



National Confectioners Association

ALWAYS A TREAT

**Market Access Program (MAP)
Participant Guide**

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About NCA

The National Confectioners Association is the trade organization that promotes the unique role of chocolate, candy, gum and mints in a happy, balanced lifestyle and the companies that make these special treats. Through advocacy and regulatory guidance, communications, industry insights, and retail and supply chain engagement, NCA helps create an environment that enables candy makers to thrive.

OUR MISSION

Foster an environment that enables candy makers to thrive and promote the unique role of confections in a happy, balanced lifestyle. The National Confectioners Association advances, protects and promotes the confectionery industry.

OUR VISION

Chocolate and candy are celebrated for their contributions to our culture, our society, our economy and our everyday moments of joy.

For more information on how to become a member of NCA, please visit:

www.candyusa.com/join-nca/become-a-member/

What is the Market Access Program (MAP)?

More than \$1,500,000 in marketing subsidies is available to the confectionery industry for the twelve-month period beginning in January. These funds are available through the U.S. Department of Agriculture (USDA) Foreign Agricultural Services (FAS) Market Access Program (MAP) and managed by the National Confectioners Association, designed for assistance in promoting confectionery products on the international market.

MAP matches up to 50 percent of your qualifying international marketing and promotional expenses including advertising, sample shipments, package and label modifications, e-marketing, website development, store promotions, point of sale materials, and many trade show related expenses. This program is designed to help increase export sales by reducing costs for companies to meet foreign buyers and distributors, and to promote their products in new markets. Companies may receive reimbursements from \$2,500 to \$300,000 annually.

This program is a reimbursement program, not a grant. This means that funding is received only after the marketing activities have taken place and proof documents (claims) have been submitted to NCA for approval. All claims are audited by the Foreign Agricultural Service.

The NCA has developed this Participant Guide to help program participants maximize reimbursements and ensure activities are conducted according to the federal regulations. Please note MAP regulations can change. To access the most current regulations, please see the following link:

<https://www.fas.usda.gov/programs/market-access-program-map>.

Program Eligibility

To qualify, your company must:

- ✓ Be **small** in size as defined by the [Small Business Administration](#) (see NAICS codes at right)
- ✓ Be **based in the U.S.**
- ✓ Have **adequate product supply** to begin exporting.
- ✓ Have **sufficient gross sales** and resources to export.
- ✓ Have **products containing at least 50 percent U.S. grown agricultural ingredients** by weight, excluding water and packaging. The U.S. content confectionery products is determined by the percentage of finished product (measured by weight) that originates in the United States, excluding added water or packaging.
- ✓ Have been **in business for a minimum of 12 months.**
- ✓ Be already exporting or **pursuing exporting.**
- ✓ Have **products that meet federal standards** for chocolate and confectionery.
- ✓ All program participants planning to conduct activities funded by MAP are required to check the Consolidated Screening List "CSL" of OFAC, Commerce and State sanctions lists, to ensure they are **not dealing with prohibited individuals, groups, or entities.** This information can be access here: <https://sanctionssearch.ofac.treas.gov>
- ✓ Company must be registered with Dun & Bradstreet and have a DUNS number. You can register for a number or find an existing number here: <https://fedgov.dnb.com/webform/displayHomePage.do>

NAICS CODE 311351 Chocolate and Confectionery Manufacturing from Cacao Beans Size Standard: 1250 employees.
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NAICS CODE 311352 Confectionery Manufacturing from Purchased Chocolate Size Standard: 1000 employees.
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NAICS CODE 311340 Nonchocolate Confectionery Manufacturing Size Standard: 1000 employees.
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Application for MAP Funds

To receive a copy of the current MAP application, please email: ncamapbranded@candyusa.com or visit <https://candyusa.com/international-business-development/market-access-program-map/> .

The information in the application is used to determine if the company qualifies for funding as well as how much funding the company should be allocated. All information in the application is kept business confidential. The sections of the application are as follows:

1. **General Company Information:** Basic company information including contact information, number of employees, DUNS number, and exporting experience
2. **Total Product Sales for both Domestic and Export Markets:** This section is very important and should be filled out completely. Sales figures are not shared; the information is used strictly to evaluate the company as a participant in the program.
3. **Labels:** NCA requires a sampling of your product labels to be submitted with the application. The labels must have an eligible U.S. origin statement. (See page 5).
4. **Products and U.S. Agricultural Ingredients:** All products in the program must contain a minimum of 50 percent U.S.A. grown agricultural ingredients, and this is where that information must be provided along with the product descriptions and brand names.
5. **U.S.A. Trade Show Plan:** If applicable, this is where you indicate the eligible U.S.A. based international trade shows for which you are applying as well as the amount of funding being requested for those shows. See list of eligible U.S.A. shows on page 11.
6. **Country Marketing Plan:** This section is applicable when you are applying for funding for marketing activities in another country. This section must be filled out completely for each country in the application. (It is not necessary to complete this section if you are doing U.S.A. based international trade shows only.)
7. **Allocation Request Summary:** This is where you indicate the amount of funding for which you are applying for each country. Note that you are applying for 50 percent of your MAP eligible expenditures and this amount should be indicated in column A. Columns B & C should total at least the other 50 percent of funding (the amount that is not reimbursed). Column C is applicable when an overseas agent is doing marketing on the company's behalf. The last column should be your total budget or expenditure. The minimum amount of funding that can be requested in the application is \$2,500; the maximum total amount of funding that can be requested is \$300,000.
8. **Signature:** The CEO/CFO/president/owner must sign the application.

IMPORTANT! ALL Marketing must have a U.S. Origin Statement

All chocolate, gum, sugar and sugarless confectionery exported and promoted must be of U.S. origin. If your product is made from U.S. grown agricultural ingredients but the final product is manufactured in another country, your U.S. origin statement should reflect this.

