

## 1. Which program do I apply under?

**Market Trade Assistance Program:** Project-oriented grant for translations, international website work, compliance testing, etc.

**Export Trade Assistance Program:** Exhibiting at trade shows outside the U.S.

**Domestic Trade Assistance Program:** Exhibiting at international trade shows within the U.S.

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

**Export Trade Assistance Program:**

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

**Domestic Trade Assistance Program:**

- 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.
- Event has significant international attendance. Documentation of the number of international attendees and number of countries represented during a previously held 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 program's primary focus 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 [etap@iowaeda.com](mailto:etap@iowaeda.com) and an exception can be considered. Example: Booth space at the Farm Progress Show is part of a 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 State Trade Expansion Program guidelines?

First, know your company's primary [North American Industry Classification System](#) code. Then, visit [sba.gov/federal-contracting/contracting-guide/size-standards](http://sba.gov/federal-contracting/contracting-guide/size-standards)

## 6. What if my company does not qualify under the State Trade Expansion Program guidelines?

If your company does not qualify under the size guidelines, but it has 500 or fewer employees with at least 75% employed in Iowa (by employer identification number), you may apply. The ability to utilize state funding will be reviewed.



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

An application has two parts. 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.

## **8. How do I apply?**

[Full instructions](#) are available.

## **9. Our project or event is over. Now what?**

[See instructions](#) for more details.

## **10. How do I find our employer identification number?**

An employer identification number is assigned by the Internal Revenue Service. A company's accounting personnel, human resources department or CEO typically can provide this number.

## **11. Where do I find the Iowa Economic Development Authority and U.S. Small Business Administration logos to display in my booth?**

Companies must display a sign that includes both logos in their booth at the trade show for which they are receiving a grant. It is acceptable to print the sign, in its entirety, and display in a tabletop sign holder; tape in a prominent place within the booth; or incorporate into other display items.

- [Trade Show Booth Sign](#)
- [Trade Show Booth Sign Usage Guidelines](#)

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

No. Third-party shipping costs only.

## **13. 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 [etap@iowaeda.com](mailto:etap@iowaeda.com) for a status update.

## **14. What are the terms and conditions of the grant?**

These are the [terms and conditions](#) included in the grant agreement.

## **15. 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.