

**APPLICATION FOR FINANCIAL ASSISTANCE
FOR EXHIBITION PARTICIPATION**

GUIDELINES

1. Financial assistance is subject to departmental approval and is granted at the sole discretion of the Director General of the Department of Environmental Affairs and Tourism.
2. Only companies registered with the Department of Environmental Affairs and Tourism qualify for financial assistance in respect of individual exhibition participation. They must furthermore also have already participated in the Tourism Indaba or any other international marketing exhibitions organised by South African Tourism, or have been formally approved by South African Tourism to participate in a future international marketing exhibition.
3. The scheme does not make provision for financial assistance to South African companies which:
 - (a) Participate in private exhibitions
 - (b) Participate in exhibitions connected with physical products or any service industry other than tourism
 - (c) Participate in exhibitions in countries that are members of the South African Customs Union (Botswana, Lesotho, Swaziland, Namibia).
4. The assistance is as follows:

	Emerging Business (Category A)						Non-Emerging Business (Category B)			
	Trip 1		Trip 2		Trip 3		Trip 1		Trip 2	
	X	Y	X	Y	X	Y	X	Y	X	Y
Exhibition	80%	R1 000	50%	R800	50%	R600	0 %	R0	0%	R0
Stand Assistance	50% Maximum of R20 000		30% Maximum of R15 000		30% Maximum of R10 000		50% Maximum of R10 000		30% Maximum of R5 000	

R 3 000 for the transportation cost of marketing materials
 (X = Percentage of economy return airfare)
 (Y = flat daily fee for duration of exhibition)

5. An applicant is required to adhere to the following procedures and rules:
 - (a) Obtain approval from the department before proceeding with the initial arrangements for participation in an exhibition. The department has to be in possession of an application at least **two months** before the starting date of an exhibition.

- (b) **A detailed profile of the proposed exhibition, as well as an itinerary, highlighting all the pre-arranged meetings and details of all the people and organisations to be met, must accompany the application form, as well as a company profile and the latest financial statements. Please note that the dates of your exhibition and your itinerary will determine the number of days the department will fund.**
 - (c) Furnish all the information as requested on the application form.
 - (d) Transfer sufficient funds abroad to cover the estimated costs of participating in the exhibition.
 - (e) Undertake to have a decision-making representative on full-time duty at the exhibition.
 - (f) Undertake to display only South African tourism marketing materials on the stand.
 - (g) **Complete the department's claim form and questionnaire, substantiated by detailed and certified copies of invoices and receipts within one month after the closing date of the exhibition. No fax copies will be acceptable by the department.**
 - (h) Submit a copy of the bank drafts indicating the amount of funds transferred abroad, together with the applicable rates of exchange.
 - (i) Attach a report on the outcome of the exhibition to the claim form.
6. Successful applications will initially only be approved in principle and payments will be made only after the department has received and checked the relevant documentation.
7. The financial assistance provided by the department is severely constrained by limited financial resources. The department thus has to utilise funds allocated to it in the most effective way and will consequently only approve the first eight applications for a particular overseas exhibition that fully comply with the guidelines in respect of individual exhibition participation. This excludes exhibitions organised by South African Tourism.
8. Exhibitors will be responsible for the following expenses, which cannot be claimed from the department:
- (a) Insurance expenses for the transportation of exhibition material;
 - (b) Value added tax;
 - (c) Bank charges;
 - (d) Business cards.
9. Please submit all documents to the department's offices by personal delivery, registered mail or courier. The department accepts no responsibility for loss or non-receipt of any documentation dispatched to it by fax.
10. The department reserves the right to withhold financial assistance if:
- (a) In its opinion, participation in a particular exhibition has, over a number of consecutive years, not produced the desired results or attracted adequate tourists to South Africa
 - (b) Any irregularities are discovered in either the application or the documentation relating to the applicant's claim.

