

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. Eligible businesses are those whose products or services originated in Kansas, or whose products received substantial value-added processing in the state.

PROGRAM BENEFITS

Companies who apply for and are approved for KITMAP are eligible to 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). **A list of eligible direct expenses can be found on Page 3 of this document.** Individual KITMAP applications must be submitted for each activity for which reimbursement is being sought.

PROGRAM REQUIREMENTS

- Business must apply for, be approved and return the KITMAP contract **before** implementing a funded marketing activity.
- When applying for foreign sales trip, at least one full-time company employee or sales agent must travel in the trip.
- Business sales trips are eligible when taking place right before or after an approved Kansas International Trade Show Assistance Program (KITSAP) trade show.
- Business 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 KITSAP program manager may request.

HOW TO APPLY

KITMAP applications must be submitted at least 30 days prior to the beginning of the marketing activity for which the company will seek reimbursement of eligible expenses.

- Complete and submit the [KITMAP application](#) online.
- The application will ask for details in three basic categories.
 1. **General Company Information**
 2. **Marketing Activity Details**
 3. **Estimated Expenses**
- If approved, an Approval Letter and KITMAP Contract will be mailed to the individual listed as the company contact on the original application.

NOTE: Determination of application completeness is at the sole discretion of the KITMAP 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 KITMAP 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 KITMAP and has implemented and incurred the pre-approved expenses, they are eligible for reimbursement.

Along with a post-activity report, the business must also submit proof of payment for all expenses for which the company is seeking reimbursement through KITMAP. 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 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 manager for consideration within those same 60 days.

STEPS FOR REQUESTING REIMBURSEMENT

- Business must submit
 - (A) A completed post-activity report form. The form will be mailed to the individual listed as the company contact on the original application along with the Approval Letter and KITMAP Contract after the application is approved.
 - (B) An itemized summary of reimbursable expenses on company letterhead. For each itemized expense, the following information must be provided:
 - Description of product and/or service provided
 - 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. Businesses may submit the information by emailing all required documentation to April Chiang, KITSAP Program Manager, at april.chiang@ks.gov.

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 night/per 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

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:

- 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.
- 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.
- 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 (unless a written request for an extension of deadline was submitted and approved).
- The state of Kansas discovers the information provided on the original KITMAP application or the reimbursement request was false.