



Business Travel Component

Guidelines
2024-2025

Version 1.2 | Published January 2026

1. Business Travel Component Overview

The Business Travel component of the Music PEI Investment Program supports Eligible Music Companies by contributing to the costs of participating in domestic and international music industry conferences, trade fairs and business trips.

Music PEI may provide an investment of 80% of the Total Eligible Budget, up to

- \$2,000 per Applicant, per project, up to a maximum of \$4,000 for Business I applicants

This amount is per Music PEI fiscal year, subject to possible proration based on the available budget.

- Review of applications takes at least two (2) weeks from the time of Completion.

2. Application Deadlines

- Rolling deadline. Applications must be submitted prior to the departure date, and no earlier than six months in advance of travel. Applicants may submit multiple Applications up to the annual cap.

3. Who Can Apply?

BUSINESS LEVEL ELIGIBILITY REQUIREMENTS

Business I: Developing Company/Entrepreneur (must meet all of the following):

- Prince Edward Island owned business with at least a 51% Prince Edward Island client base
- Be a registered Prince Edward Island business with CRA business numbers for at least one (1) year (including registered sole proprietors or partnerships)
- A non-Prince Edward Island Developing Company/Entrepreneur **may not** be the Applicant for a Prince Edward Island Artist

- Be engaged in the primary activities of Artist Management, Booking Agent, Licensing/Sync, Music Publisher, Music Producer, Promoter, Publicity/Promotions, Record Label, Recording Studio or some combination of the foregoing. *If your business activities are not listed here, please reach out to the Program Manager to discuss eligibility.*
- Can demonstrate revenues from core business activities including the sale and licensing of recorded music, publishing and commissions

4. How This Component Works

- The investment provided under the Business Travel component is intended to subsidize the costs of domestic and international business activities undertaken at trade shows, conferences, industry events, and/or business travel. It may also be used to pay for some of the costs of production of promotional materials and activities associated with attendance.
- Applicants to the Business Travel component may travel on “artist-specific” trips in a Business Travel application. Artist managers may use the funding to attend tour dates of their artists, except that any costs directly and exclusively related to the production and performance of the tour may not be charged to Business Travel. Likewise, clients may not use Business Travel investment to pay for items that can be covered in another application (e.g. the artist’s marketing component).
- Applicants may apply for multiple events and trips. Generally, repeat trips to the same city within three months are ineligible, but may be considered and allowed on a case-by-case basis only if discussed in advance with the Program Manager.
- Generally, intended travel dates should take place no more than six (6) months from the date of Application.
- Only full-time employees and contractors of the Applicant company are eligible for travel. Proof of full-time employment or contract may be requested by Music PEI staff. If an applicant’s contract employee is also engaged to attend the same event by another company, Music PEI will allow only one application per contractor per trip.
- Investment is limited to a maximum of one eligible traveler per trip.
- Once the Application is approved, changes to the proposed activities having a budget impact of 25% or less of Eligible Costs may be made without Music PEI pre-approval, subject to the cap. All other changes must be approved by Music PEI.

5. How to Apply

All Applicants should read Music PEI’s [Glossary of Standard Terms and Business Policies](#) before starting an application.

Application Requirements:

Step 1

- Ensure your Music PEI membership is active and in good standing at least one (1) week before applying.

Step 2

Complete online application webform by following this link:

- [Business Development Travel Application](#)

Step 3

Attach the following required documents to the web form:

- Your Business Travel Plan, which sets out all the intended business activities to be undertaken.

It is strongly recommended that you contact the Program Manager to discuss your proposed project and the application requirements before you prepare and submit an application.

An incomplete application will be deemed ineligible and will not be considered for investment.

5. Eligible Costs

The Eligible Costs in this section are specific to the Business Travel stream. Applicants are strongly advised to contact Music PEI prior to submitting an Application to ensure eligibility of the proposed costs. **Eligible costs for this stream include, but are not limited to:**

- Flights/Travel Costs associated with attending trade shows, conferences, industry events, and/or other business travel.
- Registration fees for the eligible traveler to attend domestic and international music industry conferences or trade fairs if approved by Music PEI in the original application.
- Costs of production of promotional materials and activities associated with attendance.
- Local ground transportation (such as taxis and public transit costs) and parking costs to a maximum of \$50 per day, and to a maximum of 9 days.
- Per Diems are allowable to a maximum of \$50 per day, for no more than nine days for domestic Business Travel and \$100 per person, per day, for no more than nine days for International Business Travel.