11. Interested businesses must apply to the Department of Environmental Affairs and Tourism on the prescribed form to be registered as participants in the scheme. Applications for registration will be evaluated to ensure that they meet the criteria mentioned above and will be informed whether they are accepted or not. Application forms for registration can be obtained upon request from the national department and provincial offices. Completed forms must be returned to the following address:

**The Senior Administration Officer: ITMAS
Department of Environmental Affairs and Tourism**

Postal Address:
Private Bag X447
PRETORIA
0001

Physical Address:
315 Pretorius Street
Fedsure Forum Building
South Tower
PRETORIA
0001

Tel: 012-310 3427
Fax: 012-320 4740

APPLICATION FOR FINANCIAL ASSISTANCE FOR INDIVIDUAL EXHIBITION PARTICIPATION

A] PARTICULARS OF APPLICANT:

1. Name of company :
2. Trade name :
3. Type of entity (Pty) Ltd/Ltd/CC :
4. Company registration number/ID number:
5. Tax reference no. :
6. Postal address :
- Postal Code :
- Province :
7. Telephone : Telefax :
- E-mail :
8. Registration no. (ITMAS) :
9. Contact person :
- 9.1. Responsible person (director):
10. Name of exhibition :
11. Venue : Date :
12. Duration (days) :
13. Name under which you will exhibit :
14. Stand no. : Hall no. :

B] PRODUCTS AND PARTICULARS OF YOUR COMPANY:

Please tick (4) the relevant boxes :

1. Is the company independently owned and managed and not part of a larger enterprise?

Yes	No
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- 2. Number of employees:
- 3. Turnover for the last financial year: R.....
- 4. Operational assets (excluding land and buildings): R.....
- 5. How many years have the company been in the travel and tourism business:
- 6. Are the owners of the business from previously disadvantaged communities?

Yes	No
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7. For statistical purposes, please indicate whether owners are:

Black		White		Coloured		Indian	
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8. Indicate whether you are a tour operator, hotel group, holiday resort, or other:

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10. Have you already participated in the Tourism Indaba and/or any other international marketing exhibition organised by South African Tourism, or have you been formally approved by South African Tourism to participate in a future international marketing exhibition?

Yes	No
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Please provide particulars:

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11. Are you a registered member of an official tourism trade organisation?

Yes	No
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Please provide particulars:

.....

.....

12. Submit particulars of your tourism products intended for display/marketing at this exhibition:

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13. Details of the results of your overseas tourist activities during the past two years:

No. of tourists who visited SA	Estimated rand value spent	Countries of origin

C. PREVIOUS FINANCIAL ASSISTANCE

1. In which overseas exhibitions have you participated during the last two years:

EXHIBITION	VENUE	DATE	GOVERNMENT ASSISTANCE (YES/NO)

2. If with government assistance, have you submitted a report on your participation to the department:

Yes	No
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Date of submission?

D. COST OF EXHIBITION

	RAND VALUE	OFFICIAL PURPOSES
♦ Transport cost of marketing materials		
♦ Subtotal (A)		

	RAND VALUE	OFFICIAL PURPOSES
♦ Economy class return air ticket		

♦ Duration of exhibition days: x R per day		
♦ Subtotal (B)		

	FOREIGN CURRENCY	RAND VALUE	OFFICIAL PURPOSES
♦ Rental of stand (size-square metres)			
♦ Listing in official exhibition directory			
♦ Construction, erection and painting of shell, including interior decoration			
♦ Telephone installation and rental (no. calls)			
♦ Furniture and equipment rental			
♦ Electrical installation and consumption			
♦ Interpreting fees			
♦ Cleaning fees			
♦ Security			
♦ Subtotal (C)			
♦ Grand Total (A + B + C)			

Did you apply for financial assistance under ITMAS for the period concerning this application or immediately before or following it? If so, please supply details:

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I declare the foregoing particulars to be true and correct.
 I undertake to abide by the conditions laid down in this document.
 I furthermore also undertake to submit a follow-up report twelve months after the exhibition on tourism successes achieved.

SIGNATURE :

NAME :

DESIGNATION :

DATE :