

KANSAS INTERNATIONAL TRADE SHOW ASSISTANCE PROGRAM GUIDELINES



WHAT IS KITSAP?

The Kansas International Trade Show Assistance Program (KITSAP) is administered by the Kansas Department of Commerce. The program helps introduce small Kansas companies to foreign markets through participation in trade shows. Eligible companies are those whose product or service originates in Kansas or whose products receive substantial value added processing in Kansas.

A company must first apply to KITSAP, be approved, then sign and return the KITSAP contract before attending a funded trade show. After the company attends the trade show, the program will reimburse one-half of a company's eligible direct expenses — not to exceed \$3,500 per show. A company can receive \$7,000 in total combined financial assistance during a state fiscal year (July 1 - June 30). KITSAP will only consider trade shows where the applicant is exhibiting for the first time, or introducing a new technology/product for the first time.

WHAT ARE THE PROGRAM REQUIREMENTS?

Each successful applicant agrees to comply with all of the following eligibility requirements:

- Apply, be approved and return the KITSAP contract before attending a funded trade show.
- The trade show must be held outside the United States.
- The company must be a first-time exhibitor at the trade show for which it is applying or must have a new technology/product that is being introduced into that market for the first time.
- At least one full-time company employee/sales agent must attend the trade show.
- Under no circumstances will a company, subsidiary or subordinate affiliate be allowed to receive more than \$3,500 per show with a combined total of no more than \$7,000 per state fiscal year.
- Applicants agree to provide information to substantiate their application, reimbursement request, trade show follow-up report or any other documentation that the KITSAP manager may request.
- Requests for reimbursement, accompanied by supporting documentation, must be made within sixty (60) days of the last day of the funded trade show. The decision to grant time extensions is at the sole discretion of the KITSAP manager.
- If an applicant's actual reimbursable expenses exceed the contracted funding level, one amendment to the original contract is allowed (not to exceed \$3,500 per show), if the KITSAP manager agrees and funding is available.
- Post-show report - This report must be submitted with receipts in order to receive reimbursement.

Post-show report forms will be mailed to the company contact person along with the approval letter and the contract.

HOW TO APPLY

Select an appropriate foreign show that is best suited for your product and/or services and submit a KITSAP application.

- Review the guidelines, complete and submit the KITSAP funding application, accompanied by trade show literature, thirty (30) days prior to the trade show. Literature must confirm that the trade show relates to the company's product or service.
- Send the application and other information to the address listed below.
- **IMPORTANT!** If your company is a first-time applicant to the program, please include company background information with your application.

CONTACT INFORMATION

Kansas Department of Commerce
Kansas International Trade Show Assistance Program
1000 S.W. Jackson St., Suite 100
Topeka, KS 66612-1354

Phone: (785) 296-5298
Fax: (785) 296-3490
TTY: 711

Email: achiang@kansasccommerce.com
kansasccommerce.gov



REIMBURSEMENT PROCESS

Applicants must first apply and be approved for funding before attending a funded trade show. Then, applicants must attend the funded trade show, incur and pay their pre-approved expenses. The KITSAP manager will have sole discretion as to what constitutes proof of payment. No expenses, whether or not they have been pre-approved, will be reimbursed without supporting documentation.

Reimbursement documentation must be submitted within sixty (60) days from the last day of the funded trade show. If additional time is required to obtain documentation, it is the applicant's responsibility to provide a written request to the KITSAP manager.

DISQUALIFICATION OF CONTRACT

Contract will be void, and no reimbursement will be processed if any of the following occur:

- Company fails to return the signed contract within fourteen (14) days of receipt or before the first day of the funded trade show, whichever comes first.
- Company has previously exhibited at the trade show and is not introducing new technology/product.
- Company has already received the maximum amount allowed in the current fiscal year.
- Products or services promoted at the show were not manufactured or did not receive substantial value-added processing in Kansas or the services did not originate within Kansas.
- Company fails to submit a request for reimbursement, accompanied by the necessary supporting documentation, within sixty (60) days of the last day of the funded trade show, unless a written request for an extension of the deadline has been approved.
- The State of Kansas discovers that information provided on the application or the reimbursement request was false.

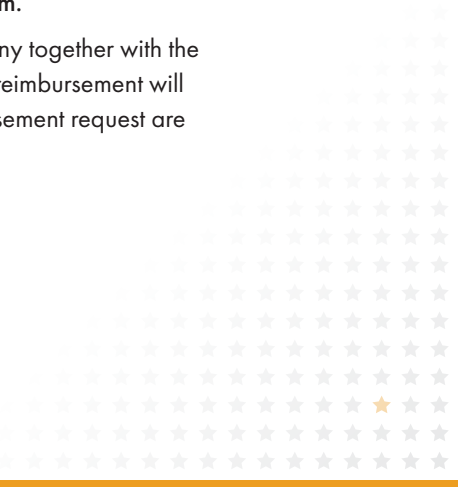
HOW IT WORKS

The following documentation must be submitted to the KITSAP manager before reimbursement will occur:

1. **Submit itemized list of reimbursable expenses on company letterhead. Please indicate the following information for each expense:**
 - Name of the vendor paid,
 - Date the expense occurred,
 - Description of the product or service provided and
 - U.S. dollar amount paid or foreign currency amount paid, if applicable.

PLEASE NOTE: Expenses denominated in a foreign currency must include the established exchange rate.
2. **Submit all the necessary receipts or invoices with proof of payment for reimbursable expenses, including:**
 - Vendor name,
 - The date of the expense,
 - Description of product or service and
 - Amount
3. **Submit the post-show evaluation form.**

This form will be mailed to the company together with the approval letter and the contract. No reimbursement will be made until the report and reimbursement request are received.



REIMBURSABLE EXPENSES

The following trade show expenses are examples of direct expenses that will be considered for reimbursement:

- Booth space
- On-site booth space design and construction
- Booth assembly and disassembly
- Booth furniture and/or equipment rental
- Transportation of equipment/materials
- Interpreter fees at the show
- Translation fee for company literature or business cards
- Customs broker fees
- Foreign Value Added Tax (VAT)
- Visas

PLEASE NOTE: The application form allows companies to submit other directly related exhibition expenses for consideration. These other expenses must be noted on the application and approved by the KITSAP manager and the Overview Committee.

Examples of expenses which are not eligible for reimbursement:

- Travel
- Lodging
- Meals or personal expenses
- Hospitality
- Promotional or giveaway items
- Construction of portable booth displays
- Mileage for private or company vehicle
- Compensation, wages of an employee/sales agent/distributor

Determination of completeness of applications is the sole discretion of the KITSAP manager. Approval/denial of applications is the sole discretion of the Secretary of the Kansas Department of Commerce, based on the criteria outlined herein. Given the number of applications and limited funding, the program reserves the right to only partially fund application requests and contract amendments.