

## What's In (Eligible)

- Any media placement not specifically offered in the MMP menu
- Any media vendor of partner's choice, including MMP vendors
- Website development/enhancement (site must meet New Mexico True guidelines)
- Leisure and Group Travel Marketing initiatives
- Consumer Trade Show exhibits and booth rentals\*
- Production/Content Creation\*
- SEO/SEM\*\*
- NM Gross Receipts Tax (GRT)

## What's Out (Ineligible)

- In-kind partner contributions
- Printed collateral and branded merchandise
- Agency commissions and fees
- Ad design fees
- Meetings & Convention Travel Marketing initiatives
- Fulfillment costs (direct mail or collateral distribution costs)
- Earned Media/PR, including press releases, FAM tours (media events)
- Strategic planning and research
- Product development
- Office supplies
- Attendance/Individual registration fees for educational conferences, trade shows, & advocacy programs
- Subscriptions and membership dues
- Shipping costs, travel expenses, food, and any beverages
- Purchases or rentals of equipment and supplies
- Employee salaries, personnel costs or hours; contractor hours or consulting fees
- Infrastructure, including construction of facilities or modification of eligible historic structures
- Lobbying

NMTD Award \$ for Consumer Trade Shows, Creative Production/Content Creation, and Social Media will be limited to a maximum 1:1 match of NMTD:Partner \$

\*\*NMTD Award \$ for SEO/SEM will be limited to a maximum of 10 months of services