

**Arts Development Branch**

**BUSINESS AND PROFESSIONAL DEVELOPMENT  
PROGRAM FOR PUBLISHERS  
- PROGRAM GUIDELINES -**

**Objective**

This program is intended to provide New Brunswick book and periodical publishers with funding to support:

- Their travel-based business development initiatives;
- Professional development activities for their staff and/or Board members.

To be eligible for this program, an applicant must have received funding from the “Program of Assistance to Book Publishers” or the “Program for Periodical Publishers” within the last year.

**Program Funding**

Financial contributions will be in the form of a grant of up to 60% of eligible expenses, to an annual maximum of \$2,500.

The following expenses will be considered for funding:

- 60% of event registration and/or booth-related fees;
- A meal allocation of \$25 per day;
- 60% of hotel bills to a maximum of \$70 per night **or** an allocation of \$15 per night if billeting;
- 60% of return economy public transportation (airfare, train or bus);
- Use of a private vehicle for trips greater than 200 kilometres at a rate of 25¢ per km. If public transportation is a viable travel option, this amount cannot exceed 60% of the cost of an economy ticket using the fastest means of public transport available;
- 60% of local transportation (taxi, parking, tolls);
- 60% of related, third-party packing and shipping costs.

N.B. Travel should originate and ultimately terminate in New Brunswick. If not, the maximum transportation funding that is available through this program is equivalent to the expense that would be incurred for applicants to travel to/from the event from their New Brunswick office.

**Eligible Activities**

Activities that link to either business development or the enhancement of relevant employee/Board member skills will be considered for funding. These may include, but are not limited to:

- Structured training programs, workshops or seminars;
- Industry conferences or tradeshow;
- Book fairs at which the applicant maintains a booth;
- Travel with the primary purpose of forging new business relationships.

Promotional activities such as book launches, catalogues, etc. are not eligible for funding through this program.

**Note**

In the case of disagreement concerning the interpretation of its policies and programs, the Department of Wellness, Culture and Sport reserves the right to final interpretation of the intent and implementation of a program.

The Department may also revise its programs at any time without notice.

**Application Deadline**

Applications for the current fiscal year will be considered from April 15<sup>th</sup> until such a time as the program budget is fully allocated.

Arts Development Branch  
P.O. Box 6000  
Fredericton, NB  
E3B 5H1  
Telephone: (506) 453-2555  
Fax: (506) 453-2416  
E-Mail: [artsnb@gnb.ca](mailto:artsnb@gnb.ca)