- For conferences and events taking place in an Applicant's home city, only the following costs will be eligible: Registration Fee, per diems, local ground transportation to a maximum of \$50, per day, for no more than five days. "Applicant's home city" means a 100-km radius around the head office or primary business address of the Applicant.
- For each event or trip outside of the Applicant's home city, Music PEI will recognize a maximum of seven days attendance, plus two days of travel; and a maximum of eight nights' hotel accommodations.

6. Ineligible Costs

Ineligible costs for Business Travel include, but are not limited to:

- Any in-house or related party costs.
- Any costs related to a person who is designated as an Eligible Traveler in a Tour or Market Access Fund application for the same event or trip.
- Business cards.
- Client entertainment and hospitality costs (e.g. lunch, drinks, dinner) for persons other than the eligible traveler. Meal costs for the eligible travelers are covered under per diems.
- Rental costs for privately owned vehicles.
- No monetary value is given for tickets purchased with airline points or the purchase of points for tickets or upgrades; however, the airline's ticket fees and surcharges may be eligible.
- Event tickets not included in the cost of registration.
- Repeat trips within a three-month period to the same city unless one of the repeat trips is to attend a conference, or by special advance permission of Music PEI.
- No Administration Fees are available for this stream.

7. Investment and Payments

- Music PEI may award the full amount requested in the Application, but reserves the right to award a lesser amount based on its assessment of the Applicant's proposed costs, or based on the total amount of investment available, or for any other reason.
- Applicants to every Music PEI investment component must declare any other Public Investment received or expected to be received toward the same project costs they are claiming to Music

PEI. Music PEI's contribution plus any other Public Investment cannot exceed 100% of the project's Total Eligible Budget. See **Business Policies: Glossary - Public Investment (3.21.0 Other Sources of Investment)**.

- Music PEI may remove any ineligible costs from the final Completion Budget. This may lead to a reduction in the final payment, and in some cases it may result in the Applicant having to return a portion of the Music PEI Advance. Please be sure that your costs are eligible!
- You are obligated as a condition of funding to include the appropriate logos and acknowledgment in all materials created in a Music PEI supported project. Please review the **Logo and Acknowledgment Guide (3.10.0)** for specific instructions. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.

8. Final Reporting Requirements

- Applicants must compile and organize all invoices, receipts and Proofs of Payment, then enter the amounts being claimed into the Music PEI [Cost Report](#).
- Invoices and receipts must be in one PDF, in the same order as the cost summary spreadsheet. Each receipt or invoice must be marked with the corresponding row number from the cost summary spreadsheet.
- Proofs of payment must either follow each receipt or invoice or be grouped together at the end of the PDF. Each proof of payment must also be marked with the corresponding row number from the cost summary spreadsheet.
- Applicants must then upload the **Cost Report** along with all related payment documentation, then complete and submit all other sections of the online [Final Report](#).
- All debit, credit, and eTransfer transactions must be proven with a receipt or invoice and a proof of payment. Acceptable proofs of payment are as follows: debit statements, credit card statements, screenshots of accepted email money transfers.
- Cash payments are acceptable for all components under the following conditions:
 - Incidental purchases under \$100 (e.g. gas, small goods), supported by a cash register receipt.
 - Per Diems paid in cash to individual persons must be supported by a Music PEI-provided Receipt for Services form signed by the payee.
- Receipts in all cases must be sufficiently detailed to show the purchase is connected to the expense claim. Applicants must be able to identify and describe the item(s) or service(s) purchased.

- Music PEI reserves the right to contact the vendor, and to reject any costs it deems, in its sole opinion, insufficiently supported.
- In addition to the final report requirements, to complete the project and receive the final payment, Applicants must:
 - Complete the online [Final Report](#) for the project, including Goals and Results and Budget.
- Final Reports must be submitted to Music PEI on or before your final report due date (as stated on your contract).
- If your final report has not been submitted by the final report due date and you have not been given an extension on your project, you will be notified by the Investment Program Manager that your final report is past-due.
- Upon notification, you will have 28 days to submit your final report to the satisfaction of the Investment Program Manager. Failure to submit your final report will result in default, upon which you may be asked to pay back some or all of the funds you were issued.