U.S. companies participating in MAP are required to ensure that all product labels, marketing, advertising, and activities clearly identify the U.S. origin of their products.

The print size of the U.S. origin statement must conform to the U.S. standard of 1/6th inch (.42 cm) in height based on the lowercase letter "o". For large format promotional signage, the U.S. origin statement must be visible at standard viewing distance.

Important! ALL Marketing Must Have a U.S. Origin Statement cont'd.

The following terms are acceptable for origin identification purposes without prior approval:

- Any state or territory of the United States of America, spelled out in its entirety;
- “United States of America”, either spelled out or abbreviated as “U.S.” or “U.S.A.”
- “America” or “American”
- Their use as a descriptor or in the name of the product does not satisfy the origin identification requirement.
- These terms must be conspicuously displayed in a manner easily observed as identifying the origin of the product.

Please do not hesitate to [contact NCA](#) with any questions related to your U.S. origin statement!

FAS notice MAP 17-004 has granted an exemption from the U.S. origin requirement for the following countries only: Algeria, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, United States, Yemen. (Source: <https://www.fas.usda.gov/programs/resources/waiver-us-origin-identification-requirements>)

Fraud

NCA and the Foreign Agricultural Service take fraud prevention very seriously and do not tolerate fraudulent activity. Any company who is suspected of having committed fraud will be reported to the Foreign Agricultural Service and will not be allowed to participate in the Market Access Program. All participants in NCA's Market Access Program are expected to comply with the laws in the countries with which they are doing business. Failure to do so may result in being dropped from the program. Additional legal action may be taken.

If NCA has reimbursed a Participant and it is subsequently determined through audit or otherwise, that all or part of the claim did not represent an authorized expenditure pursuant to MAP program agreement 126, the Participant shall upon demand of NCA, immediately refund to NCA the dollar amount of NCA's reimbursement, by a check, payable to the NCA and not hold NCA accountable for the finding.

Markets Not Eligible for MAP Funding:

Companies may seek reimbursement for approved marketing activities in most countries, with the exception of the following:

Federally Prohibited Countries:

Cuba, Iran, North Korea, Syria, and the Crimea Region of Ukraine

<https://www.fas.usda.gov/programs/resources/list-restricted-countries-prohibition-us-assistance-and-financing>

United States

The only eligible marketing activity in the U.S. is exhibition at a USDA approved trade show. The list of eligible trade shows is on page 11. [This list](#) represents the only U.S. based trade shows which are eligible for MAP reimbursement.

U.S. Territories and Outlying Areas:

American Samoa, Federated States of Micronesia, Guam, Midway Islands, Puerto Rico, and U.S. Virgin Islands.

Note: NCA reserves the right to limit the use of MAP funding for U.S.A. based tradeshows for participants who are not also actively using MAP funds for marketing activities in foreign markets.

Application and Approval Process: How to Apply

Access the current application here:

<https://candyusa.com/international-business-development/market-access-program-map/>

Applications are reviewed on a first-come, first-served basis. MAP funding is limited; therefore, approved allocation amounts may not be the same as what is being requested in the application.

In the application you will need to include the market(s) for which you are applying, as well as the allocation amounts (50 percent reimbursements) you are requesting for the year.

Applications must be submitted PRIOR to the marketing and trade shows taking place.

Application Deadline

Applications are accepted from September 1st through November 30th for the following program year (January through December). Applications received after December 1 will be processed pending the availability of funds.

Applications may continue to be accepted during the program year pending funds availability, but the date of application submission becomes the eligibility date. Activities that take place prior to application submission will not be eligible.

Applications will be evaluated based upon the quality of the application and marketing plan with respect to your company's **commitment to export**. Previous usage of program funding, and the fulfillment of program requirements such as the end of year survey are also taken into consideration. **The submission of an application does not guarantee acceptance into the program, even if an applicant participated previously.**

Cost and Approval Documents

NCA assesses an 8% non-refundable, administrative fee on each company's approved MAP allocation to offset the costs of operating this program. There are also documents that must be signed and returned to NCA upon approval. These include the contract, certification statement, and W-9 form.

The 8 percent administrative fee and signed documents must be returned within 30 days of application approval or the allocation may be released to the next approved applicant. No reimbursement requests will be considered unless this fee is paid and signed documents returned.

Activity Period

The program year runs from January 1 through December 31 of each year; however, only activities conducted after your application submission date are eligible for reimbursement. Therefore, submitting applications prior to the deadline is highly recommended so that your company can take advantage of a full program year!

Amendment Request (Change to your Approved Application)

If there is an activity or market that was not included in the application, an amendment must be submitted and approved in advance of the activity. Amendments submitted after the activity has taken place cannot be considered. Please use the amendment request form on page 20 and submit it to NCA (ncamapbranded@candyusa.com).

As a participant in the Market Access Program, it is your responsibility to advise NCA of any changes to your company, or changes to your product(s) that occur during the year. This includes but is not limited to: changes in company ownership, changes to brand ownership, changes to the exclusivity or private label agreements, or changes to the actual product (which may decrease the USA agricultural content). Any of these changes could affect your eligibility to participate in the Market Access Program.

Reporting Success Stories

Whether your company's export successes were big or small during the program year, NCA is responsible for tracking success stories to ensure accurate reporting to the Foreign Agricultural Service. Providing these stories also helps ensure that the confectionery industry receives ongoing financial support to develop export business for companies such as yours.

These simple, brief stories are vital to the success and improvements of the NCA's Market Access Program and are **mandatory for all participating companies**. Future application approval, allocations and reimbursements may be held until a required completed story is received by NCA. The results are used to demonstrate the effectiveness of the MAP in raising the level of U.S. exports.

