

§ 1484.51

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(3) The contribution is made during the period covered by the project agreement.

(c) Subject to paragraph (b) of this section, eligible contributions are:

- (1) Cash;
- (2) Compensation paid to personnel;
- (3) The cost of acquiring materials, supplies, or services;
- (4) The cost of office space;
- (5) A reasonable and justifiable proportion of general administrative costs and overhead;
- (6) Payments for indemnity and fidelity bond expenses;
- (7) The cost of business cards;
- (8) The cost of seasonal greeting cards;
- (9) Fees for office parking;
- (10) The cost of subscriptions to publications;
- (11) The cost of activities conducted overseas;
- (12) Credit card fees;
- (13) The cost of any independent evaluation or audit that is not required by FAS to ensure compliance with program requirements;
- (14) The cost of giveaways, awards, prizes and gifts;
- (15) The cost of product samples;
- (16) Fees for participating in U.S. government activities;
- (17) The cost of air and local travel in the United States related to a foreign market development effort;
- (18) Transportation and shipping costs;
- (19) The cost of displays and promotional materials;
- (20) Advertising costs;
- (21) Reasonable travel costs and expenses related to undertaking a foreign market development activity;
- (22) Payment of employee's or contractor's share of personal taxes;
- (23) The cost associated with trade shows, seminars, entertainment and STRE conducted in the United States;
- (24) Product research that is undertaken to benefit an industry and has a specific export application; and
- (25) Consumer promotions.

§ 1484.51 What are ineligible contributions?

(a) The following are not eligible contributions:

(1) Any portion of salary or compensation of an individual who is the target of a promotional activity;

(2) Any land costs other than allowable costs for office space;

(3) Depreciation;

(4) The cost of refreshments and related equipment provided to office staff;

(5) The cost of insuring articles owned by private individuals;

(6) The cost of any arrangement which has the effect of reducing the selling price of an agricultural commodity;

(7) The cost of product development or product modifications;

(8) Slotting fees or similar sales expenditures;

(9) Funds, services, or personnel provided by any U.S. government agency;

(10) Capital investments made by a third party, such as permanent structures, real estate, and the purchase of office equipment and furniture;

(11) The value of any services generated by a Cooperator or third party which involve no expenditure by the Cooperator or third party, e.g., free publicity;

(12) Membership fees in clubs and social organizations; and

(13) costs included as contributions for any other federally-assisted project or program.

(b) The Deputy Administrator shall determine, at the Deputy Administrator's discretion, whether any cost not expressly listed in this section may be included by the Cooperator as an eligible contribution.

§ 1484.52 What are the guidelines for computing the value of non-cash contributions?

(a) *Computing the value of an individual's time.* If an individual's salary is known, allocate the individual's salary on the basis of time spent on foreign market development activities. If the individual's salary is unknown, claim up to the equivalent of a step 10, GS-15 for professional personnel and up to the current estimated industry rate at the person's level of employment for non-professional personnel.

(b) *Computing the value of indirect expenditures.* Allocate value on the basis of sound management and accounting