

FREQUENTLY ASKED QUESTIONS

INTERNATIONAL TRADE FINANCIAL ASSISTANCE PROGRAMS



July 1, 2022 – June 30, 2023

1. Which program do I apply under?

MTAP: Project-oriented grant for translations, international website work, compliance testing, etc.

ETAP: Exhibiting at trade shows outside the U.S.

DTAP: Exhibiting at international trade shows taking place within the U.S.

2. How do I know if the trade show I'm exhibiting at will qualify?

ETAP:

- Trade show takes place outside the U.S.
- Company has purchased a booth to exhibit

DTAP:

- Event takes place in the U.S. and has an exhibition hall
- Company has purchased booth space at the event
- Event is actively promoted in other countries by organizers
- Significant international attendance: documentation of the number of international attendees and number of countries represented at the last event is required as an attachment to the application

3. Do I qualify if I am presenting or have meetings at a trade show but do not have a booth?

No, exhibiting is required.

4. The trade show does not have booth fees – does it qualify?

If you are offered free booth space, as part of a membership for example, it is not eligible for financial assistance. The primary focus of the program is to support expenses pertaining to an exhibit booth or participation fee. Memberships, registrations and sponsorships are not eligible expenses.

Exception: If you can obtain a breakdown indicating the portion of the expense specifically for a booth from the show organizers, this can be submitted to international@iowaeda.com and an exception can be considered. Example: Booth space at the Farm Progress Show is part of trade advertising campaign throughout the year. Submit a copy of the statement showing the advertising purchased as proof of payment on the booth.

5. How do I know if my company size qualifies under the STEP guidelines?

First, know your company's primary NAICS code. Then visit www.sba.gov/federal-contracting/contracting-guide/size-standards.

6. What if my company does not qualify under the STEP guidelines?

If your company does not qualify under the STEP size guidelines, but is under 500 employees and 75% or more are employed in Iowa (by EIN), you may apply, and the ability to utilize State funding will be reviewed.



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7. **What is a NAICS code?**

North American Industry Classification System (NAICS): [North American Industry Classification System \(NAICS\) U.S. Census Bureau](#)

8. **Where do I provide the required documentation to my application?**

There are two parts to an application. The online application includes fields to complete after selecting the New Application button. After saving the application, scroll down to the attachments section (note: you cannot see this section within the application itself) and upload the required documentation.

9. **How do I apply?**

Full instructions are available here: [InternationalAppInstructions.pdf](#)

10. **My application was approved, but I cannot find my signed Grant Agreement?**

Typically, this is due to still being on the Applications tab. When you first log in, the system defaults to show you applications recently accessed. After an application is approved, it is locked from changes being made and a Grant generated. From that point forward, everything is done in the Grants tab. Go to the Grants tab and click the Go button (by "ALL") to see your grants. Select the appropriate grant number and scroll down to Notes & Attachments. See instructions for more details: [InternationalAppInstructions.pdf](#)

11. **How do I find our EIN?**

EIN is an Employer Identification Number assigned by the IRS. A company's accounting personnel, human resources or CEO will typically be able to provide this number.

12. **Where do I find the Iowa Exporter graphic to display in my booth?**

Companies must display the Iowa Exporter graphic in their booth at the trade show they are receiving a grant. It is acceptable to print the graphic, in its entirety, and display in a table-top sign holder, tape in a prominent place within the booth or incorporate into other display items.

Iowa Exporter ID graphic: [IEDA SBA ExporterCoop](#)

Iowa Exporter graphic usage: [Iowa Exporter ID Usage.pdf](#)

13. **Does shipping include personal delivery of materials by vehicle to an event?**

Generally, no. However, if you have large equipment (for example) for display in the booth, which may require a specific transportation mode, mileage may be eligible for shipping (driver/rental fees are not eligible expenses). In those situations, shipping is calculated using a map system to obtain a total mile total multiplied by the standard mileage rate, reimbursed up to 75% of the amount. Documentation with this information is required with your claim to be considered for reimbursement.





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14. **When will I receive reimbursement?**

Grants are approved and executed prior to an event. However, reimbursement is made after the event/project is completed. After the event/project, a claim is required for reimbursement. Submitted claims must include copies of receipts for eligible expenses considered for reimbursement and completion of an immediate (results) survey. Once the claim is approved, checks are typically received in four to six weeks. If you do not receive a check after six weeks, email us for status update at international@iowaeda.com.

15. **What are the Terms and Conditions of the grant?**

The Terms and Conditions, included in the grant agreement, can be found here: [Terms and Conditions](#)

16. **What if I am sharing a booth with another company?**

If you share a booth with another company, you must be listed as an exhibitor in the show information and the booth must include your company name. The amount eligible for reimbursement will be based on your company's percentage of the booth.

