The International Trade Office (ITO) has programs to support export efforts of eligible small businesses in Iowa. Programs are funded in part through a grant from the U.S. Small Business Administration’s (SBA) State Trade Expansion Program (STEP) Grant program.

Applications for events must be submitted at least 45 days prior to start of the event/five days prior to the start of a project and end by June 30, 2020. Applications are being accepted for:

**Export Trade Assistance Program (ETAP)**
Exhibit at trade shows taking place outside the U.S. or participate in an IEDA trade mission. Approved applications may receive a grant up to $4,000.

**Domestic Trade Assistance Program (DTAP)**
Exhibit at international trade shows taking place within the U.S. (show must have documented, proven significant international attendees.) Approved applications may receive a grant up to $4,000.

**Market Trade Assistance Program (MTAP)**
Projects involving a third-party providing any of the below services. Approved applications may receive a grant up to $5,000.

1. Website translation into foreign language, search engine optimization and localization
2. Design, translation and localization of a brochure or social media platform in a foreign language
3. Compliance testing by a third-party on an existing product for entry into an export market

**ExporTech™ (ETECH)**
Participate in the ExporTech™ program through the Center for Industrial Research and Service (CIRAS).

**COMPANY ELIGIBILITY**
Qualified companies must meet all criteria:

- For-profit company operating a facility in Iowa to process, manufacture, add value to product and/or distribute a product or provide an exportable service
- Must be export-ready and seeking to export goods or services of U.S. origin or have at least 51 percent U.S. content
  Note: Company’s primary NAICS code needed to look up maximum size
- Not debarred, suspended, proposed for disbarment, declared ineligible, or excluded from participation in programs by any federal or state agency
- Company has been in business a **minimum** of one year from application
- At least one company representative participating (if event)
- Be new to exporting, focusing on a new international market or have a new product to promote to the international market
- Current on all past ITO grant reporting
QUALIFIED EXPENSES

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>REIMBURSEMENT RATE</th>
<th>EXPENSE CAP</th>
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</thead>
<tbody>
<tr>
<td>Booth space rental at trade show</td>
<td>75%</td>
<td></td>
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<tr>
<td>Booth furnishings, rental and utilities at trade show</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>Shipping to and from trade show</td>
<td>75%</td>
<td>$2,000</td>
</tr>
<tr>
<td>ExporTech participation fee</td>
<td>75%</td>
<td>$2,500</td>
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<tr>
<td>IEDA trade mission participation fee</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>Interpreter fees (if necessary and not included in participation expense)</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>Third-party services for translation, search engine optimization and</td>
<td>75%</td>
<td>$3,000</td>
</tr>
<tr>
<td>localization of existing website</td>
<td></td>
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</tr>
<tr>
<td>Third-party services for compliance testing required on an existing</td>
<td>75%</td>
<td>$3,000</td>
</tr>
<tr>
<td>product for entry into an export market – travel charges not eligible</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Third-party services to design and translate brochures or social media</td>
<td>75%</td>
<td>$3,000</td>
</tr>
<tr>
<td>platforms in foreign language for the market</td>
<td></td>
<td></td>
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<tr>
<td>Per diem for one representative (ETAP &amp; DTAP only)</td>
<td>50%</td>
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</tbody>
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Ineligible Expenses

- Airfare
- Printing, including brochures and banners for booth
- Purchase of equipment/furniture, display unit, etc.
- Internal compliance testing, translation, etc.
- Sponsorships, memberships or registration fees to conferences, trade shows, etc.

LIMITATIONS

Maximum total of three grants in a funding period.

ETAP/DTAP (grant maximum is $4,000)

- Each company is eligible for a lifetime maximum of two grants for the same event
- ETAP: Limit of one trade show in the same country per funding period

ETECH (grant maximum is $2,500):

- One grant per company

MTAP (grant maximum is $5,000)

- One grant per company, per funding period

BEFORE APPLYING

Companies must answer “yes” to the following:

1. Event or project takes place during the current funding period
2. A commitment to participate in the event/project completed. Examples:
   a) Trade Show: Executed contract/order and proof of deposit paid
   b) Trade Mission: Completed sign-up and participation fee paid
   c) ExporTech: Completed sign-up and proof of participation fee paid
   d) MTAP projects: Selected third-party quotes
3. Must be AT LEAST 45 days before the start of event/project or AT LEAST five days prior to MTAP project start.
Only complete applications will be considered. Successful applicants are funded on a first-come, first-served basis to the extent funds remain available. Online application instructions and forms are available at: iowaeconomicdevelopment.com/ifa (in Resources). Use these instructions to obtain a complete and efficient submission.

Required Documentation (at time of application)
- Completed Export Assessment form
- Certification of Debarment form
- Certification of a Small Business Concern form
- General event information (a screenshot of the event web page is acceptable but must be in a graphic file, .pdf or .doc format for audit purposes)
  - ETAP/DTAP/ETECH: Event name, location and dates. U.S. held trade shows must include documentation of the number of international attendees and number of countries represented from the last event.
  - MTAP: Selected quotes AND completed MTAP Budget
- Electronic copy of applicant’s company brochure or product brochure
- Copy of proof of payment, executed contract or purchase order (only for ETAP, DTAP, ETech)

APPLICATION - GRANT PROCESS
Detailed instructions are available at iowaeconomicdevelopment.com/IFA (in Resources). It is strongly recommended to use the instructions. The process below is provided as a general overview.

Note: Google Chrome works best with this system.

Prior to Event/Project
1. Register to be a user in ieda.force.com (if not already). Approval/denial typically in two business days.
2. Complete application, upload required documents and submit. The application approval process can take two to three weeks.
3. If approved, the application is locked and a grant offered. From this point forward, all work will be completed in the grant system.
4. Company signs Grant Agreement and GAX form, uploads into the grant system.
5. IEDA signs Grant Agreement and an executed copy is uploaded.
6. Company participates in event or project.

If exhibiting at a trade show, the Iowa Exporter graphic must be displayed in your booth at the event. A photo of the booth is required for reimbursement.

After Event/Project
7. Within 60 days after event/project completion or grant end date, the company submits a claim.
8. As part of the claim, an immediate results survey is required.
9. Completed claims processed typically within two weeks of submission.
10. Reimbursement check sent to company typically within four to six weeks.

Grant recipients are required to provide updated results at nine and eighteen months after the event/project.

Contact the International Trade Office at 515.348.6243 or international@iowaeda.com

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