

KANSAS INTERNATIONAL TRADE MARKETING ASSISTANCE PROGRAM GUIDELINES



The **Kansas International Trade Marketing Assistance Program (KITMAP)** is administered by the Kansas Department of Commerce to assist Kansas companies in accelerating their export business through conducting export-related marketing activities. Eligible businesses are the Kansas companies with their headquarters located in Kansas, with products or services originating in Kansas, or with products that received substantial value-added processing in Kansas.

KITMAP PROGRAM BENEFITS

- Companies who apply for and are approved for KITMAP would receive reimbursement for 50% of eligible direct expenses up to \$5,000 per activity, not to exceed \$5,000 in total financial assistance during the state's fiscal year (July 1-June 30).
 - Applications can be submitted every fiscal year, regardless of previous program award history.
- **A list of eligible direct expenses can be found on Page 3 of this document.**
- Individual KITMAP application must be submitted for each activity.

KITMAP PROGRAM REQUIREMENTS

- Businesses with their headquarters in Kansas and must have been in business for at least one year.
- Application must be submitted at least 30 days before the event.
- Businesses must apply for, be approved, and return the KITMAP contract **before** implementing a funded marketing activity.
- The KITMAP Reviewing Committee will visit the first-time KITMAP applicant company.
- When applying for a foreign sales trip, at least one full-time company employee must travel on the trip.
- The International Airfare and Overseas Lodging are eligible when the company exhibits at an approved Kansas International Trade Show Assistance Program (KITSAP) trade show.
- Businesses must provide a post-activity report along with an expense report to receive reimbursement.
- Applicants agree to provide information to substantiate their application, reimbursement request, post-activity report, or any other documentation the KITMAP program may request.

HOW TO APPLY KITMAP

- Apply [KITMAP application](#) online and complete the submission at least 30 days before the event.
- The application will ask for details in three basic categories.
 1. **General Company Information**
 2. **Marketing Activity Details**
 3. **Estimated Expenses**
- If approved, a DocuSign with the Approval Letter and KITMAP Contract will be emailed to the individual listed as the company contact on the original application.

KITMAP REIMBURSEMENT

Once a business has applied for and been approved for KITMAP, has implemented the activity, and incurred the pre-approved expenses, they are eligible for reimbursement.

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 marketing activity. If additional time to provide this documentation is needed, it is the applicant's responsibility to provide a written request to the KITMAP program for consideration within those same 60 days.

STEPS FOR REQUESTING REIMBURSEMENT

- Required documents:
 - (A) A completed post-activity report form. The form will be sent, along with the DocuSign package of the Approval Letter and KITMAP Contract, to the individual listed as the company contact on the original application
 - (B) An itemized summary of reimbursable expenses on company letterhead. For each itemized expense, the following information must be provided:
 - Description of the expense
 - Vendor's invoice
 - Proof of payment (Bank wire transfer, check, or credit card receipt)
 - If applicable, expenses denominated in a foreign currency must include the established U.S. exchange rate
- No reimbursement will be made until both the post-activity report and the itemized expenses summary with supporting documentation are submitted.
- No reimbursement procedure will proceed without proof of payments.
- Businesses may submit all required documentation by emailing April Chiang, KITMAP Program Manager, at april.chiang@ks.gov.

NOTE: Determination of application completeness is at the sole discretion of the KITMAP program. 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 KITMAP applications and limited funding, the program reserves the right to only partially fund application requests and contract amendments.

KITMAP ELIGIBLE ACTIVITIES:

- Foreign Sales Meeting Trips:
 - International airfare (reimburse 50% up to \$1,000 per person)
 - Overseas lodging (reimburse 50% up to \$150 per room/night/ person)
 - Transportation of products (including luggage fees)
 - Interpreter fees for the trip
- Compliance Management (e.g., CE Marking)
- Database Subscriptions for Market Research (only first-year subscriptions are eligible for reimbursement)
- Foreign Product Certifications
- Industry Association Memberships (only first-year memberships are eligible for reimbursement)
- International Credit Reports
- Letter of Credit Processing Fees
- Market Research & Consultations
- New Foreign Language Company Brochures
- Trade Mission Participation (only non-STEP-funded trade missions are eligible for reimbursement)
- Translation & Interpretation Services
- Virtual Marketing Events
- Other Activities to be Considered

KITMAP INELIGIBLE ACTIVITIES:

- Meals, beverages, and other personal expenses
- Hospitality
- Promotional or giveaway items
- Mileage for private or company vehicles
- Compensation/wages for employees, sales agents, and distributors
- STEP Activities

DISQUALIFICATION OF CONTRACTS

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

- The Company fails to return the signed contract within 14 days of receipt or before the first day of the funded trade marketing activities, whichever occurs first.
- The company has already received the maximum amount of funding allowed (\$5,000) within the current fiscal year.
- Products and/or services promoted were not manufactured or did not receive substantial value-added processing in Kansas; or the services did not originate within Kansas.
- The 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 marketing activities.
- The state of Kansas discovers the information provided on the original KITMAP application or the reimbursement request was false.