

CREATIVE BC

MARKET EXPANSION FUND PROGRAM GUIDELINES 2019–20

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WHAT IS THE MARKET EXPANSION FUND?

This program provides financial support for BC book publishers to attend select book fairs, conferences and events for the purpose of promoting their publishing list in both foreign and domestic markets, and expanding business opportunities through foreign and subsidiary rights sales. Companies will be allotted up to \$8,000 per fiscal year (April 1–March 31), to attend specified markets on the Event List or events which would meet the same standards and program objectives and deemed eligible by Creative BC. The maximum commitment of \$8,000 represents **50%** of total eligible costs incurred through attendance at the events.

ELIGIBLE APPLICANTS

Applications will be considered from the following:

- Active (voting and associate) members of the Association of Book Publishers of BC (ABPBC);

OR PUBLISHING COMPANIES WHO:

- Received funding from the Canada Book Fund, the BC Arts Council Operating Assistance Program for Book Publishers, or BC Arts Council Project Assistance for Book Publishers in the most recently completed fiscal year, **and**;
- Have been a legally registered corporate entity, company, or society in BC or federally incorporated company with its head office in BC, for at least one year, **and**;
- Are managed and financially controlled by BC residents (who own at least 75% of the company).

Publishers are eligible for support for up to **six** fairs and events. A maximum of two delegate(s) per company may be supported for an individual event. Delegates should have applicable experience to represent the publisher at each event.

ELIGIBLE BOOK FAIRS AND EVENT SITES

For 2019/20 fiscal only, Frankfurt Book Fair and Pacific Northwest Booksellers Association Tradeshow are not eligible events under the Market Expansion Fund. Support for attendance at these events are offered by the ABPBC and Livres Canada Books under FRMAP.

Creative BC has identified the domestic and international book fairs/event sites that are eligible for assistance. For more information, please refer to the [Event List](#). Events that fall within the Creative BC fiscal year of April 1, 2019, to March 31, 2020, will be supported. For clarity, applications will be accepted that include attendance at events retroactive to the fiscal year start of April 1, 2019.

Events that do not appear on the Event List may be considered if they are deemed to meet the objectives of this program. Approval from Creative BC will be required to deem the event an eligible book fair/event site supported by this program. It is recommended that the publisher reach out to Creative BC prior to submitting their application to determine whether the additional events will be deemed eligible.

SUBSTITUTION OF EVENTS

Creative BC recognizes that adjustments to a participating company's activities may be required due to external pressures and unforeseen circumstances. If a publisher is not able to attend an event that's approved on their application, the publisher may substitute it with attending another event in the approved [Event List](#), provided the replacement event also occurs within the fiscal year (April 1, 2019 – March 31, 2020). Substitution of events not on the [Event List](#) will require preapproval, and failure to obtain preapproval prior to attending the event may result in the event not being funded. For clarity, funding will not be increased after a commitment is made, only reduced if the publisher did not attend the event indicated in their application and did not attend another in its place.

DELEGATES

Delegates from companies should be BC residents, defined as Canadian citizens or Permanent Residents who have resided in BC for at least 200 of the 365 days immediately preceding the date of application and who have filed income tax returns in BC in the taxation year prior to the date of application. On a case-by-case basis, exceptions may be granted to publishers that have engaged a sales agent based outside BC who will be their delegate at the event(s).

A maximum of two delegates per company may be supported for an individual event. Delegates should have applicable experience to represent the publisher at an event.

Substitution of delegates is allowed, and information about alternate delegates can be provided at the application stage.

APPLICATION PROCEDURES AND ELIGIBILITY

The application is available online on the Creative BC website, link below.

