

Montana International Marketing Assistance Grant

2012 Guidelines

Montana Department of Commerce
Office of Trade & International Relations

PROGRAM OVERVIEW

A grant providing **financial assistance** to qualified Montana small businesses for **international marketing efforts in beginning exporting or market expansion**.

- ★ **Trade Show Assistance** for marketing expenses to attend international wholesale exhibitions/shows;
- ★ **Foreign Language Translation Services & Production** for marketing and technical materials (including websites);
- ★ **Market Research and Other Services** provided by the U.S. Commercial Service.

This program is based on a percentage reimbursement of pre-approved, eligible and actual expenses. Funds are not disbursed until actual receipts are submitted after the activity.

NOTE: Activities must occur between January 1, 2012 – September 30, 2012. Activities occurring BEFORE an application is approved are ineligible.

U.S. Small Business Administration



You Your Small Business Resource

Funded in part through grants awarded with the U.S. Small Business Administration

ELIGIBLE SMALL BUSINESSES

For purposes of this program, the term “eligible small business” means a Montana small business that:

- **has been in business for not less than the 1-year period** ending on the date on which assistance is provided;
- **operating profitably**, based on operations in the United States;
- **meets size definitions used by the SBA** (under 500 employees OR report less than \$75 million in annual revenues). For a complete listing of industry specific small business definitions, visit www.sba.gov/content/table-small-business-size-standards;
- has **demonstrated understanding of the costs associated with exporting and doing business with foreign purchasers**, including the costs of freight forwarding, customs brokers, packing and shipping;
- **has a strategic plan for exporting in effect**;
- agrees to **provide the program with export activities/results** from the grant activities.

ELIGIBLE ACTIVITIES & REIMBURSEMENTS

An eligible business may apply for one or all activities using separate Activity Applications for each and potentially receive the maximum for each category. All expenses must be pre-approved and no expenses will be reimbursed without a proper receipt.

90% of the award amount will be paid after the activity is completed with the submission and acceptance of a required report due within 45 days of the close of the activity. The remaining 10% will be paid upon receipt and acceptance of a post-activity results report due 3 – 6 months later.

All grant activities performed in another country must comply with the ***Fly America Act*** which requires international destination flights on a U.S. Flag Carrier. Code Share flights purchased through a U.S. carrier are eligible even if the actual flight takes place on another country's jet. For possible exceptions please contact us.

ACTIVITY 1 — INTERNATIONAL TRADE SHOW EXHIBITION

Provides funds for **financing trade show related marketing expenses** (booth fees and registration, booth furniture, displays/banners, marketing/promotional materials, shipping/drayage, electricity, etc.).

- **China (PRC): 75%** reimbursement up to a maximum of **\$8,000**
- **All other countries: 50%** reimbursement up to a maximum of **\$8,000**
- **United States: 50%** reimbursement up to a maximum of **\$8,000** (Show must be on the U.S. Commercial Service approved list and the product must have a high potential for export as determined by the program)

Travel Stipend: While travel costs are ineligible expenses as part of the reimbursement, one fixed **travel stipend per company is provided**. (Importers, in-country reps, and distributors are NOT eligible for the stipend.)

- **Outside North America—\$1,200**
- **Canada & Mexico—\$800**
- **United States—\$500** (Show must meet criteria listed above)

ACTIVITY 2 — LANGUAGE TRANSLATION SERVICES & PRODUCTION FEES

Eligible costs include **fees for services and production related expenses to translate and print/produce marketing and technical materials** for products and services. These monies can also be accessed by non-profit Montana Tourism Regions/CVBs, Indian Reservations, major resorts (defined as destination properties offering lodging and activities) and tourism activity related associations (ex/ golf, ski, outfitters).

- **Chinese: 75%** reimbursement up to a maximum of \$8,000
- **All other languages: 50%** reimbursement up to a maximum of \$8,000

ACTIVITY 3 — TRADE CONTACT & RESEARCH PROGRAMS PROVIDED BY THE U.S. COMMERCIAL SERVICE

The program provides funds for **fees to access customized U.S. Commercial Service programs** focused on increasing a company's exports (fees for general training programs are not eligible). May include, but is not limited to, **Gold/Platinum Key Service, customized market research, International Company Profiles (ICP), International Partner Search (IPS)**. For information about these programs contact Carey Hester, 406-370-0097, carey.hester@trade.gov, www.Export.Gov/Montana/.

- **All International Markets: 75%** reimbursement up to a maximum of \$3,000

ELIGIBLE EXPENSES

If an anticipated cost is not listed below applicants should contact the program to determine eligibility.

