



**MARKET ACCESS PROGRAM  
< APPLICATION FOR BRANDED PROMOTION  
FUNDS > 2020 Marketing Year (January 1,  
2020– December 31, 2020)**

Please provide the following information to request an ALLOCATION of MAP funds for the 2020 marketing year. You will be notified of the amount of MAP funds available to your company upon review and conditional approval of this application.

**\*\*The program year runs from January 1st through December 31, 2020; however, expenses incurred prior to your application submission and approval will not be eligible for reimbursement.\*\***

Company Name (Participant): \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Street Address (if different from above): \_\_\_\_\_

What is your congressional district? (<http://www.house.gov/representatives/find/>) \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Year Company Founded: \_\_\_\_\_ Years of Export Experience \_\_\_\_\_

DUNS # : \_\_\_\_\_ EIN # : \_\_\_\_\_

Total # of full time equivalent employees - parent company and all subsidiaries \_\_\_\_\_

Your NAICS Code (Refer to the chart below): \_\_\_\_\_

NAICS Codes	NAICS Industry Description	Size standards in number of employees
311340	Non-chocolate Confectionery Manufacturing	1,000
311351	Chocolate and Confectionery Manufacturing from Cacao Beans	1,250
311352	Confectionery Manufacturing from Purchased Chocolate	1,000

Please list your company type (ie manufacturer, export trade representative, wholesaler/broker):

\_\_\_\_\_

Where are your products manufactured? \_\_\_\_\_

If new to NCA's Market Access Program, how did you learn of it? - \_\_\_\_\_

\_\_\_\_\_

Are you a member of the NCA? \_\_\_\_\_



**PREVIOUS MARKET ACCESS PROGRAM (MAP) PARTICIPATION**

Has your company participated in a MAP, TEA, or MPP program in the past? \_\_\_\_ YES \_\_\_\_ NO

*Please note: Under the "Graduation" clause of the MAP regulations, companies are eligible to receive funding for only 5 years in the same country. Years do not have to be consecutive. The only exception to this rule is "graduation exempt" international tradeshows. Please contact NCA for more information.*

**If YES, please complete this chart:**

List the Countries	List the Calendar Years You Participated	Did your EXPORT sales increase for the specified country? (Y/N)	% increase in sales	EXPORT sales attributed to use of MAP funds (dollars)	Which MAP approved activity resulted in your increased export sales?

\*If more space is needed, please make a copy of this page.



**TOTAL PRODUCT SALES**

YEAR	TOTAL SALES VALUE* Domestic and Export Sales for ALL Products	EXPORT SALES VALUE** For ALL Products	EXPORT SALES VALUE* Only Products Promoted WITH MAP Funds
2018 (actual)			
2019 (actual)			
2020 (projected)			
2021 (projected)			

\* Sales values to be listed on a calendar year basis for all products to be promoted under the NCA Market Access Program.

\*\* If export sales have declined, please provide an explanation below.

**LABELS**

**PLEASE INCLUDE YOUR PRODUCT LABELS AND/OR PACKAGING WITH YOUR APPLICATION SUBMISSION. CLOSE-UP DIGITAL PHOTOS ACCEPTABLE IF SUBMITTED ELECTRONICALLY (MUST BE ABLE TO READ THE FRONT AND BACK OF THE LABEL(S) IN THE PHOTO(S)).**

*Note: If your product line is extensive, submit a representative sample of your product labels.*







**DOMESTIC TRADE SHOW PLAN**

**PLEASE COMPLETE ONLY FOR THOSE TRADE SHOWS FOR WHICH YOU ARE ELIGIBLE UNDER THE MAP**  
**Note: You do NOT need to submit a country marketing plan for the United States**

A MAP participant may receive funding for the United States trade shows for up to five years. Only those shows which may be relevant to confectionery companies are included in this application. The complete list of USA trade shows which are MAP reimbursable may be found here: <https://www.fas.usda.gov/programs/resources/list-map-reimbursable-international-trade-shows-held-us>. Please note that domestic travel expenses are not reimbursable.