At the end of the program year, each Branded Program participant will receive an export success survey via email. Each participant is required to complete and return the survey by the given deadline. Sometimes additional successes come later, and if that is the case, NCA would still appreciate hearing about them! Some examples of the successes we track include:

- Dollar increase in export sales for specified products.
- Percentage increase in export sales.
- How the Market Access Program has positively affected your company's export sales.
- The economic impact of increased exports, such as the number of new jobs created to support the additional sales and/or the dollar value of increased agricultural purchases needed to meet the extra demand in product.
- First time export sale
- Export sale to a new market
- Increased brand awareness

If your company does not experience increased sales in a program year, it does not mean the program was not helpful to your company. If this is the case, you may have other successes to report such as making new buyer contacts, new importer secured, and/or increased brand awareness in a specific market. You may also have been introduced to a market you never before considered. We want to hear about all of this!

MAP Rules and Regulations

The most current regulations as posted by FAS can be found here: [MAP Regulations](#)

Should FAS (USDA) make changes to the regulations or interpretations of the Market Access Program, NCA may have to revise program agreements accordingly.

Reimbursable Activities

****Claim documentation should be submitted within 60 days of completing the activity****

The list below outlines expenditures that are considered eligible under the MAP. With the exception of certain U.S. trade shows, all expenditures listed below are only eligible when taking place in another country. A detailed checklist of documents required for reimbursement can be found starting on page 14. **Participants are encouraged to contact NCA to confirm eligibility for proposed promotions in advance of incurring expenditures.**

IMPORTANT: All activities must have proper U.S. origin identification statements and be properly documented to be eligible for reimbursement.
Marketing in the U.S.A. does not qualify.

- 1. Marketing & Point-of-Sale Materials:** The production and distribution of sell sheets, brochures, shelf talkers, posters, wobblers, shelf strips, and hanging mobiles. All marketing materials must promote the U.S. origin of your products.
- 2. Product demonstrations including sampling events:** Reimbursable expenses include space rental for the demos and temporary contractors for the promotion. Promotional reimbursements do not include actual cost of the product samples.
- 3. Advertising:** Production and placement of advertisements in magazines, newspapers, billboards, posters, transit and direct mail advertising. TV, radio, and podcast advertising are also eligible. All advertising must promote the U.S. origin of your products.
- 4. Public Relations:** Production and distribution of promotional information to the media, trade and consumers, such as press releases and press kits. All marketing materials must promote the U.S. origin of your products.
- 5. International Trade Shows:** Exhibition fees, freight and temporary booth construction for trade-only exhibits and shows held outside the U.S. Other eligible costs include set-up costs, electricity, furniture rental and part-time contractors to demonstrate or interpret at the show. If there is a USA Pavilion at the show, you must exhibit within it. Booth displays and signage as well as marketing materials must promote the U.S. origin of your products.
- 6. International Travel:** Limited international travel expenses (air and federal per diem allowance for meals and incidentals only) for a maximum of two company representatives ONLY if exhibiting at an overseas trade show. International travel must comply with all federal travel regulations, including the [Fly America Act](#) and European Union (EU) Open Skies Agreement, to be eligible for reimbursement. U.S. and E.U. carriers only. Travel expenses for distributors, interpreters, and demonstrators are not eligible.
- 7. U.S. (Domestic) Trade Shows:** Certain costs associated with exhibiting at approved domestic trade shows with an international focus may be eligible (see page 11). Eligible expenses include: booth rental, marketing materials, site expenses (such as electricity, furniture rental, lead scanner rental, etc.), and freight charges (to ship samples and booth materials to the show site and back) qualify.

Note: Travel and per diem expenditures for trade shows in the United States are not eligible for reimbursement.

8. **International Trade Seminars:** Eligible expenses include site rentals, interpreters, translation and duplication of seminar materials in conjunction with seminars. Only those seminars designed to inform industry representatives about U.S. brand name and products qualify. This does not include travel expenses, catering or seminar attendance fees.
9. **Part-time Contractors:** Demonstrators, interpreters, graphic designers, consultants and translators that assist with promotional activities such as in-store demonstrations, trade shows and seminars as well as label modifications and marketing materials. Wages paid to your employees or those of your importer/foreign third party ARE NOT reimbursable. The *maximum* hourly rate that is reimbursable is the current GS 15 Step 10 rate, which was \$73.20/hour (\$585.60/day) for 2023. This rate is updated by the U.S. government every year.
10. **Package and Label Modifications:** Costs associated with design and production of packaging and labeling are eligible if it can be clearly demonstrated that changes to existing package or label were necessary to meet specific foreign importing requirements. Changes to existing packaging or labels only are eligible. The printing of a one year supply of labels modified for a foreign country is also reimbursable. Reimbursement for a package or label modification can only be claimed in one program year unless the country's label laws change again.
Note : New product packaging is not reimbursable, which includes new design, flavors, varieties, or sizes.
11. **Freight Costs:** The cost of shipping samples and trade show materials to and from approved trade shows is eligible. The cost to ship samples to overseas agents, consumer and trade demonstrations is also eligible. The cost of product samples is never eligible.
12. **Trade Missions:** For FAS approved trade missions, travel costs (economy airfare (US/EU carrier only), hotel, meals and incidentals allowance) may be reimbursable. Please check with NCA in advance to confirm eligibility.
13. **E-Marketing and Social Media Advertising:** Costs associated with online ads, social media pages, and search engine optimization are eligible if they clearly show that a foreign audience is being targeted. Marketing must promote the U.S. origin of your products. Please contact NCA regarding your proposed e-marketing activities to verify eligibility and documentation requirements.
14. **Website Development:** Costs for the development, updating, and servicing of websites that target a foreign audience may qualify. Website must promote the U.S. origin of your products.
15. **Virtual Trade Show Exhibition:** The cost to participate in a virtual trade show with virtual "booth" space may be eligible. Show must be international in scope and *must be approved in advance by NCA* prior to inclusion in MAP application.
16. **Temporary Displays:** The cost to produce and place temporary product displays, including space rental. Cardboard shippers and other temporary point of sale display units may also qualify. (Shelf space and slotting fees do not qualify.)
17. **Promotional giveaways:** Giveaway items (for example: t-shirts, pens, shopping bags, etc.) must promote your brand name or product and US origin statement. Reimbursement is limited to a maximum of \$2.00 per giveaway item or 50%, whichever is less.

