



Industry Events Component Guidelines 2019–2020

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Eligible Activities

1. The Industry Events component supports market development opportunities for Canadian artists and music entrepreneurs by subsidizing music conferences, educational initiatives, and awards shows. Successful projects must demonstrate strategic value towards the success of Canadian artists and music entrepreneurs in the national and global marketplace.
2. **Applicants must submit:**
 - a. A proposal that includes the event's details, history, projected audience, and a discussion of the specific outcomes that are expected to be generated for the participating artists and music entrepreneurs;
 - b. A list of participating artists or music entrepreneurs. If participating artists/music entrepreneurs are not confirmed at the time of submission, a projected list may be provided, with unconfirmed artists and speakers noted as such. If participants are not confirmed at the time of submission, past programming may be attached. Proof of artist participation (signed offers/email correspondence) may be requested.
 - c. A budget detailing all expenses and revenue streams for the project; and
 - d. Optional supporting documents should demonstrate the potential success of the project or event in relation to the program's objectives, and could include a marketing plan, statistics or documentation from previous events, letters of support from participating members of the music community, etc.
3. You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a FACTOR-funded project. Please review the [Logo and Acknowledgment Guide CI](#) for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.

Funding Limits

4. Funding under this component is a maximum of 50% of the Total Eligible Budget to an annual limit of \$200,000. The amount of funding provided shall be proportionate to the scope, reach, and impact of the project.

Eligible Costs

5. The eligible costs in this section are specific to the Industry Events component. Please also review [Eligible Costs](#) in the Program Guidelines for the Collective Initiatives program. Applicants are strongly advised to read and understand these sections, and to contact FACTOR prior to submitting an Application to ensure eligibility of the proposed costs.

6. **Eligible costs in this component can include:**

- facility rentals
 - equipment rentals
 - advertising
 - speakers' fees
 - promotional material
 - travel
 - per diems
 - accommodation
 - publicist
 - graphic design
7. Staff salaries may be claimed if they constitute labour directly attributable to the project/event and are actual, verifiable, directly related to the activities of the initiative and charged at real cost with no mark-up.
8. Ineligible costs include expenses relating to an associated event but not directly for the conference/educational initiative (i.e. artist fees and production costs for showcase performances).

Component Completion

Please review the [Completion Guide](#) for detailed instructions.

9. For every component of the project, Applicants must compile and organize all invoices, receipts and proofs of payment, then enter the amounts being claimed into the FACTOR Cost Report which can be downloaded from the Budget page of the completion. Applicants must then upload the Cost Report and all related expense documentation, then complete and submit all other sections of the online completion (including Component Information, Budget).
10. Recipients of \$100,000 or more in funding per project are required to submit an independent audited cost report on completion. If an audit is required, the cost of the audit may be considered an eligible cost, capped at a maximum of \$10,000. If an audited cost report is submitted, FACTOR may waive the requirement to submit invoices, receipts and proofs of payment upon completion. Please review the [Business Policies: Audit](#) for more detailed information.