Department for International Trade

Old Admiralty Building

Westminster

London

W1A 2BL

November 30th, 2021

Ref: UK Tradeshow Programme

**Specification of Requirements for Exhibitors**

This document sets out the eligibility requirements for applicants to receive support to exhibit at a tradeshow supported by the UK Tradeshow Programme (UKTP).

[**Summary of tradeshow support and grant funding 2**](#_Toc88649875)

[**Introduction 2**](#_Toc88649876)

[**Purpose of support 3**](#_Toc88649877)

[**The offer to businesses 3**](#_Toc88649878)

[**Eligibility Criteria of applicants 3**](#_Toc88649879)

[**Eligible costs 4**](#_Toc88649880)

[**Monitoring and Evaluation 5**](#_Toc88649881)

[**Annex A – Guidance on completing the application form 6**](#_Toc88649882)

[**A. Tradeshow selection 6**](#_Toc88649883)

[**Section A application questions 6**](#_Toc88649884)

[**B. About your business and exporting experience 7**](#_Toc88649885)

[**Section B application questions 7**](#_Toc88649886)

[**Additional information (optional) 12**](#_Toc88649887)

[**C. Eligibility Criteria- Pass/Fail 13**](#_Toc88649888)

[**Section C application questions 13**](#_Toc88649889)

[**D. Eligibility Criteria-Scored 16**](#_Toc88649890)

[**Section D application questions 16**](#_Toc88649891)

[**Annex B – Guidance on how applications are evaluated 19**](#_Toc88649892)

# Summary of tradeshow support and grant funding

The Department of International Trade (DIT) intends to provide tradeshow support to between 2,000 and 3,000 businesses per year to be approved under the scheme from December 2021 to March 2023 within the budget of £7.9m.

A business will be able to apply to one of the publicly listed tradeshows through a competitive applications process. Successful applicants will be able to access UKTP’s education programme and DIT services at the tradeshow (once for the lifetime of the Programme). Up to forty percent of successful applicants will also be offered a grant. Guidance on completing the online application form is provided in Annex A.

The final selection of businesses, and the support they receive, will be made by trade experts and by DIT staff with relevant knowledge of the sector and tradeshow. The process for reviewing and ranking applications is described in Annex B.

For the purposes of the grant award process (if a grant is offered), the awards will be £2,000 or £4,000, inclusive of irreclaimable VAT, and paid in arrears after exhibiting at the show and according to the terms and conditions in the UKTP Grant Funding Agreement.

# Introduction

DIT helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

DIT supports productivity and the economy by providing UK businesses with access to new markets, and in turn new processes, technologies, and better supplies. This improves people’s living standards as they benefit from greater choice at lower prices. Equally, by driving global prosperity, trade and international investment contribute to global stability and security, as well as increasing the UK’s influence globally.

DIT’s export support encompasses a regional network of trade experts in England, expert sectoral export and investment teams for the UK and an international network. DIT works closely with UKEF to ensure no viable export is lost for lack of finance or insurance.

The UK Tradeshow Programme (UKTP) is an enhanced trade show support service which aims to educate UK-based Small and Medium-sized enterprises (SMEs) about the benefits of exhibiting at overseas tradeshows.  Successful applicants will receive both general and event-specific training on how to make the most of trade shows, with some businesses also receiving a grant of up to £4,000 to contribute towards eligible exhibition costs. The new approach will be aligned with DIT’s priorities, be an integral part of DITs wider suite of export support services and provide support to businesses across the UK.

DIT’s vision is to facilitate and increase the overseas sales of UK businesses – particularly with countries that the UK already has, or is planning to have, Free Trade Agreements (FTAs). However signed FTAs do not mean businesses will act and make use of them and therefore UKTP aims to support businesses to take advantage of the opportunities that the FTAs have to offer. UKTP will aim to attract businesses to attend certain key trade shows to project the strength of Global Britain and give them the opportunities to present and network in global markets.

