

## 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 \$4,000 per company*)
- U.S. Department of Commerce international business development services (e.g., Gold Key Service, International Partner Search with Virtual Introductions, Single Company Promotion, International Company Profile, trade missions and other export matchmaking services, etc.)
- Cost of compliance testing an existing product for entry into an export market (*\$6,000 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) (*\$6,000 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) (*\$10,000 cap per company*)
- Research tool subscription for targeted export market research (*\$2,000 cap per company*)

### Ineligible Activities Under the Program

- Any expenses incurred for activities taking place outside 10/1/2020-9/30/2021
- 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 and other activities\*\*
- 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. MOITI, the Massachusetts Export Center and the SBA do not endorse, recommend or partner with any 3rd party vendor for delivery of services associated with STEP-reimbursable activities.

For further guidance, visit [www.mass.gov/export/step](http://www.mass.gov/export/step),  
or call the Massachusetts Export Center at 617-973-6610.