International Trade Shows with U.S.A. Pavilions

Please note that you must exhibit within the U.S.A. Pavilion to be eligible for reimbursement of expenses through MAP. The only time an exception to this rule may be made is if your overseas agent is exhibiting outside of the U.S.A. Pavilion and your company wants to exhibit within their booth. In this instance you must submit your request in writing to NCA at least 60 days in advance of the trade show to request an exemption. This list of trade shows may change, please check with the individual show organizers.

Europe

- Fruit Logistica
- BioFach
- Seafood Expo Global
- ANUGA
- Food Ingredients Europe
- ISM
- SIAL Paris
- Tuttofood

Middle East/Africa

- Gulfood
- Food and Hospitality Africa
- Specialty Food Festival Dubai
- SEAFEX
- Yummex - the Gulfood Sweets and Snacks Event
- Gulfood Manufacturing
- SIAL Middle East

North and South America

- SIAL Canada
- American Food Fair at National Restaurant Association Show
- America's Food and Beverage Show
- ANTAD
- Espacio Food and Service

Australia

- Fine Food Australia

Asia

- Supermarket Trade Show
- FoodEx Japan
- VIV Asia
- Food Ingredients China
- China Food and Drinks Fair
- Food and Hotel Vietnam
- HOFEX
- Seoul Food and Hotel
- SIAL China
- Asia Fruit Logistica
- Annapoorna - World of Food India
- Food and Hotel China
- Food Ingredients Asia

Approved U.S. (Domestic) Trade Shows

This list represents the only [U.S. based trade shows](#) (applicable to confectionery) which are eligible for MAP reimbursement.

- American Food Fair (USA Pavilion at the National Restaurant Show)
- Americas Food and Beverage Show - USA Pavilion
- BrewExpo America
- Duty Free Show of the Americas
- Food Marketing Institute, FMI Connect Show
- Institute of Food Technologies (IFT) Show
- International Baking Industry Exposition
- International Dairy-Deli-Bakery Show
- International Flight Services Association Expo
- International Home & Housewares Show
- Kosherfest
- NASFT Summer Fancy Food Show
- NASFT Winter Fancy Food Show
- National Association of Convenience Stores Show (NACS)
- Natural Products Expo East
- Natural Products Expo West
- Nightclub & Bar Tradeshow
- Organic Trade Association, All Things Organic
- PLMA's Private Label Trade Show
- PMA Fresh Summit Convention & Expo
- SIAL America
- SNAXPO (Snack Food Association)
- Sweets and Snacks Expo (NCA)
- United Fresh Show (United Fresh Produce Association)

Non-Reimbursable Expenditures

Many expenses are considered “costs of doing business” and are never eligible for reimbursement. *The following is only a general listing of non-eligible expenses and is not all inclusive.* If you have any questions about your own specific plans, please contact NCA.

- Any functions in the United States, its possessions, or in specifically prohibited countries (not including certain costs for approved domestic trade shows). Prohibited countries include Iran, Syria, Crimea Region of Ukraine, Cuba and North Korea (<http://www.fas.usda.gov/programs/resources/list-restricted-countries-updated-effective-06282016>.)
- Expenditures for activities and materials that do not include U.S. origin statements.
- Any activity or product not specifically included and approved as part of a participant's marketing plan.
- Any expenditure incurred for an activity prior to approval of that activity or amendment.
- Design and production of packaging, labeling or origin identification stickers if not specifically required by importing country.
- All costs of international travel not specifically in compliance with eligible international travel expenses outlined in Travel Reimbursement Guidelines section.
- Travel and lodging expenses in the U.S.
- Vehicle rental and fuel costs associated with transporting samples or tradeshow materials.
- Excess baggage fees.
- Product development, product modification or product research.
- General company literature that does not include product promotion information (such as price lists).
- Cost of product samples.
- Market research fees and consultant fees.
- Slotting fees, shelf space fees, licensing fees, product registration or similar sales expenditures.
- Packaging (i.e. trays) on a shelf that holds product.
- Administrative expenses, including communication costs, fax and phone costs.
- The purchase, construction or lease of space for permanent displays, i.e., displays lasting beyond one activity plan year.
- Rental, lease or purchase of warehouse space.
- Coupon redemption or price discounts and any promotion that includes either.
- Refundable deposits or advances.
- Sweepstakes, giveaways, awards, prizes, gifts and other similar promotional materials in excess of \$2/ item.
- Any arrangement having the effect of reducing the selling price of an agricultural commodity.
- Goods and services and salaries of personnel provided by a U.S. industry or foreign third party.
- Membership fees.
- Fees for participating in U.S. government-sponsored activities, other than trade fairs and exhibits.
- Salaries, living expenses, office costs, allowances and related expenses.
- Meals, office parking fees, reception refreshments, entertainment and gifts.
- Capital expenditures- the purchase of anything with a useable shelf life of one year or more.
- Translation or interpretation services in association with routine business matters or not specifically related to development of eligible promotional materials.
- Business cards and seasonal greeting cards.
- Marketing or products which may be deemed offensive or which disparage another company or product in any way.
- Sexual enhancement products or products of a sexual nature.
- Any expenses related to the following:
 - (1) Procure or obtain;
 - (2) Extend or renew a contract to procure or obtain; or
 - (3) Enter into a contract to procure or obtain equipment, services, or systems that uses covered telecommunications equipment or services produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities).