Overseas international trade shows are an invaluable opportunity for businesses to showcase their products to consumers and partners and is key to developing relationships and sales. Trade shows are also a great way for firms to get essential market knowledge and seek support from trade experts on how to maximise their presence overseas.  There will be network effects by enabling these innovative SMEs to network with (and learn from) the more established UK businesses also taking part at the show and is proved to have a positive ‘knock-on’ effect on the domestic supply chain.

UKTP will also be promoted across the UK, with particular focus on the levelling up areas. SMEs will be selected on a competition basis to ensure that the ‘Best of British’ and most relevant businesses are chosen for each event.

At DIT, diversity and inclusion underpin DIT’s culture in supporting the values of respecting difference. Whether it is DIT’s employees or DIT’s external stakeholders, DIT seeks to empower everyone to feel included. DIT is committed to seeking to provide assistance to people with disabilities or long-term health conditions to undertake business overseas. Applicants should raise any concerns in this respect directly with DIT. Any such issues should be raised no later than eight (8) weeks prior to the event start date.

# Purpose of support

SMEs can find it difficult to make international sales because they lack access to networks such as partners and customers in overseas markets, exporting know-how, relevant management capability and the business confidence to venture into ‘far flung’ markets such as Japan.

Given these challenges, and the economic benefits to be gained from businesses exporting, DIT is testing a new tradeshow support programme, UKTP, which aims to:

1. Enable SMEs to tackle tradeshows with confidence, and to maximise their return from them.
2. Ensure that the UK has the best possible cadre of businesses representing Britain at the key international events.

# The offer to businesses

The standard offer of support to all successful applicants comprises access to:

* DIT services available at the show such as networking events or workshops.
* Education through digital content from DIT’s Export Academy on how businesses can maximise the benefits from tradeshows in general. Comprises four, 1-hour modules each involving a webinar presentation and Q&A.
* Specific information on the tradeshow being attended via webinars/digital portal from 3rd party organisations with relevant subject matter expertise, experience, and industry connections e.g., advisory, market intelligence, business development and practical matters such as event management & logistics.

Grants of either £2000 or £4000 will also be offered to up to 40% of successful applicants in addition to the standard offer of support. These will be awarded to the strongest applications and with the highest ranked being given £4000.

# Eligibility Criteria of applicants

UKTP is seeking to support UK-based SMEs (less than 250 employees) with an annual turnover of £250,000 to £5m and that are capable of exporting for the first time or wish to venture into new markets. In their applications businesses must be able to demonstrate that they have the capabilities to export and have a strategy to do so.

Businesses that have already booked to attend this event are **not eligible** to apply. Once a business has submitted an application it can book a space at the event without waiting for the outcome of its application if it chooses to do so. This is at the businesses’ risk given that the selection process is a competitive process, and its application may be unsuccessful or, even if successful, there are varying levels of support (which may or may not involve a grant).

Eligible businesses must be either:

* selling products or services which substantially originate from the UK
* adding significant value to a product or service of non-UK origin, and there are associated economic benefits to the UK

and may be required to provide evidence to this effect.

DIT will regard an SME as ineligible if:

* There is evidence it is planning to close down operations or transfer its assets overseas or offshore jobs.
* The company or individual has a business record or business practices or products which is/are likely to cause offence in the overseas market and/or embarrass the UK Government (for example, on corporate social responsibility grounds).
* It is offering a product which is illegal to produce or sell in the UK or in the target market; or
* If sold abroad the product would breach export controls.

Note:

Applicants will be informed of the decision within 15 working days of the application deadline. Successful applicants will need to evidence that they have booked a stand within one month of receiving the application outcome to confirm their participation on the Programme.

# Eligible costs

UKTP applicants which are awarded a grant can claim for specific cost items following the show if evidence of expenditure is provided. Eligible costs can be in any of the following categories:

* **Exhibition space costs** - amount paid by the business to the exhibition organiser for space at the venue and any other mandatory charges (e.g., registration fees, catalogue entry charges).
* **Stand costs** - amount paid by the business to the exhibition organiser, or to any third-party supplier(s), for invoiced costs directly related to items such as design and freight costs for the stand.
* **Conference costs** - amount charged by the conference organiser for attendance or speaking. It can also include the cost of preparing and transporting literature or display items specifically for the conference.

