

IC 5-28-14

Chapter 14. Promotion of Trade Shows

IC 5-28-14-1

"Fund"

Sec. 1. As used in this chapter, "fund" refers to the trade promotion fund established by section 6 of this chapter.

As added by P.L.4-2005, SEC.34.

IC 5-28-14-2

"Small business concern"

Sec. 2. As used in this chapter, "small business concern" means a small business concern as defined in 15 U.S.C. 632.

As added by P.L.4-2005, SEC.34.

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"Trade mission"

Sec. 3. As used in this chapter, "trade mission" means a planned tour of business locations, all of which are:

- (1) located in or outside the United States; and
- (2) recommended by:
 - (A) the United States Department of Commerce Foreign Commercial Service;
 - (B) the United States Department of Agriculture Foreign Agriculture Service; or
 - (C) the corporation.

As added by P.L.4-2005, SEC.34.

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"Trade show"

Sec. 4. As used in this chapter, "trade show" means an exhibition, an exposition, or a fair:

- (1) located in or outside the United States; and
- (2) recommended by:
 - (A) the United States Department of Commerce Foreign Commercial Service; or
 - (B) the United States Department of Agriculture Foreign Agriculture Service.

As added by P.L.4-2005, SEC.34.

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Corporation's duties

Sec. 5. (a) The corporation shall promote the participation of small business concerns in trade shows and trade missions.

(b) Before promoting participation in trade shows and trade missions, the corporation must:

- (1) conduct market research to determine the presence and extent of overseas markets for Indiana small business concerns; and
- (2) determine the market areas offering Indiana small business

concerns the best export opportunities.

(c) In promoting participation in trade shows and trade missions, the corporation shall emphasize trade shows and trade missions considered to offer Indiana small business concerns the best export opportunities for products produced in Indiana.

As added by P.L.4-2005, SEC.34.

IC 5-28-14-6

Trade promotion fund

Sec. 6. (a) The trade promotion fund is established within the state treasury as a dedicated fund. Money in the fund must be spent by the corporation exclusively for the purposes described in this chapter.

(b) The fund consists of appropriations from the general assembly.

(c) The corporation shall administer the fund. The following may be paid from money in the fund:

(1) Expenses of administering the fund.

(2) Nonrecurring administrative expenses incurred to carry out the purposes of this chapter.

(d) The treasurer of state shall invest the money in the fund not currently needed to meet the obligations of the fund in the same manner as other public funds may be invested. Interest that accrues from these investments shall be deposited in the state general fund.

As added by P.L.4-2005, SEC.34.

IC 5-28-14-7

Reimbursement for booth rental fees

Sec. 7. The corporation may provide financial assistance to a small business concern by reimbursing the small business concern solely for booth rental fees related to its participation in a trade show or trade mission.

As added by P.L.4-2005, SEC.34.

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Reimbursement limitations and amount

Sec. 8. (a) Reimbursement for booth rental fees incurred by a small business concern under section 7 of this chapter for participation in one (1) trade show or trade mission may not exceed the lesser of:

(1) five thousand dollars (\$5,000); or

(2) the amount determined in subsection (b).

(b) The amount to be used in subsection (a)(2) is the amount determined under the following STEPS:

STEP ONE: Determine the total booth rental fees incurred by the small business concern under section 7 of this chapter.

STEP TWO: Subtract from the amount determined in STEP ONE any amounts received by the small business concern from a trade show promotion program or trade mission program, other than the program established by this chapter.

(c) The maximum financial assistance that may be provided to a

small business concern during a state fiscal year may not exceed ten thousand dollars (\$10,000).

As added by P.L.4-2005, SEC.34.

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Qualification for assistance

Sec. 9. To qualify for financial assistance under this chapter, a small business concern must:

- (1) apply to the corporation for approval to participate in a trade show or trade mission in the form and by the time specified by the board;
- (2) establish to the satisfaction of the corporation that participation in the trade show or trade mission will enhance the export opportunities of products produced in Indiana by the small business concern;
- (3) maintain adequate records of the expenses incurred by the small business concern to participate in a trade show or trade mission;
- (4) certify to the corporation the amount of financial assistance, if any, received by the small business concern from a trade show promotion program or trade mission program other than the program established by this chapter; and
- (5) provide to the corporation, on request:
 - (A) the records of the expenses related to the small business concern's participation in a trade show or trade mission; and
 - (B) information regarding the effectiveness of the program established by this chapter in enhancing the export opportunities of the small business concern.

As added by P.L.4-2005, SEC.34.

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Policies and guidelines

Sec. 10. The corporation may adopt policies and guidelines to implement this chapter.

As added by P.L.4-2005, SEC.34.