Reimbursement Requirements

General Requirements for Reimbursement

As a fraud prevention measure, specific documentation is required for reimbursement. Claims may be submitted electronically. All reimbursement claims are expected to be submitted to NCA within 60 days after the promotional activity. All documentation will be reviewed for completeness, and NCA will follow up for any additional necessary documentation. Claims which are not submitted in a timely manner may not be processed. Please contact NCA with any claim questions: ncamapbranded@candyusa.com. **Please use the claim checklist/summary sheet (pages 21-22) for each expense to organize your claims.**

All reimbursement requests require the submission of the following:

1. **Vendor Invoice** (translated into English): Must be clearly itemized. Invoice date must be on or after your approval date to be eligible (the only exception is advance deposits for tradeshow booths and booking travel)
2. **Proof of Payment:** Acceptable proof of payment includes:
 - a. Canceled Checks: We must see the front and back of the cashed check, or the front of the check and corresponding bank statement showing debited amount.
 - b. Credit card statements or bank statements: We must see the account holder name, financial institution name, and posted transaction.
 - c. ACH or Wire transfer confirmation: We must see that the transfer was "completed" as well as all of the details of the wire or ACH transfer.
 - d. Credit Memo: Including the copy of the invoice to which the credit memo was applied and proof of payment for the balance of that invoice along with proof that the order shipped (such as a bill of lading).

Note: The exchange rate on the date of payment MUST be documented with a screenshot (for example, from www.Oanda.com) if payments are not made in U.S. dollars.

3. **Proof of Activity:** This is documented proof of what was done. For example: copy of publication (print ads), photos (store promotions, POS displays, billboards), booth photos, screen shots, and demonstration reports. All created materials and advertising must clearly promote the U.S. origin of the products.

Keep originals of all reimbursement request materials, including original copies of vendor invoices. Upon review, NCA may request original documentation. Please note: ***You are required to maintain your MAP files for 6 years following the end of the program year.*** [Files are subject to audit by the Foreign Agricultural Service \(FAS\) at any time.](#)

Reimbursement requests are reviewed on a first come, first served basis. All claim submissions are confirmed by email when received, and a follow up email will be sent for any missing documentation. Claims are not finalized until all necessary documentation is received and reviewed. Claims received after the deadline may not be processed.

Marketing expenses of an overseas agent may be submitted through the U.S. participant only. NCA does not reimburse overseas agents directly.

Travel Reimbursement Guidelines

MAP participants are subject to U.S. Federal Travel Regulations when claiming reimbursement for international travel. Since there is NO flexibility in these regulations, please read the following rules very carefully.

- **Must Exhibit at an Overseas Trade Show or USDA sponsored Trade Mission:** It is required that MAP participants have a booth located inside the USDA-sponsored USA Pavilion to qualify for travel reimbursement (if no 'USA Pavilion' exists, participants may arrange for booth space anywhere). Participants may ask for exemption from this "USA Pavilion" rule if exhibiting in a product category pavilion or in their distributor's booth. This request for exemption must be submitted in writing to NCA at least 60 days in advance of the trade show and will be reviewed on a case by case basis.. Travel expenses for domestic (U.S.) trade shows are not eligible for reimbursement.
- **Dates of Travel Must Be Eligible:** Participants may be reimbursed for travel 2 days prior to the start of the trade show, the dates of the trade show, and departing the day after the show ends. If actual travel includes an extended stay in another city, then a quote for round trip economy class airfare on the eligible dates must be submitted with the actual airfare documentation. FAS will not reimburse for any side trips or airfare which is not a straight round trip, or travel which is not a direct or usually traveled route to the city of the trade event.

- **Advance Approval of Country Marketing Plan:** Company must have an approved Country-specific Marketing Plan for the *country* where the international trade show physically takes place.
- **Must Notify FAS Overseas Office in Advance of Travel:** Company must provide the FAS office in the country to be visited with written notice of travel plans prior to the show. To find out the contact information for these overseas offices, please go to [FAS's overseas offices page](#). A template for the FAS notification message can be found on page 23.
- **Must Fly on a U.S. or E.U. Flag Carrier, With Specific Exceptions:** To be reimbursed for international travel, a U.S. or E.U. carrier must be used to and from the final destination in accordance with the [Fly America Act](#) and the EU Open Skies Agreement. One exception to this regulation is the use of foreign carriers authorized through an Open Skies agreement. Although the U.S. Department of State has negotiated more than 100 Open Skies Agreements with foreign countries, only four of these agreements (between the U.S. and the E.U., Switzerland, Japan, and Australia) currently provide for the use of foreign carriers in lieu of U.S. carriers in certain situations. Travelers flying between the United States and Switzerland, Australia, or Japan may fly on a flag airline of the country to/from which they are traveling as long as there is no General Services Administration (GSA) City Pair contract fare in effect between their origin and destination points. The GSA's City Pair Program offers U.S. Government-negotiated fares for flights between certain cities. To check whether or not a contract fare is in effect, use the GSA's Airline City Pairs search tool at <https://cpsearch.fas.gsa.gov/>. Please refer to the [Open Skies Agreement decision matrix](#) (from FAS) to determine whether or not non-U.S. carriers may be used for anticipated travel. When no U.S. or E.U. carrier is available to reach the final destination, proof from a travel agent must be included with the claim. Source: [MAP 16-005](#) (May 17, 2016)
- **Economy/Coach Airfare Only May be Reimbursed:** If you choose to fly a class other than basic/coach/economy, you must provide a quote for economy class for the same flights to submit with your claim documentation. Contact NCA for help if you have questions.
- **Maximum Two People Eligible:** Reimbursement will be made for no more than two company representatives per event. Travel expenses for distributors, interpreters, and demonstrators are not eligible.
- **Per Diem Expenses:** Per diem rates are published for both "lodging" costs and "meals and incidental expenses" (M&IE). Federal per diem rates are updated monthly and are available at https://aoprals.state.gov/web920/per_diem.asp.
 - a) Lodging: Travelers are reimbursed based on their actual lodging costs up to the maximum per diem allowance. Dates must correspond with trade show exhibit dates. Two additional days are allowed for show set-up and one additional day is allowed for show break-down. All other days are at the company's own expense.
 - b) Meals & Incidental Expenses (M&IE): Travelers are reimbursed at no more than 50% of the U.S. government per diem rate for meals, regardless of the actual costs. For the first and last eligible days, the M&IE allowance is based on 75 percent of the government's rate. It is not necessary to submit itemized restaurant and taxi receipts. The hotel receipt is used as proof of travel. Internet, phone, meals, laundry, and rail are covered under your M&IE allowance. Rail tickets are allowable if there is no flight available from point of origin to destination city.