Travel & subsistence costs for attending shows are not eligible. Further information on eligible cost items can be found in the UKTP (Exhibitor) Grant Funding Agreement (Annex 5-Eligible Expenditure Schedule).

# Monitoring and Evaluation

DIT is testing the feasibility of UKTP as innovative support scheme that could become a longer-term programme. It is therefore important that information is collected from businesses that have been through the end-to-end process from application submission through to follow-up activities with prospective customers after the show, and then ultimately the impact on sales. The Grant Recipient will be surveyed on their experiences with UKTP, the tradeshow and the resulting impact on overseas sales through two key surveys:

* The **UKTP Point of Delivery form (PoD)** is a brief feedback questionnaire which is to be completed by businesses immediately following the show.  It seeks to elicit the value that the scheme has brought to the business and how the show has benefited the business.  This feedback will help the UKTP team to continuously improve its service offering.
* The **DIT Client Survey** is sent to businesses that have been supported by UKTP after 3 months, 6 months and then 12 months.  This survey plays a key role in DIT’s monitoring and evaluation (M&E) work and to gain an understanding of the impact that UKTP has on businesses that have used the scheme.  The surveys will seek to elicit information broadly covering the aspects in the table below.  The number of surveys and interval may change depending on the needs of the M&E work.

Further information regarding monitoring and evaluation (M&E) can be found in the UKTP (Exhibitor) Grant Funding Agreement (Annex 6 – M&E). Brief surveys may also be sent out to participants following online webinar sessions so the education can continuously be improved and stay relevant for future potential exporters.

# Annex A – Guidance on completing the application form

This document explains the information required from applicants when answering the questions in the application form. It also shows how each criterium is assessed in each of the four main sections of the form:

* Section A: Tradeshow selection
* Section B: About your business and exporting experience
* Section C: Eligibility Criteria-Pass/Fail
* Section D: Eligibility Criteria- Scored

Further information is also provided at the end of this annex on state aid and use of data sources for checking eligibility.

## Tradeshow selection

Selection of tradeshow from publicly available event list.

|  |
| --- |
| Section A application questions |
| A01- Which UKTP-supported tradeshow are you interested in attending? | Eligible /not eligible |
| Which UKTP-supported tradeshow are you interested in attending?* Event name
* Sector
* Location
* Start date

Note: UKTP is only supporting specific events. This question is to confirm that you wish to exhibit at an event on the list of supported events. | Filter search function |
| A02 – Are you intending to exhibit with a stand at the show or attend only? | Mandatory information |
| Are you intending to exhibit with a stand at the show or attend only?* Exhibit
* Attend

Note: Some businesses may wish to exhibit and purchase stand space whereas others may wish to just attend and meet with prospective partners or customers using DIT services available at the show or by other means. This application process is for **exhibitors only**. | Radio buttons tick box  |

## About your business and exporting experience

This section enables background checks to be conducted on your business and confirms it is UK-registered. It also provides applicants with an opportunity to offer background information about their business. It is not scored but provides helpful context for evaluators prior to their review of Section D which is scored.

|  |
| --- |
| Section B application questionsThis table offers guidance notes and states whether the requested information is mandatory or optional. |
| B01 - What is your full business name? | Mandatory information |
| What is your full business name?Note: Please enter the name as it appears on Companies House if you are a limited company. | Free text |
| B02 - What is the UK address where your business in registered at? | Mandatory information |
| What is the UK address where your business in registered at?* Building and street
* Town or City
* County
* Postcode

Note: Please enter the information as it appears on Companies House if you are a limited company. Your information will be verified using government or 3rd party databases. See ‘Further information’ at the end of this document on the data sources used for this process. | Free text |
| B03 - What is the trade name of your business? | Mandatory information |
| What is the trade name of your business?Note: This is sometimes different from the full business name registered on Companies House (for limited companies). | Free text |
| B04 - What is the primary trade address of your business? | Mandatory information |
| What is the primary trade address of your business?* Building and street
* Town or City
* County
* Postcode