Activity 1—Trade Show Exhibition

- **Exhibit space fees and registration;**
- **Booth rental;**
- **Booth production** (Cannot exceed \$5,000);
- **Display elements** (graphics, banners, signs, racks, decorations, lighting);
- **Booth furnishings** (table, chairs);
- **Shipping and storage** (drayage, freight, exhibit storage);
- **Show services** (set-up and tear down, utilities, card reader, security);
- **Trade show advertising and promotional literature.**

Activity 2—Language Translation Services & Fees

- **Websites;**
- **Promotional and sales materials** (brochures, advertisements and catalogs);
- **Technical specifications, data sheets;**
- **Layout, design, and printing.**

Activity 3—Trade Contact and Research Program

- **Direct program fees** for international trade related activities provided by the U.S. Commercial Services (ex./ Gold or Platinum Key fees) .



INELIGIBLE EXPENSES

All costs associated with the following:

- **Travel** (transportation, accommodations, meals, etc.) other than the travel stipend as part of the Trade Show Activity;
- Creation of or supplementing a **reserve or contingency fund** or account;
- **Match or support** for any other Federal projects;
- **Entertainment costs**, including meals, alcohol, parties, receptions, mixers, or other social activities, or tickets to shows or sporting events;
- **Souvenirs, models, imprinted clothing, buttons, gifts, prizes, promotional items, mementoes, scholarships, contributions, donations, or similar gratuitous transfers** (whether in the form of cash, property, or services);
- **Memberships fees or dues** in any business, technical, trade, professional, civic, community, country club, social or dining organization (whether in the name of the recipient organization or an individual)
- **Fund-raising** (including, but not limited to, soliciting funding or contributions or raising investment capital from individuals, public/private organizations, or governmental entities);
- **Lobbying or “grassroots” advocacy activities** (including the endorsement or opposition of political parties, candidates, initiatives, referenda, petitions, or the cost of protests or demonstrations) directed at any level or branch of government;
- **Employee or owner salaries or compensation;**
- **Indirect costs or depreciation; bid and proposal costs; legal expenses; fines, penalties and mischarging costs;**
- **Any costs not directly related to international trade development and preapproved by this program.**

REPORTING REQUIREMENTS & PERFORMANCE INDICATORS

To receive reimbursement for activity expenditures, the assisted businesses will be required to complete the following:

Post Activity Reimbursement and Survey Form – due within 45 days after the activity concludes

The business will submit eligible receipts and report the activities conducted, summarize costs being reimbursed, and describe any results (orders placed, leads gathered, distributors, signed, etc.) at that time. **NOTE: Upon receipt and acceptance of the survey, 90% of the award amount will be reimbursed.**

Follow-up Survey Form – due 3-6 months after the activity concludes

The business will provide information regarding any additional results from the activity (increase in export activity, new orders, leads followed, etc.)—must be quantifiable and documentable if requested. For tourism activity awards, applicants will be required to report numbers of international visitors tied to their activity. **NOTE: Upon satisfactory submission of the survey, the remaining 10% of the award amount will be reimbursed.**

The Department may request additional report updates if needed to monitor the activity and satisfy SBA reporting requirements.

APPLICATION DEADLINES AND SELECTION PROCEDURES

Applications will be accepted at any time until August 01, 2012 or until funds are exhausted. All proposed activities must be completed by September 15, 2012.

- **Activity 1—Trade Show Assistance:** Due 60 days before the proposed activity
- **Activity 2—Language Translation:** Due 14 days before the proposed activity
- **Activity 3—Fees for U.S. Commercial Service programs:** Due 14 days before the proposed activity

Potential applicants may want to contact the Department before submitting an application for current funding availability and guidance. The Department may request additional information, including financial statements, at the time of application. The Department makes the final decision, at its sole discretion, whether to fund an application, request additional information, request SBA review comments, or to not approve an incomplete or otherwise unacceptable application.

A review panel, consisting of Department of Commerce staff will evaluate applications. To be eligible for reimbursement, written or electronic approval from the Montana Department of Commerce **MUST BE** received before starting an activity (an exception may be made for exhibit space rental). **No applications will be considered after an activity has occurred.**

Upon award, an agreement letter will be prepared by the Department which will outline processes and procedures.

There is no limit on the number of activities a company may participate in per year. However, to be considered for additional awards the company must have met the program requirements for any previous awards.

For applications and/or questions about the grant contact:

Katie Cole, Grant Administrative Assistant or Lonie Stimac, Grant Manager

kcole2@mt.gov

406-841-2724

lstimac@mt.gov

406-841-2783

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Montana Department of Commerce

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www.ExportMontana.com

For export assistance contact:

Sara Warren, MT Trade Officer

swarren@mt.gov

406-841-2754



Dore Schwinden—Director

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance by contacting Katie Cole at 406-841-2724.