IMPORTANT NOTE: *On-the-side vacations and/ or business meetings ARE NOT ELIGIBLE when traveling and exhibiting at shows. **Travel which is not direct or the usually traveled route to the city of the event is not reimbursable.** When booking travel make sure to obtain an itinerary that states the cost of the flight without side trips. Submit both invoices and itineraries as documentation for reimbursement.*

Requirements by Activity

The list below outlines specific proof of activity documentation required to qualify for reimbursement. Invoices and proof of payment are also required. ***Participants are encouraged to contact NCA to confirm eligibility for proposed promotions in advance of incurring expenditures!***

IMPORTANT: All activities must have proper U.S. origin identification statements and have proper documentation to be eligible for reimbursement.

Note: The only exception to the US origin requirement is marketing activities performed in the following countries: USA, Morocco, Algeria, Tunisia, Libya, Bahrain, Oman, Qatar, Kuwait, Saudi Arabia, Yemen, Egypt, Jordan, and Lebanon. Source: MAP 17-004.

MARKETING & POINT-OF-SALE MATERIALS

Production and distribution of sell sheets, brochures, shelf talkers, banners, posters, wobblers, shelf strips, hanging mobiles, and related translation costs. U.S. origin must be promoted on all marketing.

Printed Materials:

- ✓ Close up, clear, color photo or scan of the marketing material. If used in conjunction with a store promotion, for example wobblers or shelf strips, photos should show materials being used in store. PDF's of artwork do not satisfy the requirement alone, we need a photo of the actual material. Provide list of locations where the point of sale materials were used.

Translation Costs:

- ✓ Photos or scans of the original materials and the English translation

Public Relations:

- ✓ Photos or color scan of materials created, including all press releases and press kits. If a press release is done for an eligible domestic show, it must promote your booth at the show (brand name, booth number, tradeshow dates, U.S. origin statement). This is the only U.S. press release that would be eligible.

ADVERTISING

Production and placement of ads in all forms of media including: print publications, billboards, transit ads, social media, websites, TV, digital, and radio. Reminder, U.S. origin statement must be visible in ALL advertising (except where there is an FAS exemption).

Print advertising:

- ✓ Clear, color photo or scan of the publication cover plus the advertisement page. Date and title of the publication must be visible. It is recommended that the original publication be kept in your files in case of an audit.
- ✓ A current circulation report for the publication showing distribution in that market

Billboards, Transit, and Moving Ads:

- ✓ Geographical location(s)
- ✓ Length of rental
- ✓ Photo of billboard, transit ad, or moving ad at each location

TV or Radio Ads:

- ✓ Name of TV or radio station
- ✓ Geographic location
- ✓ Country and cities where ad was broadcast
- ✓ Date and run times of broadcasts
- ✓ DVD, CD or flash drive containing the media file of the radio/TV commercial
- ✓ Production costs must be submitted in conjunction with the purchase of radio or TV broadcast time
- ✓ English translation

E-Marketing, Social Media, and Website Ads:

- ✓ Screenshots of the online ads or social media posts which include the URL, date, and U.S. origin statement. Submit screenshots for each month the ads are run.
- ✓ Vendor agreement
- ✓ Analytical data report
- ✓ Proof that a foreign market was targeted

GIVEAWAY ITEMS

Items such as T-shirts, caps, pens and key rings are eligible but limited to a maximum of \$2 each. Giveaway items must be free and cannot be tied to the purchase of the product.

- ✓ Close up, clear, photo of item.
- ✓ Giveaway items must display the company's brand name and USA origin statement.

PROMOTIONS/DEMONSTRATIONS

In-store and foodservice promotions, product demonstrations to the trade and to consumers, shipment of promotional samples, temporary displays (with useful life of less than one year) and rental of temporary space for displays, such as end-of-aisle and gondola displays. Promotional reimbursements do not include actual cost of the product samples or product sold (i.e. filled displays are only reimbursed for the cost of display materials).

In-store Demonstrations:

- ✓ List of products demonstrated.
- ✓ Dates, hours and store location for each demo.
- ✓ Demonstration report for each demo performed.
- ✓ Minimum one photo per location

Temporary Displays or Store Promotions:

- ✓ List of products promoted.
- ✓ Dates and locations of space rental.
- ✓ Photos of the display for each location.

WEBSITE DEVELOPMENT

- ✓ Screenshots which identify the URL and U.S. origin statement
- ✓ Must clearly target a foreign audience
- ✓ Vendor agreement

INTERNATIONAL TRADE SHOWS

Exhibition fees, freight and temporary booth construction for trade-only exhibits and shows held outside the U.S. Other eligible costs include set-up costs, electricity, furniture rental and part-time contractors to demonstrate or interpret at the show.

- ✓ Photo of the booth taken during the show with the products on display, U.S. origin statement visible, and employees manning the booth.
- ✓ Photo of contractor working in the booth (if applicable).
- ✓ Close up photo(s) of any signage, giveaways, and display items which are being claimed for reimbursement.
- ✓ Company's listing in the tradeshow's exhibitor list.
- ✓ Copy of leads received at the show (if lead scanner was used).