Note: This is sometimes different from the UK-registered address of your business and is where the majority of business activities take place and where most employees are based. | Free text |
| B05 – In which UK region is your trade address? | Mandatory information |
| In which UK region is your primary trade address?* Scotland
* Northern Ireland
* Wales
* England -Yorkshire & Humber
* England - North West
* England - North East
* England - East of England
* England - East Midlands
* England - West Midlands
* England - South West
* England - South East
* England - London

Note: This information is important to DIT to monitor the balance of tradeshow support offered across the UK and to align UKTP with resources such as the regional trade experts. | Radio buttons tick box  |
| B06 - What type of business is it? | Mandatory information |
| What type of business is it?* Limited company
* Partnership
* Other \_\_\_\_\_\_\_\_
 | Radio buttons tick box Free text |
| B07 - Company registration number  | \*Mandatory information |
| * Company registration number

\*Note: If your business is a limited company then this information is mandatory. | Free text |
| B08 - VAT number  | Mandatory information |
| * VAT number

Note: Given that businesses need have a turnover of £250,000-£5m to be eligible then applicants are expected to provide a VAT number. | Free text |
| B09 - Business website  | Mandatory information |
| * Business website
 | Free text |
| B10 - What is your primary industry sector? | Mandatory information |
| What is your primary industry sector?Note: The current list of sectors is available in ‘Further information’ at the end of Annex A. Applicants should choose from the sector/sub-sector dropdown list. | Dropdown list |
| B11 - Please add any brand or trading names used in addition to the registered business name | Mandatory information |
| Please add any brand or trading names used in addition to the registered business name | Free text |
| B12 - What trade name will be used on your stand? | Mandatory information |
| What trade name will be used on your stand? | Free text |
| B13 - How long has the business been trading in the UK? | Mandatory information |
| How long has the business been trading in the UK?* Less than 1 year
* 2 to 5 years
* 6 to 10 years
* More than 10 years
 | Radio buttons tick box  |
| B14 - Please summarise the nature of your business and its main products and services | Mandatory information |
| Please summarise the nature of your business and its main products and services.Note: This question is intended to give evaluators a brief overview of your business for context. More detailed information is required in Section D. | Free text (1000 characters) |
| B15 - Has your business previously exported any products or services? | Mandatory information |
| Has your business previously exported any products or services?* Yes
* No
 | Radio buttons tick box  |
| B15a - If yes, please confirm your annual turnover generated from exports for each of the last 3 fiscal years. | Mandatory information |
| If yes, please confirm your annual turnover generated from exports for each of the last 3 fiscal years.* Last year
* Year 2
* Year 3
 | Free text |
| B15b - If yes, which region(s) has your business exported to? | Mandatory information |
| If yes, which region(s) has your business exported to?* Africa
* Asia-Pacific
* China
* Eastern Europe and Central Asia
* Europe
* Latin America
* Middle East
* North America
* South Asia
 | Radio buttons tick box  |
| B16 - Which markets do you intend to continue exporting or expand your exports to using UKTP support? | Mandatory information |
| Which markets do you intend to continue exporting or expand your exports to using UKTP support? * Africa
* Asia-Pacific
* China
* Eastern Europe and Central Asia
* Europe
* Latin America
* Middle East
* North America
* South Asia
* None
 | Radio buttons tick box  |
| B17 - Which new markets do you intend to export to using UKTP support? | Mandatory information |
| Which new markets do you intend to export to using UKTP support?* Africa
* Asia-Pacific
* China
* Eastern Europe and Central Asia
* Europe
* Latin America
* Middle East
* North America
* South Asia
* None
 | Radio buttons tick box  |
| B18 - Has your business exported any products or services in the last 12 months? | Mandatory information |
| Has your business exported any products or services in the last 12 months?* Yes
* No
 | Radio buttons tick box  |
| B19 – Is your business registered in Northern Ireland (or does it have a subsidiary in Northern Ireland), and does it produce goods? | Mandatory information |
| Is your business registered in Northern Ireland (or does it have a subsidiary in Northern Ireland), and does it produce goods?* Yes
* No

