



Wyoming STEP Foreign Market Trade Event Application



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA)

INSTRUCTIONS

COMPLETE FORMS ARE REQUIRED

This application and associated forms must be completed in their entirety to be considered eligible. Required questions are marked with a red asterisk. Incomplete applications will be disqualified. You will be notified whether or not your company qualifies to receive STEP matching grant, once your application has been evaluated.

It is recommended that you read the application in its entirety and download the required forms before beginning so that you may prepare your responses and documents in advance.

STEP FOREIGN MARKET TRADE EVENT MATCHING GRANTS

The Wyoming Business Council (WBC) is offering State Trade Expansion Program (STEP), Foreign Market Trade Event Matching Grants that are funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA) to eligible small businesses based in Wyoming. Awards are for 75% of eligible expenses not to exceed \$3,500. The maximum number of awards per grant period for any Eligible Small Business Concern (ESBC) will be two awards. The grant period is October 1, 2016 through September 30, 2017.

The trade event must be completed by September 30, 2017. During the trade event, grant recipients are required to hold business-to-business meetings with potential clients.

Eligible expenses for reimbursement include:

- Airfare (Fly American provision apply);
- Business-to-business meetings coordinated by qualifying providers;
- Market analysis by qualifying providers;
- Related services offered by the U.S. Commercial Service and World Trade Center Denver;
- Interpretation service;
- Website and marketing material translation;
- Trade mission participation fee;
- Participation in international trade training workshops;
- Qualifying expenses related to exhibiting at international trade shows;
- Ground transportation costs within the hosting locale; and
- Qualifying hotel and lodging expenses.

Ineligible expenses include, but are not limited to:

- Passport or visa fees;
- Immunizations;
- Expenses related to entertaining current or prospective clients or government officials;
- New product development or alteration of existing products; and
- Cellphones and cellphone charges.



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Ineligible Small Businesses must meet the following criteria:

1. Consulting agencies
2. Law firms
3. Real estate developers
4. Retail businesses
5. Hospitality or tourism operators
6. Distributors representing clients
7. Educational institutions or for-profit schools recruiting students
8. Is not a personal or self-promoting initiative
9. Non-profit organizations
10. Companies, organizations or individuals recruiting foreign direct investment
11. Multi-level marketing (MLM) or network marketing companies

Required Sales Projections: each applicant receiving a STEP matching grant is required to demonstrate in their application how they will meet the following projection sales criteria over the next 3-5 years as a result of their participation on the trade-event.

1. New-to-export business: **USD 150,000**
2. New-to-market business: **USD 300,000**

Site Visits may be conducted to further determine a company's eligibility.

Please visit our website to view Frequently Asked Questions (FAQs) or to contact the STEP Project Director with inquiries regarding this application.

Other important information:

The Wyoming Business Council is required to submit quarterly reports up to one (1) year following the end of the grant period (September 29, 2017). This reporting will be required of the applicants for each activity in which they are approved. Activities include:

- Export Training
- Trade Show Assistance
- Wyoming sponsored trade shows
- Wyoming sponsored trade mission

The first report will be due by the first date below following your trade show. The required documentation will be emailed to the contact on the application at least 30 days prior to the due date.

- January 15
- April 15
- July 15
- October 15



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CONTACT INFORMATION

Company Name*
Address*
City* State* Zip*
First Name* Last Name*
Title Email*
Phone Number* Company website address*

COMPANY INFORMATION

Business Type*
Other business type:
Industry*
Year established*:
DUNs Number: * SAM Number: *

Does your company ownership qualify for one or more of the following designations? *
Woman owned
Minority owned
Veteran or service-disabled veteran owned

Are you a parent company or subsidiary?*
Parent Company
Subsidiary

If you are a subsidiary, then please list your parent company, including their address and website.

Is your company's headquarters in Wyoming? *
Number of full-time employees*
Primary NAICS code*
Annual sales*
Percent of annual sales that are exports*

On your latest annual report did you have a net-income or net loss?*
Net-Income
Net-Loss



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TRADE EVENT INFORMATION

Trade event name* _____

Trade event City or Cities* _____

Trade event Country or Countries* _____

Trade event dates: _____

Please describe the planned trade event. * _____

Select the objectives you plan to achieve on this trade event. *

- Acquire market information on business opportunities
- Obtain practical information on how to conduct business in this country.
- Find a partner/agent to represent my product/service in this country.
- Obtain contacts and/or network with appropriate business leaders.
- Raise my company's profile with existing clients or partners by participating in a state delegation.
- Other: _____

Select the type of business contacts you are interested in making. *

- Distributor / Wholesaler
- Agent / Sales Representative
- Franchisee
- Joint Venture Partner or Licensee
- None
- Other: _____



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TRADE EVENT INFORMATION continued

Please itemize what expenses the funds will be used for with the best estimates of cost. (For a list of qualifying expenses, please refer to the instructions section at the beginning of this form. Expenses related to non-business travel or travel not listed in the instructions section will not be reimbursed.)

