

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 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.

KITSAP PROGRAM BENEFITS

- Companies who apply for and are approved for KITSAP are eligible to receive reimbursement for 50% 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).
 - 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 KITSAP applications must be submitted for each trade show.

KITSAP 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 trade show.
- Businesses 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.
- Businesses 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 may request.
- The KITSAP Reviewing Committee will visit the first-time KITSAP applicant company.

HOW TO APPLY KITSAP

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

KITSAP REIMBURSEMENT

Once a business has applied for and been approved for KITSAP, has exhibited at the trade show, 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 trade show. If additional time is needed, it is the applicant's responsibility to provide a written request to the KITSAP program within those same 60 days for consideration.

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 KITSAP 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 payment.
- Businesses may submit all required documentation by emailing April Chiang, KITSAP Program Manager, at april.chiang@ks.gov.

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.

KITSAP 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.

KITSAP INELIGIBLE ACTIVITIES:

- 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.
- The company has previously exhibited at the trade show and is not introducing any new technology or product into the market.
- The 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
- The state of Kansas discovers the information provided on the original KITSAP application or the reimbursement request was false.