Note: If ‘yes’ then that means you are likely to be **in-scope** for the Northern Ireland Protocol (NIP). For further information on NIP please see <https://www.gov.uk/government/publications/the-uks-approach-to-the-northern-ireland-protocol>. Applicants in scope of NIP will need to sign the NI Grant Funding Agreement should they be awarded a grant via UKTP. Applicants that are **out of scope** for NIP will be required to sign the GB Grant Funding Agreement should they be awarded a grant via UKTP. | Radio buttons tick box  |
| Additional information (optional) |  |
| B20 - Are you in contact with a DIT trade advisor? | Optional information |
| Are you in contact with a DIT trade advisor?* Yes
* No
* I do not know

If yes, what is the name and email address of the advisor? | Radio buttons tick box Free text |
| B21 - What experience do you have of tradeshows and how have they benefited your business? | Optional information |
| What experience do you have of trade shows and how have they benefited your business? | Free text (1000 characters) |
| B22 - What tradeshow support is most important for your business and are there particular areas where you would like guidance and help either before, during or after the event?  | Optional information |
| What tradeshow support is most important for your business and are there particular areas where you would like guidance and help either before, during or after the event?  | Free text (1000 characters) |
| B23 – Have you researched the costs involved with this tradeshow? | Optional information |
| Have you researched the costs involved with this tradeshow?* Yes
* No
 | Radio buttons tick box  |
| B23a - If yes, please provide an estimate of the costs. | Optional information |
| If yes, please provide an estimate of the costs. | Free text |

* 1.

## Eligibility Criteria- Pass/Fail

The following information must be provided in order for us to assess whether your business is eligible for UKTP. Applications are rejected if the businesses are not eligible for any of the criterium in this section. All questions are mandatory.

|  |
| --- |
| Section C application questionsThis table offers guidance notes on each eligibility question. All questions are mandatory. |
| C01 - Has your business received support from UKTP to exhibit at a tradeshow in the past (whether or not this included a grant)? | Eligible /not eligible |
| Has your business received support from UKTP to exhibit at a tradeshow in the past (whether or not this included a grant)?* Yes
* No

Note: Businesses can only receive support once from UKTP to exhibit at a tradeshow. | Radio buttons tick box  |
| C02 - Have you already committed to purchasing exhibition space for this event? | Eligible /not eligible |
| Have you already committed to purchasing exhibition space for this event?* Yes
* No

Note: If you have already committed to exhibiting at a tradeshow on the event list at the time of submitting the application then you are not eligible for support from UKTP. | Radio buttons tick box  |
| C03 - How many UK-based employees does your business have? | Eligible /not eligible |
| How many UK-based employees does your business have?* Fewer than 10
* 10 to 49
* 50 to 249
* 250 or more

Note: UKTP only supports small-medium-sized enterprises (SMEs). Businesses with 250 or more employees are therefore not eligible. | Radio buttons tick box  |
| C04 - Was your turnover between £250,000 and £5m in the last financial year? | Eligible /not eligible |
| Was your turnover between £250,000 and £5m in the last financial year?* Yes
* No

