

SUPPORTING IOWA COMPANIES ENTERING GLOBAL MARKETS *STEP Domestic Trade Assistance Program (DTAP)*

Participating in an international trade show in the U.S. is a very cost effective way for companies to enter new markets and receive feedback on their products from particular markets. The Domestic Trade Assistance Program (DTAP) is a new program offered by the state of Iowa that offers financial assistance to eligible Iowa companies for participation in targeted domestic trade shows with a focus on international trade. Eligible trade shows must have an international buyers program through the [U.S. Department of Commerce](#) or the [Food Export Association of the Midwest](#); or a nationally recognized trade show, promoted internationally, with a demonstrated past significant international buyer attendance (pre-approval required).

RECEIVE FINANCIAL ASSISTANCE

Approved grants will provide reimbursement for particular expenses associated with participating in these events. The International Trade Office may reimburse up to 75 percent of an Iowa company's eligible direct expenses to attend a qualified trade show and buyer program. Total reimbursement shall not exceed \$3,000 per event, maximum of two grants per application period. Payments will be made on a reimbursement basis upon submission of proper documentation and approval, by the department.

ELIGIBLE APPLICANT

DTAP funding is available to eligible Iowa companies that meet all of the following criteria (links to these forms are available at http://iowaeconomicdevelopment.com/business/intltrade/export_finance.aspx):

- Meet all federal requirements and provide documentation for:
 - [Certify company meets SBA guidelines of a "Small Business Concern"](#) – Criteria found at www.sba.gov/size
 - [Certify company is not debarred from federal funding](#)
 - Complete a very brief export assessment and score higher than 66% (www.export.gov)
 - [Complete an export plan form](#) or provide a copy of company's strategic plan for exporting or a documented summary of the plan.
- Exhibit products or services or samples of Iowa manufactured, processed or value-added products or agricultural commodities in conjunction with an approved trade show with an international buyer program or pre-approved trade show meeting the necessary guidelines.
- Have at least one full-time employee participate in the eligible trade show and international buyers program or activities
- Provide proof of deposit or payment of the trade show participation fee
- Be new to exporting, have a new product to promote, or focusing on a new market
- If a company has utilized financial assistance through the International Trade Office in the past, they must have completed follow up surveys from previous grants
- Participate in export counseling or consultation either with Iowa Economic Development Authority, U.S. Department of Commerce, or Food Export Association of the Midwest prior to the event.
- Provide a photo of the booth with signage showing SBA and Iowa Economic Development Authority logo. Logos can be provided upon request.

Qualifying expenses include:

- Space rental for booth and participation fee for buyers program
- Booth: construction at show site, equipment or furniture rental, utility costs
- Freight costs associated with shipment of equipment or exhibit materials to the participant's booth and return
- Interpreter fees for the duration of the show, if needed
- Per diem (Federal per diem rate for the city the show is held in; per diem is calculated at 50 percent of the rate schedule for one employee, for the duration of the event.)

APPLY NOW

Applications must be submitted at least 30 days prior to the event to ensure ample time for review, approval and signatures to be obtained prior to the event. Only complete applications will be considered. Successful applicants will be funded on a first-come, first-served basis to the extent funds are available.

To apply, please register with www.iowagrants.gov. After you become a registered user in the system, you can apply for DTAP funding through www.iowagrants.gov.

Questions? Please contact:

Iowa Economic Development Authority
International Trade Office
200 E. Grand Avenue
Des Moines, Iowa 50309 USA
Telephone: 515.725.3139 / Fax: 515.725.3010
Email: international@iowa.gov



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