

## Massachusetts STEP Grant Program Eligible and Ineligible Activities

### Eligible Activities Under the Program

- Overseas trade show or conference exhibition and directly related expenses (e.g., booth space, shipping charges, carnets, attendance in conjunction with exhibiting, space to deliver technical sales seminars, etc.) (*shipping costs capped at \$2,000 per company*)
- U.S. Department of Commerce Gold Key and other in-country services
- Government-organized foreign trade missions with a business matchmaking element
- Cost of compliance testing an existing product for entry into an export market (*\$3,000 cap per company*)
- Design of export market-specific marketing media (including design and translation of brochures, targeted advertising in industry-appropriate media, etc. – does NOT include printing) (*\$3,000 cap per company*)
- Localization of web sites for target export markets (including translation of web sites, technical localization, and search engine optimization for export markets) (*\$3,000 cap per company*)

### Ineligible Activities Under the Program

- Any expenses incurred outside of Federal FY 2019 (10/1/2018-9/30/2019)
- Travel, lodging, meals and other related expenses for international business development\*\*
- Attendance only at overseas trade shows or conferences (must exhibit to be eligible)
- Domestic trade show or conference participation
- Advertising in domestic publications or design of domestic marketing media and web sites
- Domestic export development activities, such as training, market research, and certain U.S. Department of Commerce services, such as the International Partner Search\*\*
- Consulting fees, legal fees, PR fees, staffing and other staff-equivalent costs
- Product development, modification or localization for export markets
- Global intellectual property protection costs (e.g., overseas patent, trademark or copyright filings)
- Routine export operational costs (production for overseas orders, shipping, packing, and other export transactional costs)

\*\* Some of these expenses may be used as part of the company's required export development match.

**Note: Applications for vague or ineligible activities will be automatically disqualified.**

For further guidance, visit [www.mass.gov/export/step](http://www.mass.gov/export/step),  
or call the Massachusetts Export Center at 617-973-8664.