Note: UKTP only supports small-medium-sized enterprises (SMEs) and those with turnovers between £250,000 to £5m. Businesses with turnovers outside of this range are not eligible. | Radio buttons tick box  |
| C04a – If yes, please enter your annual turnover for each of the last 3 fiscal years. | Eligible /not eligible |
| If yes, please enter your annual turnover for each of the last 3 fiscal years.* Last year
* Year 2
* Year 3
 | Free text |
| C05 – Has your business received state aid or subsidy during the current and two previous fiscal years? | Eligible /not eligible |
| Has your business, and any other business forming a single undertaking your business, received state aid or subsidy during the current and two previous fiscal years?* Yes
* No
 | Radio buttons tick box  |
| C05a – If yes, and you are not in-scope of the Northern Ireland Protocol, does the total value of the subsidy exceed 325,000 Special Drawing Rights (approximately £332,000) in the current and previous two fiscal years | Eligible /not eligible |
| If yes, and **you are not in-scope** of the Northern Ireland Protocol, does the total value of the subsidy received by your business and any other business forming a single undertaking your business, exceed 325,000 Special Drawing Rights (approximately £332,000) in the current and previous two fiscal years? * Yes
* No
 | Radio buttons tick box  |
| C05b – If yes, and you are in-scope of the Northern Ireland Protocol, does the total value of aid received by your business and any other business forming a single undertaking your business exceed 200,000 Euros in the current and previous two fiscal years? | Eligible /not eligible  |
| If yes, and **you are in-scope** of the Northern Ireland Protocol, does the total value of de-minimis State aid received by your business and any other business forming a single undertaking your business exceed 200,000 Euros in the current and previous two fiscal years?* Yes
* No
 | Radio buttons tick box  |
| C05c – If yes, and you are in-scope of the Northern Ireland Protocol, has your business received de-minimis State Aid exceeding 20,000 Euros (if you are active in the fishery and aquaculture sector) OR 30,000 Euros (if you are active in the primary production of agriculture products) in the current and previous two fiscal years? | Eligible /not eligible  |
| If yes, and you are in-scope of the Northern Ireland Protocol, has your business received de-minimis State Aid exceeding 20,000 Euros (if you are active in the fishery and aquaculture sector) OR 30,000 Euros (if you are active in the primary production of agriculture products) in the current and previous two fiscal years?* Yes
* No

Note: de-minimis Regulation excludes aid granted to the fishery and aquaculture sector and the primary production of agricultural products. The limits on aid are significantly less. | Radio buttons tick box  |
| C05d – If yes, please detail the amounts of state aid or subsidy you received in the current and previous two fiscal years? | Eligible /not eligible |
| If yes, please detail the amounts of state aid or subsidy received in the current and previous two fiscal years?* Current year
* Previous year 1
* Previous year 2
 | Free text |

##

## Eligibility Criteria-Scored

This section assesses your business capabilities, strategy, and export plan. All questions are mandatory and will be scored and evaluated DIT trade and industry experts as described in Annex B.

|  |
| --- |
| Section D application questionsThis table offers guidance notes on what is required for each question response. All questions are mandatory. |
| Da01 - Please describe your main products and services.  | Mandatory information |
| Please describe your main products and services.Your answer must include:* The key benefits that your products or services offer to customers.
* Your success to date in selling your products or services to customers in the UK or overseas.
* Why your offering is innovative and unique (noting any intellectual property associated with your products or services).
 | Free text2000 characters |
| Da02 - Please provide a brief summary of your export strategy.  | Mandatory information |
| Please provide a brief summary of your export strategy. Your answer must include:* Your main objectives for the short-term (next 12-18 months) and longer term (next 2-5 years).
* Your target markets - their size, competitor landscape and barriers to entry.
* Why your products or services offer advantages over incumbent sellers?
* Your route to market, e.g., direct sales, distributors, partners.
* The main challenges your businesses will need to overcome to gain traction in these markets and your approach to overcoming these e.g., finding partners, technical, logistics, resources, service capacity, know how, funding.
 | Free text3000 characters |
| Da03 - Please explain why you are confident of delivering your products and services into overseas market(s)?  | Mandatory information |
| Please explain why you are confident of delivering your products or services into overseas market (s)? Your answer must include:* Your experience of providing services or products to customers (or partners) in the UK or overseas?
* Why you have the capabilities and resources to meet overseas orders or service contracts?