Note: The booth must be set-up within the U.S. Pavilion (if present) in order to receive reimbursement for any associated expenses, unless an exception has been granted in advance by NCA.

INTERNATIONAL TRAVEL

Limited international travel expenses (air, lodging and meals up to 50 percent of federal per diem only) for a maximum of two company representatives ONLY if exhibiting at an international trade show. Travel expenses for distributors, interpreters, and demonstrators are not eligible. International travel must comply with all federal travel regulations, including the Fly America Act and the European Union Open Skies Agreement, to be eligible for reimbursement. Maximum coverage includes the show dates plus two nights before the show for set-up and one night after the show for breakdown.

Travel-related fees associated with things such as securing a visa, required inoculations, and certain airline fees are also eligible. They must be applicable to the specific country where the tradeshow is taking place.

Airfare:

- ✓ E-ticket itinerary and receipt indicating direct flight(s) on U.S. or EU carrier to and from the approved destination with full fare coach/economy class tickets. The ticket number, passenger name, class of travel and fare must be documented.
 - Flight itinerary should document each leg of the flight, flight numbers, airports, dates and times.
 - Travel agent fees and standard luggage costs are reimbursable and should be included with the airfare documentation. (Note that excess baggage fees are not reimbursable.)
 - Please see pages 13-14 for travel reimbursement guidelines.

Trains:

Train tickets may be reimbursed if travel by rail is necessary to get to the city of the tradeshow from the airport. (This does not include ground travel within a city which is covered under the meals and incidentals allowance.)

- ✓ Copies of the rail tickets detailing the travel are required.
- ✓ An online booking should be submitted if applicable.

Automobile:

If traveling by car to a trade show in Canada, mileage may be reimbursed using the current mileage rate set by the IRS (round trip mileage only). Please contact NCA regarding eligibility.

- ✓ Internet map showing most direct route from your business to the trade show location is required.

Lodging:

- ✓ Hotel statement/folio must show traveler's name, arrival/departure dates, room rate per night and total charges. If the statement is in a foreign language, please provide an English translation.
- ✓ For prepaid lodging (lodging booked online), a detailed invoice from the travel agent or website listing the nightly room rate and a statement from the hotel detailing the traveler's name and the arrival/departure dates must be provided to confirm the reservation was kept.
- ✓ Lodging at an "AirBnB" or similar location requires the following documentation: online reservation plus certification from the property owner that your stay matched your reservation (must be dated after the stay).

Meals & Incidentals (M&IE):

Meals and incidentals are reimbursed at no more than 50 percent of the U.S. government per diem rate for meals, regardless of the actual costs. It is *not* necessary to submit itemized receipts. The hotel receipt is used as proof of travel. The M&IE per diem rate can be found at https://aoprals.state.gov/web920/per_diem.asp.

NOTE: Internet, phone, meals, taxi/ground transportation and laundry are covered under your M&IE allowance and will not be reimbursed separately.

DOMESTIC TRADE SHOWS

Certain costs associated with exhibiting at approved domestic trade shows with an international focus may be eligible. See list of eligible shows on page 11. Travel and per diem expenditures are NOT eligible for domestic trade shows.

- ✓ Photo of the booth taken during the show with the products on display, employees manning the booth.
- ✓ Close up photo(s) of any banners or signage that is being submitted for reimbursement.
- ✓ Photo of product showcase (if applicable, at certain trade shows) displaying products.
- ✓ Copy of company's listing in the tradeshow's exhibitor list.
- ✓ List of leads received at the trade show (highlighting those that are international).

INTERNATIONAL TRADE SEMINARS

Eligible expenses include site rentals, interpreters, translation and duplication of seminar materials in conjunction with seminars designed to inform industry representatives about U.S. brand names and products. This does not include travel expenses, catering or seminar attendance fees.

- ✓ Name and date of the seminar
- ✓ List of attendees
- ✓ Photos of the seminar
- ✓ Samples of all presentation and marketing materials from the seminar

PART-TIME CONTRACTORS

Demonstrators, interpreters and translators that assist with promotional activities such as in-store demonstrations, trade shows and seminars. Reimbursement of fees will not exceed 50 percent of the GS-15 Step 10 daily or hourly rate. Wages paid to your employees or those of your importer/foreign third party ARE NOT reimbursable. The invoice must document the dates and hours worked, plus the duties performed and rate. Rate updated annually by the government.

Please note that any non-employee who is paid for work to be done (including graphic designers, regulation consultants, etc.) is considered to be a contractor and therefore the maximum that can be reimbursed is 50% of the GS-15 Step 10 rate.

- ✓ Photos of the contractors working for the participant company at the demonstrations, trade shows, or international trade seminars
- ✓ Invoice from the contractor should detail the work done, date(s) work was done and hourly or daily rate. If contractor is paid in cash, then a signed receipt from the contractor is required

MODIFICATIONS TO PACKAGING AND LABELS

Costs associated with design, production and printing (of one year's supply) of packaging and labeling as well as origin identification are eligible ONLY IF:

- ✓ It can be clearly demonstrated that changes to existing package or labels were necessary to meet foreign importing requirements.
- ✓ The company is not creating labels for the first time and existing labels DO NOT comply with the importing requirements of the foreign country.
- ✓ The company intends to use the newly created packaging/labeling during the activity plan year.
- ✓ The design of the labels as well as size of the packaging does not change.
- ✓ The company is not creating and/or printing the labels in-house.

The following package and label modification expenses are eligible for reimbursement:

- ✓ Translation Services.
- ✓ Plate charges
- ✓ Graphic design (to change layout if necessary to accommodate changes).
- ✓ Printing (one year supply).
- ✓ Production (one year supply) - Companies are limited to package production costs for no more than the amount of product which they might reasonably expect to sell in the given market during one year.