Table with 2 columns for expense categories and their corresponding amounts. Categories include Airfare, Hotel, Ground Transportation Expenses, Market Analysis Fee, Gold Key Service Fee, Website / Marketing Translation, Interpreter Fee, Trade Show Exhibition Fee, and Trade Mission Participation Fee.

Please list additional expenses not show above (you may attach a separate sheet)

What date will you leave Wyoming? *
What date will you leave the trade event? *

Please upload a business itinerary of your planned meetings and activities including travel to any additional destinations before or after your planned trade event. *

Please notify the STEP Project Director immediately of any changes to your travel itinerary. Failure to provide adequate notice to the STEP Project Director may void any awarded funds.

Describe any special features of your company's operations, interests, or objectives in this foreign country that will be used to identify potential business partners. *



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TRADE EVENT INFORMATION continued

Please list any specific companies, or types of companies, you would like to contact during this trade event.*

Please list any specific companies, or types of companies, you prefer *not to* contact.*

Please list any additional businesses and government leaders you would like to meet. Please include the names and contact information of specific individuals.*



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REQUIRED FEDERAL FORMS

In order to be considered to receive a STEP program matching grant, you are required to complete the following:

- Export Questionnaire
- Small Business Concern Form
- Certification Regarding Debarment, Suspension, and Other Responsibility Matters Form

Please download each form at the link provided and fill it out completely. Once you have completed and signed the form, please scan and upload the form using the Choose File option shown below.

EXPORT QUESTIONNAIRE

This nine-question questionnaire highlights characteristics common to successful exporters. Once you complete the questionnaire, you will receive a score between 0 – 100, which will help you assess your export readiness, as well as identify areas where you can strengthen and improve your business export activities. A score of 66 or higher is required in order to be eligible to receive a STEP matching grant.

Select this link, [Export Questionnaire](#), to begin the questionnaire. Once you complete the questionnaire, please print your results, scan them, and email the electronic document to Terri Barr at terri.barr@wyo.gov.

[Small Business Concern Form](#)

[Certification Regarding Debarment, Suspension, and Other Responsibility Matters](#)



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PRODUCT INFORMATION

Please describe your product or service.*

Does your product or service contain at least 51% U.S. content? * Yes No

List your major competitors at home and abroad. *

List the most important end-users or end-user industries for your products or services. *

What type of licensing or registration does your product require in the U.S. (e.g FDA approval)? *



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COMPANY EXPORT INFORMATION

Does your company manufacture/produce this product/service? * Yes No

Does your company have rights to export this product/service? * Yes No

Does your company currently export to this foreign country/market? * Yes No

If you answered yes to the question above, then describe your current selling volume. *

Export Control Classification Code _____

HS Code _____

How is your product typically distributed and marketed in the U.S. and in other countries? *

What related products might an agent/distributor of your product also handle? *



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STRATEGIC EXPORTING PLAN

Foreign markets you intend to pursue. *

Objective you expect to achieve in the foreign markets you intend to pursue (provide relevant time frame) *

Appropriateness of the products or services to the foreign markets you intend to pursue. *

Sufficiency of financial resources to support your entry into, or expansion in, the foreign markets you intend to pursue. *

Sufficiency of production capacity for entry into, or expansion in, the foreign markets you intend to pursue. *

Sufficiency of international trade infrastructure (e.g. knowledge base of U.S. export requirements, foreign market import market requirement, logistics, export financing, etc.) with respect to the foreign markets that you intend to pursue. *



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IN-COUNTRY CONTACTS AND REPRESENTATION

Please select the types of business contact you are interested in establishing. *

- Distributor / Wholesaler
- Agent / Sales Representative
- Franchisee
- Joint Venture Partner or Licensee
- None
- Other: _____

Is your company currently represented in this country? * Yes No

If you answered yes to the previous question, then is this agreement of representation exclusive? *Please answer No if this question does not apply to you.* *

Yes No

Is your company looking to find an exclusive basis representative in this market? * Yes No

Please provide the name and contact information for each of your in-country representatives/distributors



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TRADE EVENT PARTICIPANTS

Please provide the information requested below for each participant. Select the blue link at the bottom to add additional participants.

While there is no limit to the number of company representatives that may travel on the trade event, it is important to note that only two-representative from your company may receive reimbursement through the matching grant for their travel. Those receiving travel reimbursement through the matching grant must be employees of the company.

Name* _____

Title* _____

Phone* _____

Email Address* _____

Name* _____

Title* _____

Phone* _____

Email Address* _____

Name* _____

Title* _____

Phone* _____

Email Address* _____



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POST-TRADE EVENT REQUIRED METRICS

Each grant is funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA). The federal grant requires the State of Wyoming to report all sales and job creation activity directly derived as a result of your participation on the trade event, along with a post-event Final Report.

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- 1. New-to-export business: **USD 150,000**
- 2. New-to-market business: **USD 300,000**

By electronically signing below, you agree to adhere to all federal grant requirements, and to provide sales and job creation statistics directly as a result of your participation on the trade event on a quarterly basis for up to three years. All information provided is kept confidential and reported only in aggregate form.

First Name* _____ Last Name* _____

Title* _____ Date* _____