[APPLY HERE](#)

As part of the application, the publisher will be required to submit the following items:

- If not an ABPBC voting or associate member, funding agreement in 2018-19 with the Canada Book Fund, the BC Arts Council Operating Assistance Program for Book Publishers, or BC Arts Council Project Assistance for Book Publishers;
- Information about the books that the publisher will be presenting at the events or a copy of the publisher's two most recent sales catalogues, and/or the current rights catalogue;
- A business plan that indicates why the funding support is necessary, and how it will grow the publisher's company ([template available for download](#));
- Company profile; and
- Resumes or biographies for the individual delegate(s) that will be representing the publisher at an event.

PROGRAM DEADLINE AND ADJUDICATION

The deadline to submit an application online for the Market Expansion Fund is **September 13, 2019**. Applications will be adjudicated by a jury consisting of Creative BC and selected members of the book publishing industry.

Applicants will be notified approximately 4–6 weeks after the deadline on whether they are successful and the commitment amount.

FINANCIAL PARTICIPATION

Creative BC will provide financial assistance to selected publishers to help offset registration, travel and accommodation costs of events attended in the Creative BC fiscal year of 2019–20. For international events that are eligible for support through Livres Canada Books' Foreign Rights Marketing Assistance Program (FRMAP) and for which the publisher is receiving FRMAP funding, the publisher may only include in their Market Expansion Fund application a request for financial assistance toward booth and marketing financial assistance, being that these are not eligible expenses under FRMAP.

Creative BC's contribution must not exceed **50%** of final approved eligible costs. Creative BC reserves the right to reduce the award following review of the final costs. If the publisher should receive complimentary conference registration or travel from the event organizers, those amounts are considered to be outside of the final reportable eligible costs. Publishers may only include cash expenses for which a receipt can be provided.

Publishers approved in the Market Expansion Fund program will be eligible for **up to \$8,000** in funding support to attend various events on the Event List, to a maximum of six events. Each domestic (located in Canada) event has a maximum participation from Creative BC of **\$1,300**, and each international event has a maximum participation from Creative BC of **\$2,000**, representing no more than 50% of the applicant's final cash expenditures to attend. For example, and for the sake of clarity, if the applicant spends less than \$4,000 at an international event, then Creative BC's contribution will be less than \$2,000.

Successful applicants will receive 50% of Creative BC's contribution upon signature of the commitment agreement, and 50% after approval of a final report (see 'Reporting' below).

ELIGIBLE EXPENSES

The following items are considered eligible expenses:

- Per diem - \$60 per day in Canada, \$80 per day outside Canada.*
- Accommodation – up to \$300 per night.*
- Registration fees (if applicable).*
- Booth costs (if applicable).
- Books/collateral shipping costs (if applicable).
- Return airfare (based on economy fare).*
- Ground transportation (ride share, rental car, vehicle fuel costs, taxi, shuttle bus, transit costs, etc.).*
- Design and printing of marketing materials, payable to third parties (e.g. brochures, etc.), capped at no more than 20% of the approved direct travel costs.
- Overhead allowance, capped at a maximum of 10% of the approved direct travel costs (to cover related long distance, in-house photocopying, courier costs and administrative expenses).*

*** Only booth, shipping and marketing costs would be eligible expenses for events where publishers**

are claiming FRMAP

REPORTING

Publishers will have 60 days after attending their last event, to submit an online final report which includes the following information that is asked for in the online form:

- A narrative report on market activities outlining meetings held, intelligence garnered, deals initiated, rights sold or pending; and
- A final cost report with PDFs of supporting invoices and receipts (please note meal receipts are not required and the applicant may claim the full amount for per diem).

The final report is to be submitted through an online form to be completed through the Creative BC website. Failure to submit a final report to Creative BC within the specified time period may result in forfeiture of the award. In addition, follow-up surveys may be conducted 6 and 12 months after the market has concluded to confirm any additional rights or sales activity.

FORFEITURE OF AWARD

Successful applicants who fail to submit a final report to Creative BC within the specified time period will be given one written reminder. Should all materials not be provided following this reminder, the successful applicant forfeits any outstanding drawdown amounts and the commitment will be reduced by this amount.

FOR MORE INFORMATION

Please contact:

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