

## Export Trade Assistance Program (ETAP) Application Instructions & Process

1. **At least 30 days prior to the event**, complete the ETAP application and submit supporting documentation. Applications **MUST** include supporting documentation in order to be considered. Incomplete applications and supporting documentation will **NOT** be considered.  
Supporting documentation includes:
  - Proof of financial commitment to the event. Examples are: an invoice showing a deposit paid, internal document of wire transfer with amount matching invoice from event, credit card statement showing payment (please black out account number information prior to submission), or a credit memo. Please include exchange rate and U.S. Dollars is not provided.
  - Copy of event general information such as a print out of the event web site or marketing brochure. Needs to show event name, location, dates, itinerary and participation information.
  - Copy of your company product literature. Examples are: copy of web pages, a brochure, copy of brochure or list of products on company letterhead.

**Important:** *If your company utilizes more than one business name, please use the registered business name associated with the Federal Tax Identification Number used on the application. Please also include your "dba" you will use for the event, if different.*
2. **PRIOR to the event**, you will receive confirmation that your application was approved or denied. If approved, you will receive a grant agreement. A company representative must sign the agreement and return to the ETAP Manager who will obtain IDEDED's signature on the grant and return a copy of the executed grant to the company for your file. **The grant must be executed (completion of Step 2) PRIOR to the event.** If you do not receive the grant or notification of denial, please contact us immediately.
3. **Around the time of the event** (typically within 2 weeks prior or after), you will receive a Claim Voucher and Final Report Form in the mail. A company representative must sign the Claim Voucher in the Claimant's Certification box, and the Final Report form must be completed. Attach any receipts of additional expenses you wish to be considered for reimbursement. Please include exchange rate and USD amount on each receipt. Expense receipts may include: Proof of full booth payment (if full payment not shown at time of application), booth furnishings and equipment, shipping of samples, and interpreter receipts. (DO NOT submit airfare, meals or lodging. IDEDED will use the U.S. Department of State's per diem rate for that particular country, for one employee only, and will automatically add this to your reimbursement.) Attach receipts to the Final Report and Claim Voucher and submit to IDED no later than 60 days after the event or July 15 whichever is earlier.
4. **Approximately 4-6 weeks** following IDEDED's receipt of the necessary reimbursement documentation you will receive a reimbursement check.
5. **9 months** following the event, you will receive a brief survey. This provides a report of results following the event and is required when utilizing the program.
6. **18 months** following the event, you will receive another brief survey (same as 9 month) which will provide a report of the actual results following the event. Completion of this survey is required when utilizing the program.

*Note: If the 9 and 18 month surveys are not completed and returned to IDEDED, an Iowa company may no longer be considered eligible for future ETAP grants. Information collected from the surveys is not reported on an individual company basis, they are reported in the aggregate.*

For more information or questions, please contact Lisa Longman at [international@iowa.gov](mailto:international@iowa.gov) or 515.725.3139.

Iowa Department of Economic Development  
Business Development Division – International Office  
200 East Grand Avenue  
Des Moines, Iowa 50309 USA  
<http://www.iowalifechanging.com>



APPLICATION FORM
EXPORT TRADE ASSISTANCE PROGRAM

Please note that ETAP applications for the 2012 Fiscal Year (July 1, 2011 to June 30, 2012) shall be considered for a reimbursement not to exceed \$3,000 per event.

Date: \_\_\_\_\_

COMPANY INFORMATION:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Federal Tax ID # \_\_\_\_\_

EVENT INFORMATION & DOCUMENTATION:

- 1. Name of trade show/trade mission: \_\_\_\_\_
2. Event Dates: \_\_\_\_\_
3. Location of Event (Country/City): \_\_\_\_\_
4. What equipment/services/samples will be exhibited at the trade show: (Please attach a copy of the appropriate catalog/product sheets): \_\_\_\_\_
5. Are the equipment/services/samples listed above manufactured, processed or have value added to them in Iowa? Yes No

If no, which products are manufactured outside of Iowa?

\_\_\_\_\_

- 6. Will an Iowa staff travel to the event? Yes No
7. Will you be utilizing a distributor/partner for this event? Yes No
If Yes:
a. What percentage of the booth will be used for your company's products? %
b. Is your company the only IOWA company in the booth? Yes No
8. What costs will you be requesting reimbursement from ETAP? (check all that apply)
Booth/Participation Fee Booth equipment/furnishings
Per diem (for one employee) Shipping of samples Interpreter

(Complete Reverse Side)

**BUSINESS BACKGROUND:**

Is your company new to the market the trade event is being held in? Yes\_\_\_ No

Number of times company has previously received ETAP reimbursement for attending this trade show? \_\_\_\_\_

Is your corporate office located in the State of Iowa?  
Yes\_\_\_ No\_\_\_ If no, where is it located?

Total number of employees: \_\_\_\_\_  
*(To be eligible to participate in ETAP you must employ fewer than 500 employees. Number of employees is based on the Federal Tax Identification Number provided on page 1of this application.)*

Percent of employees in Iowa: \_\_\_\_\_  
*(At least 75% of employees must be employed within Iowa to qualify.)*

Approximate gross sales last year:

- <\$1 million       \$1-\$5 million       \$6-\$10 million
- \$11-\$20 million     \$21-\$100 million     >\$100 million

Approximate percentage of export sales last year:

- <5%     Up to 5%     6%-10%     11%-25%     26%-50%     Over 50%

Company objectives for Trade Event Participation: (Please check all that apply.)

- a. Finding a sales representative or distributor \_\_\_\_\_
- b. Exposure to new business contacts \_\_\_\_\_
- c. Market research \_\_\_\_\_
- d. Finding licensee \_\_\_\_\_
- e. Finding joint venture partner(s) \_\_\_\_\_
- f. Immediate sales \_\_\_\_\_

I agree to enter into an Export Trade Assistance Program Grant Agreement with the Iowa Department of Economic Development (IDED). I have read the ETAP Application Instructions & Process, attached to this application, and understand them. If approved, *I agree to provide the International Office completed "Final Report" and 9 & 18 month forms on the results of the trade activity we participated in. I understand future applications may be denied if these forms are not completed.*

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

ETAP funds are available beginning July 1 for events occurring between July 1-June 30 and are awarded on a first-come, first-serve basis to the extent funds are available. Applications should 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. Contact Lisa Longman at 515.725.3139 ([international@iowa.gov](mailto:international@iowa.gov)) if you have any questions regarding this financial assistance program.

Iowa Department of Economic Development  
Business Development Division – International Office  
200 East Grand Avenue  
Des Moines, Iowa 50309 USA  
<http://www.iowalifechanging.com>