 * An overview of your plan to scale up (as necessary) to meet increased demand from overseas such as accessing investment for infrastructure, equipment, advisory or staff.
 | Free text2000 characters |
| Db01 - Please describe why it is important that you exhibit at or attend this particular event? | Mandatory information |
| Please describe why it is important that you exhibit at or attend this particular event?Your answer must include:* Why the tradeshow aligns with your organisation’s export strategy and the impact if you do not exhibit?
* Why your business has the capabilities and resources to take part in the show and make it a success for your business and help to promote the UK’s strength in the sector.
* What outcomes you expect from this tradeshow?
 | Free text2000 characters |
| Dc01 - Please explain whether your business needs a grant to exhibit at this tradeshow in addition to the standard support. | Mandatory information |
| Please explain whether your business needs a grant to exhibit at this tradeshow in addition to the standard support.Your answer must include:* How would the financial support be used (noting that the UKTP Grant Funding Agreement defines eligible cost items)?
* Why the grant is necessary for you to be able to exhibit at the tradeshow - if a grant is not available would your business not be able to attend?
* Why do you believe the grant would lead to better outcomes from the show?

Note: Grants can only be used to offset eligible costs associating with exhibiting such as paying for stand space. | Free text2000 characters |

**Further information**

Eligibility checking using data sources

UKTP uses various data sources when it conducts due diligence on organisations applying to the scheme, e.g., to validate organisation facts that are submitted through compliance company reports i.e., company registration details (name, address, country registration), employee count and annual turnover.

The Government Grants Management Function (GMF) and Counter Fraud Team have developed Spotlight. This is a due diligence tool that can automate basic due diligence checks through open-source databases. It allows government departments to conduct basic checks quicker, identify areas of potential risk in grant applications and match large volumes of grant applicants against pre-defined risk indicators.

For more information on GMF please see <https://www.gov.uk/government/collections/grants-management-function>.

Spotlight is used by DIT to validate whether or not the business is solvent and to confirm the business status is active. In addition, checks are made and that there are no Criminal Court Judgements (CCJs) against the organisation or its directors. Spotlight uses Experian to perform credit checks, but this has no effect on credit score.

State aid

Funding under UKTP may constitute **State aid under the Northern Ireland Protocol** or a **subsidy under the UK- EU Trade and Cooperation Agreement**. For more information on applicable State aid and subsidy control rules, please refer to [Guidance](https://www.gov.uk/government/publications/complying-with-the-uks-international-obligations-on-subsidy-control-guidance-for-public-authorities/technical-guidance-on-the-uks-international-subsidy-control-commitments) on the UK’s international subsidy control commitments published by BEIS.

Industry sectors

Applicants are requested as part of the application process to declare which Sector (and its sub-sector) is most relevant to its business activities.

|  |
| --- |
| Industry sectors |
| Advanced engineeringAerospaceAgricultureAirportsAutomotiveChemicalsConstructionConsumer and retail | Creative industriesDefenceEducation and trainingEnergyEnvironmentFinancial and professional servicesFood and drinkHealthcare services | MaritimeMedical devices and equipmentMiningRailwaysSecuritySpaceSports economyTechnology and smart citiesWater |

# Annex B – Guidance on how applications are evaluated

This annex explains how each section of the application form is evaluated and how decisions are made on which business will receive tradeshow support from UKTP and what that support will entail.

**Overview**

The application form comprises four sections as described in Annex A.

Section A: Tradeshow selection

This section confirms that the applicant is seeking to exhibit at one of the shows being supported by UKTP. Support is not available for shows not on the publicly available event list.

Section B: About your business and exporting experience

This section confirms important information about your business and uses various data sources for due diligence purposes. It also provides applicants with an opportunity to offer background information about their business and helpful context for evaluated prior to reviewing the following sections.

Section C: Eligibility Criteria-Pass/Fail

All responses in this section are mandatory and must be provided in order for us to assess whether your business is eligible for UKTP.  Applications are rejected if a business is not eligible for any of the criterium in this section within 15 working days of the application deadline.