If foreign language stickers are used instead of creating new labels, then the following expenses are eligible for reimbursement:

- ✓ Contracted labor to attach stickers.
- ✓ One year's supply of stickers

The following is required for claim submission:

- ✓ Original domestic package or label and updated foreign package or label
- ✓ Foreign label regulations with sections identifying the required changes highlighted. Most regulations can be searched on the FAS website here: <https://www.fas.usda.gov/topics/regulations-and-requirements>
- ✓ Printing charges indicating the quantity produced
- ✓ All labels/package must include an approved U.S. origin statement that meets the requirements of the importing country.

Claim Submission Deadline

The easiest way to submit your claims is to scan and email them as .pdf files to ncamapbranded@candyusa.com. Remember to scan each claim (cover sheet+ invoice+ proof of payment + proof of activity= a claim) as its own .pdf file. It is also helpful if the claims are numbered sequentially so that the numbers may be used as reference. In some instances original documentation is required to be submitted so in that case please contact NCA for proper mailing address.

****Claims should be submitted to NCA within 60 days of the activity, tradeshow, or event taking place. ****

The deadline to submit all final claims for a program year is February 28th of the following year.



Market Access Program Amendment Request Form

Program Year: _____

Company: _____

Person Requesting the Amendment: _____

Date of Request: _____

Type of Amendment (check off accordingly):

- Adding another market (attach country marketing plan)
- Requesting additional funds
- Adding a trade show to an already approved market
- Adding a new brand (provide label sample)
- Adding a new overseas agent or importer (provide full contact details below)

Details of the amendment request:

Signature: _____



Summary/Checklist for Promotional (non-travel) Claims
Submitted to NCA's Market Access Program

Program Year: _____

Company: _____

Country where activity took place: _____

Overseas Agent (if applicable to claim): _____

Activity Type (check one):

- Advertising
- Social Media/E-Marketing/Digital Marketing
- Foreign Website Development
- Product Demos
- Point of Sale Marketing
- Freight (for trade show or samples)
- Promotional Giveaways
- Packaging or Label Modifications
- Tradeshow Booth Space (Name of Tradeshow: _____)
- Tradeshow Related Expense (Description: _____)

Invoice Number: _____

Invoice Date: _____

(if applicable) Invoice Amount in Foreign Currency: _____

(if applicable) Exchange Rate on Date of Payment: _____

Amount Paid (if different from invoiced amount): _____

Invoice Amount in USD: _____

Reimbursement Amount Requested (50%): _____

Document Checklist:

- Invoice
- Proof of Activity
- Proof of Payment
- Proof of US origin statement



SUMMARY SHEET FOR TRAVEL EXPENSES

Submitted to NCA's Market Access Program

Company: _____

Name of Traveler: _____

Tradeshow Name: _____

City Where Show Took Place: _____

Dates of Tradeshow: _____

Federal Per Diem Rates for City in Which Show Took Place found here: https://aoprals.state.gov/web920/per_diem.asp

Date	Meals/ Incidentals Allowance \$	Eligible Hotel Rate \$
Totals:		
Plus Airfare:		
Total Eligible Expense:		
Reimbursement Requested (50%):		

Required Documents Checklist:

- Proof of Activity (booth photos + exhibitor listing)
- Trip Report + List of Contacts Made at the Show (photocopy of business cards acceptable)
- Copy of emailed pre-travel notification message to FAS overseas office

Airfare:

- Airline purchase confirmation (or travel agency invoice)
- E-ticket Receipt (must document ticket number, itinerary, & class of travel)
- Boarding Passes
- Proof of Payment (credit card statement)
- Comparable economy class roundtrip airfare quote *(if applicable)*

Hotel:

- Itemized Bill from Hotel (showing guest name, check in/out dates, and nightly room rate)
- Online or Travel Agent Hotel Booking Confirmation (if applicable)
- Proof of Payment (credit card statement)



NOTIFICATION OF INTERNATIONAL TRAVEL TO THE FOREIGN AGRICULTURAL SERVICE OVERSEAS POST

The information on this form must be sent to the FAS Overseas Office in the country you will be traveling to for the tradeshow. It must be sent at least 30 days in advance of travel.

Contact information for the FAS offices can be found here:

<https://www.fas.usda.gov/regions>

Please retain your sent email as proof that notification was sent.

FAS Post: This form is serving as notice of international travel by a participant in the National Confectioners Association's Market Access Program (Brand Program).

Name of Tradeshow: _____

City & Country of Tradeshow: _____

Dates of Tradeshow: _____

Name of Company: _____

Name & Title of Traveler 1: _____

Name & Title of Traveler 2: _____

Products to be Promoted: _____

Comments/Questions: _____



National Confectioners Association MAP Trip Report

Please include your *Trip Report* with your *travel expense documentation* and submit it to NCA. You may submit a single Trip Report combining the recommendations of both travelers.

Company Name:	
MAP Agreement No:	126
Name & Title of Traveler 1) Name & Title of Traveler 2)	
Purpose of Travel: (Please summarize the purpose/goals of the trip)	
Dates of Travel: (Summarize the Itinerary)	
Summary of Findings and Conclusions: (Include an overview of the current market situation)	
Recommendations and/or Accomplishments: (Outline recommendations or accomplishments relative to the goals/purpose of the trip)	
Contacts Made:	Please attach a list of contacts made. (This is required.) Photocopies of business cards are acceptable.
By:	
Company	Name
Signature	Date

Non-Discrimination Statement

The National Confectioners Association does not discriminate on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, gender identity, marital status, disability and genetic information, age, membership in an employee organization, or other non-merit factor.

Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, translation of program information, etc.) should contact Karen Horan at 202-534-1440 or email at karen.horan@candyusa.com.

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