

# KANSAS INTERNATIONAL TRADE SHOW ASSISTANCE PROGRAM GUIDELINES



The **Kansas International Trade Show Assistance Program (KITSAP)** is administered by the Kansas Department of Commerce to introduce Kansas small businesses to foreign markets through exhibiting products at physical and virtual foreign trade shows. Eligible businesses are those whose products or services originate in Kansas, or whose products receive substantial value-added processing in the state.

## PROGRAM BENEFITS

Companies who apply for and are approved for KITSAP are eligible to receive reimbursement for one-half of eligible direct expenses up to \$3,500 per show, not to exceed \$7,000 in total financial assistance during the state's fiscal year (July 1-June 30). **A list of eligible direct expenses can be found on Page 3 of this document.** Individual KITSAP applications must be submitted for each trade show for which reimbursement is being sought.

## PROGRAM REQUIREMENTS

- Business must apply for, be approved and return the KITSAP contract **before** attending a funded trade show.
- A physical 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 it must have a new technology or product being introduced into that market for the first time.
- At least one full-time company employee or sales agent must attend the trade show.
- Business must provide a post-show report along with an expense report to receive reimbursement.
- Applicants agree to provide information to substantiate their application, reimbursement request, post-show report or any other documentation the KITSAP program manager may request.
- First-time KITSAP applicants will be required to provide company background information as part of their application.

## HOW TO APPLY

KITSAP applications must be submitted at least 30 days prior to the beginning of the trade show for which the company will seek reimbursement of eligible expenses.

- Select a physical or virtual foreign trade show that is well suited for the products and/or services provided by the applying business.
- Complete and submit the [KITSAP application](#) online.
- The application will ask for details in three basic categories.
  1. **General Company Information**
  2. **Trade Show Information** (business will be required to provide trade show literature or a website address that confirms the show's focus relates directly to the products and/or services being marketed by the business)
  3. **Estimated Trade Show Expenses**
- If approved, an Approval Letter and KITSAP Contract will be emailed to the individual listed as the company contact on the original application.

**NOTE:** Determination of application completeness is at the sole discretion of the KITSAP program manager. Approval or denial of applications is at the sole discretion of the Secretary of the Kansas Department of Commerce, based on the criteria outlined within this document. Given the number of KITSAP applications and limited funding, the program reserves the right to only partially fund application requests and contract amendments.

## REIMBURSEMENT

Once a business has applied for and been approved for KITSAP and has attended and incurred the pre-approved trade show expenses, they are eligible for reimbursement.

Along with a post-show report, the business must also submit proof of payment for all expenses for which the company is seeking reimbursement through KITSAP. It is at the sole discretion of the KITSAP program manager as to what constitutes proof of payment. No expenses, regardless of whether they have been pre-approved, will be reimbursed without proof of payment.

**Request for reimbursement and all supporting documentation must be submitted to the Kansas Department of Commerce within 60 days of the last day of the funded trade show.** If additional time to provide this documentation is needed, it is the applicant's responsibility to provide a written request to the KITSAP program manager for consideration within those same 60 days.

## STEPS FOR REQUESTING REIMBURSEMENT

- Business must submit a completed post-show report form (post-show report forms will be emailed to the individual listed as the company contact on the original application along with the Approval Letter and KITSAP Contract prior to the approved trade show).
- Business must submit an itemized list of reimbursable expenses on company letterhead. For each expense, the following information must be provided:
  - Name of vendor paid
  - Date expense incurred
  - Description of product and/or service provided
  - U.S. dollar amount paid, or foreign currency amount paid, if applicable (expenses denominated in a foreign currency must include the established U.S. exchange rate)
  - Copies of invoices and receipts for all reimbursable expenses
- Business must submit all necessary receipts or invoices with proof of payment for all reimbursable expenses documented in the itemized list of reimbursable expenses.

No reimbursement will be made until the post-show report and reimbursement request with supporting documentation are received. Businesses may submit this information by emailing all required documentation to April Chiang, KITSAP Program Manager, at [april.chiang@ks.gov](mailto:april.chiang@ks.gov).

## ELIGIBLE EXPENSES

The following trade show expenses are **eligible** direct expenses that will be considered for reimbursement:

- Booth space (physical and/or virtual)
- On-site booth space design and/or construction
- Booth assembly and disassembly
- Booth furniture and/or equipment rental
- Technology purchases specifically to facilitate participation at a virtual event (first-time use only)
- Interpreter fees at trade show
- Translation fees for company literature or business cards to be displayed at trade show
- Customs broker fees
- Foreign Value Added Tax (VAT)
- Visas for those attending the trade show on behalf of the company
- Other directly related exhibition expenses can be submitted for consideration but must be noted on the original application and approved by the KITSAP program manager prior to reimbursement.

The following expenses are **not eligible** for reimbursement:

- Travel
- Mileage for private and/or company vehicles
- Lodging
- Meals and other personal expenses
- Hospitality
- Promotional or giveaway items
- Construction of portable booth displays
- Compensation/wages for employees, sales agents and distributors

## DISQUALIFICATION OF CONTRACT

KITSAP contracts will be voided, and no reimbursement will be processed, should any of the following occur:

- Company fails to return the signed contract within 14 days of receipt or before the first day of the funded trade show, whichever occurs first.
- Company has previously exhibited at the trade show and is not introducing any new technology or product into the market.
- Company has already received the maximum amount of funding allowed (\$7,000) within the current fiscal year.
- Products and/or services promoted at the trade 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 60 days of the last day of the funded trade show (unless a written request for an extension of deadline was submitted and approved).
- The state of Kansas discovers the information provided on the original KITSAP application or the reimbursement request was false.