* If your business has received support to exhibit from UKTP in the past (whether or not this included a grant) then you are not eligible.
* If you have already committed to exhibiting at the show, then you are not eligible.
* If your business has 250 or more employees, then you are not eligible as UKTP supports SMEs only.
* Your turnover must be between £250,000 and £5m in the last financial year.
* If your business has exceeded the maximum amount of subsidy (GB businesses) or state aid (NI businesses) during the current and two previous fiscal years, then you are not eligible.
* Your business should be VAT registered.

Section D: Eligibility Criteria- Scored

All questions in this section are mandatory and are intended to allow the applicant to describe its offering, export strategy, capabilities, and rationale for wanting to exhibit at the show.

**Evaluation of Eligibility Criteria**

Once an applicant has passed the Eligibility Criteria-Pass/Fail question response checks then the Eligibility Criteria-Scored question responses are scored by trade experts and DIT staff with sectoral knowledge.

Each response is scored 1-5 as per the table below.

|  |  |  |
| --- | --- | --- |
| **Score** | **Quality** | **Description** |
| 1 | Poor Response | Very limited or no evidence provided to support that the Applicant meets the requirement, with major concerns leading to the conclusion of a low level of confidence that the Applicant can meet the requirement. |
| 2 | Minimal Response | Limited evidence to support that the Applicant meets the requirement, with major concerns leading to the conclusion of a low level of confidence that the Applicant can meet the requirement. |
| 3 | Acceptable Response | Acceptable evidence provided to support that the Applicant meets most of the requirement with minor concerns leading to the conclusion of a medium level of confidence that the Applicant can meet the requirement. |
| 4 | Good Response | Good evidence provided to support that the Applicant meets the entire requirement leading to the conclusion of a high level of confidence that the Applicant can meet the requirement. |
| 5 | Excellent Response | Comprehensive evidence provided to support that the Applicant fully meets and/or exceeds the requirement, leading to the conclusion of a high level of confidence that the Applicant can meet the requirement. |

The table below shows the Section D questions Individual questions are weighted as are the overall weightings for the three areas Da01-03, Db01 and Dc01to arrive at a final score.

|  |
| --- |
| **Question weighting** |
| **Da**01 - Please describe your main products and services.   | 30% of Da  |    **40% of total** **score** |
| **Da**02 - Please provide a brief summary of your export strategy.  | 40% of Da  |
| **Da**03 - Please explain why you are confident of delivering your products and services into overseas market (s)?   | 30% of Da  |
| **Db**01 - Please describe why it is important that you exhibit at this particular event?  | 100% of Db  |   **40% of total score** |
| **Dc**01 - Please explain whether your business needs a grant to exhibit at this tradeshow in addition to the standard support.  | 100% of Dc  | **20% of total score** |

All applications that have passed the Eligibility Criteria-Pass/Fail stage are evaluated, scored (with comments from evaluators) and provisionally ranked using the weightings above.

**Challenge Panel review**

A Challenge Panel is made up of a group of individuals in a government department, with expertise related to the design, approval, and administration of government support such as grants. The Challenge Panel's role is to scrutinise the scheme’s award proposals in a particular business area, taking to account of established good practice and guidance, including the Grants Functional Standard.

The purpose of the UKTP Challenge Panel is to support decision-making and ensure consistency by reviewing and moderating the provisional ranked list. The UKTP Challenge Panel is comprised of DIT representatives that have deep knowledge and expertise of a particular industry sector and are involved in the delivery of the DIT services at the tradeshow.

The UKTP Challenge Panel will meet the UKTP Secretariat to discuss and moderate the rankings in the provisional list which may mean some applicants increase or decrease their ranking. If changes are made to the provisional list, then these will be documented with a rationale for the changes.

The UKTP Challenge Panel will produce a final ranked list of applicants showing the successful applicants.

All the successful applicants will receive the standard package of tradeshow support comprising the educational elements and access to DIT services at the show. Up to 10% of successful applicants with the highest scores will also receive a £4000 grant. Up to 30% of applicants of the next highest scores will also receive a £2000 grant.

**Dispute resolution**

Applicants should refer to the UKTP Grant Funding Agreement if they wish to pursue any concerns about any part of the application and award process once they have been notified of the competition outcome.