complete the application in accordance with the instructions provided.

Duration of the project

The costs must be incurred during the duration of the project. With the exception of registration and booking costs, costs are accepted from the day you send us your application at the earliest. For this reason, it is recommended that the starting date of the project is the date of submission of the application.

Define your goals

Define 2–5 goals for the participation at the trade fair of which at least one is measurable. The goals will become part of the potential funding decision and Business Finland monitors their achievement. Examples of goals:

- the company met x potential new customers from the new target markets x at the trade fair
- the company met x potential resellers for the new target markets x at the trade fair
- the company identified x new potential partners or R&D partners at the trade fair.

Describe the implementation

Answer all of the questions included in the application's "Implementation" section.

Itemize the eligible costs of the purchased services

Costs are accepted starting from the date on which the application was submitted, at earliest. We employ a simple cost estimate in Exhibition Explorer funding. Registration and booking costs may nevertheless be accepted, even if they arose prior to the submission of the application for funding.

Itemize the costs of the purchased services (itemization of purchased services: what was bought and from whom, and a euro-denominated estimate/value [0% VAT]). Purchases from other companies in the same group and associated companies are generally not permitted.

Acceptable purchased costs of the trade fair stand

- Registration and booking costs
- Floor area costs
- Design and decoration costs
- Technical orders such as electricity and cleaning
- Rented structures and furnishings

- The trade fair stand's construction costs (erection and dismantling)
- Any eligible costs of virtual participation at a trade fair, including the basic participation package, are reviewed case-specifically.

Enter the costs of the purchased services in the cost estimate as follows:

- **Purchased services:** Enter solely the eligible costs of the purchased services arising from the trade fair stand (found in the section "What can the funding be used for?").
- **Other costs:** Enter the computed (i.e., "flat rate") 20% proportion of the purchased services.

Costs for purchased services added to the project after the funding decision cannot be accepted. The amount of aid mentioned in the decision is the maximum aid granted to your company. You can specify the estimate on the costs of the purchased services during the application's processing phase.

Other costs

Other costs incurred by your company from the trade fair participation can be approved based on a flat rate, which is at maximum 20% of the sum of the aforementioned purchased services.

Other costs do not need to be itemized in the application, nor do they need to be included in the project accounting. The calculated item of other costs may include, for example, travel, freight and interpreter costs, administrative costs of a potential consultant/coordinator (e.g. assistance in preparing the application) and marketing costs related to the fair, for example presentation videos, brochures, business cards and roll-ups.

For example: If the estimate concerning the costs of the trade fair stand is EUR 10.000, other costs account for 20%, or EUR 2,000, of that. The grant's share of the total amount of 12.000 euros is 50%, i.e. 6.000 euros.