

PASSPORT TO MARKETS / BOOK PUBLISHERS GUIDELINES 2018-2019

WHAT IS THE PASSPORT TO MARKETS PROGRAM FOR BOOK PUBLISHERS?

This program provides financial support for BC resident book publishers to attend select book fairs, markets and international trade events for the purpose of promoting publishing projects in development and securing export book sales from attendance at international markets.

ELIGIBLE APPLICANTS

Applications will be considered from BC resident book publishers who fulfill the following criteria:

- Have been a legally registered company or society in BC or federally incorporated company with its head office in BC, for at least the previous two years.
- Have operated for at least two years with book publishing as its primary (rather than peripheral or occasional) business, with the publication of original titles as the focus of that business.
- Be managed and financially controlled by BC residents (who own at least 75% of the company).
- Have a minimum of seven (7) original Canadian titles in print, no more than 50% of which are authored by principals, directors or employees of the applicant firm.
- Derives more than 50% of their total annual sales revenue for the Company from book sales, and have minimum sales revenues from Canadian authored titles of \$20,000. Revenue derived from the sale of author-subsidized titles must not exceed 25% of net revenue.

Delegates must 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.

Individual delegates are eligible for support to attend a maximum of three market sites per fiscal year. One delegate per company or title may apply for support to an individual market site.

ELIGIBLE MARKET SITES

Creative BC has identified the international market sites that are eligible for assistance in this fiscal year, being Book Expo America, American Library Association (ALA) Annual Book Fair, Frankfurt Book Fair, London Book Fair. Additional market sites may be considered during the year if they are deemed to meet the objectives of this program and budget permitting.

PROGRAM PROMOTION

Creative BC will issue an individual call for applications for each designated Passport to Market Site, normally six weeks prior to the event. All open Passport to Market Sites are posted on Creative BC's website and announced via our enewsletter and on social media (Facebook and Twitter). Creative BC recommends that clients who are interested in this program sign-up to receive our newsletter at <http://www.creativebc.com/contact-us/newsletter> and follow us @creativebcs.

APPLICATION PROCEDURES AND ELIGIBILITY

Interested book publishers and delegates should review each call for application carefully for eligibility requirements specific to that market site.

If applications received for a market site exceed available funds allotted, decisions will be made based on eligibility of applications according to the above guidelines, the experience of the applicant and the potential benefits or opportunities afforded by attending the market or conference. Selection to a market site is not transferable to another market site or individual.

FINANCIAL PARTICIPATION

Creative BC will provide financial assistance to selected individuals to help offset registration, travel and accommodation costs. Creative BC's contribution must not exceed final approved eligible costs. Creative BC reserves the right to reduce the award following review of the final costs. If the delegate should receive complimentary conference registration or travel from the market organizers, those amounts are considered to be outside of the final reportable eligible costs. You may only include expenses for which a receipt can be provided. If the book publisher is receiving a grant from Livres Canada Books through its Foreign Rights Marketing Assistance Program (FRMAP) for the market, the publisher may only claim support for up to \$1,000 for booth costs. All other travel related costs are supported through FRMAP (including the top-up for BC publishers).

A maximum participation of between \$1,000 and \$2,000 is set by Creative BC depending on the location and costs of the event, and represents no more than 50% of applicant's final costs to attend. Successful applicants will receive 100% of Creative BC's contribution upon submission of a final report (see 'Reporting' below) after attendance at the market.

ELIGIBLE EXPENSES

The following items are considered eligible expenses:

- Per Diem - \$60 per day in Canada and \$80 per day outside Canada.
- Accommodation – up to \$175 per night in Canada and up to \$250 per night outside Canada.
- Registration Fees (if applicable).
- Return airfare (based on economy fare).
- Ground transportation (rental car, vehicle fuel costs, taxi, shuttle bus).

- Design and printing of marketing materials, payable to third parties (e.g. brochures, pitch packages, CD-Roms) capped at no more than 20% of the approved direct travel costs.
- Shipping fees associated with shipping books and marketing materials to the market.
- Overhead allowance is 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).

REPORTING

After attending the market, delegates will have 30 business days to submit a final report which must include the following information:

- A written report on market activities outlining meetings held, intelligence garnered, co-venture or co-production deals initiated, rights acquired and financing secured and/or pending; and
- A final cost report with copies (PDFs) of supporting invoices and receipts.

The final report is to be submitted through the final report submission form on the website. In addition, follow-up surveys may be conducted 6 and 12 months after the market has concluded to confirm any additional pre-sales, rights acquired, financing secured and/or deals signed.

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.