**MAP Funds Request for U.S.-based Trade Show(s):**

<b>Trade Show</b>	<b>Website</b>	<b>Exhibiting?</b>
American Food Fair (US Pavilion located at the National Restaurant Show)	<a href="http://www.nasda.org/tradeshows.aspx">http://www.nasda.org/tradeshows.aspx</a>	
Americas Food and Beverage Show - USA Pavilion	<a href="http://www.nasda.org/tradeshows.aspx">http://www.nasda.org/tradeshows.aspx</a>	
BrewExpo America	<a href="https://www.craftbrewersconference.com/trade-show/">https://www.craftbrewersconference.com/trade-show/</a>	
Duty Free Show of the Americas	<a href="http://www.iaadfs.org">http://www.iaadfs.org</a>	
Global Specialty Coffee Expo	<a href="http://www.coffeeexpo.org">http://www.coffeeexpo.org</a>	
Institute of Food Technologies (IFT) Show	<a href="http://www.iftevent.org/">http://www.iftevent.org/</a>	
International Baking Industry Exposition	<a href="http://www.ibie2019.com/">http://www.ibie2019.com/</a>	
International Dairy-Deli-Bakery Show	<a href="https://www.iddba.org/">https://www.iddba.org/</a>	
International Flight Services Association Expo	<a href="http://www.ifsanet.com/">http://www.ifsanet.com/</a>	
International Home & Housewares Show	<a href="http://www.housewares.org/show/">http://www.housewares.org/show/</a>	
Kosherfest	<a href="https://www.kosherfest.com/">https://www.kosherfest.com/</a>	
NASFT Summer Fancy Food Show	<a href="https://www.specialtyfood.com/shows-events/">https://www.specialtyfood.com/shows-events/</a>	
NASFT Winter Fancy Food Show	<a href="https://www.specialtyfood.com/shows-events/">https://www.specialtyfood.com/shows-events/</a>	
National Association of Convenience Stores (NACS)	<a href="http://www.nacsonline.com/">http://www.nacsonline.com/</a>	
Natural Products Expo East	<a href="http://www.expoeast.com">http://www.expoeast.com</a>	
Natural Products Expo West	<a href="http://www.expowest.com">http://www.expowest.com</a>	
Nightclub & Bar Convention and Tradeshow	<a href="http://www.ncbshow.com/">http://www.ncbshow.com/</a>	
PLMA's Private Label Trade Show	<a href="http://plma.com/">http://plma.com/</a>	
PMA Fresh Summit Convention & Expo	<a href="https://www.pma.com/events/freshsummit">https://www.pma.com/events/freshsummit</a>	
SNAXPO	<a href="http://www.snacintl.org/">http://www.snacintl.org/</a>	
Sweets and Snacks Expo (NCA)	<a href="http://www.sweetsandsnacks.com">http://www.sweetsandsnacks.com</a>	
United Fresh Show (United Fresh Produce Association)	<a href="http://www.unitedfreshshow.org/welcome">http://www.unitedfreshshow.org/welcome</a>	

MAP reimbursement funds (50% amount) being requested for all U.S. shows: \$ \_\_\_\_\_



**COUNTRY MARKETING PLAN**

*COMPLETE A SEPARATE MARKETING PLAN FOR EACH COUNTRY IN WHICH FUNDS ARE BEING REQUESTED*

This section to be completed for marketing activities which take place in another country.

All sections are required.

**COUNTRY:** \_\_\_\_\_

**I. ELIGIBLE ACTIVITIES**

Please select the activities you plan to conduct in this market and provide details of each. Federal per diem rates found at [http://aoprals.state.gov/web920/per\\_diem.asp](http://aoprals.state.gov/web920/per_diem.asp).

Please note that all marketing activities must promote the U.S. origin of your products.

Description	Selected
Trade shows (Please list: name of show, dates, and location city)	
Coach airfare (US or EU carrier) and federal per diem rate for hotel & meal allowance for max. 2 people	
Product demonstrations or contractors for promotion (provide details including role of contractors)	
Point of sale, store promotions, or temporary displays (please provide detail)	
Freight for sample shipments (to customer, for distributor, for eligible trade show)	
E-marketing or foreign website (provide details)	
Promotional giveaways (provide details)	
Package/label modifications (list specific products, type of revision, reason for modification)	
Advertising (list types of advertising planned)	







**COUNTRY MARKETING PLAN**

**COUNTRY:** \_\_\_\_\_

**IV. ACTIVITY GOALS**

Please describe what you hope to achieve by conducting the aforementioned activities. Goals should be measurable.

State briefly why you selected this country and your company's primary objective in this market (be specific):

For purposes of the Market Access Program, do you hold exclusive representation rights in this country for which funding is being requested?

Yes  No

Projected sales increase in this market in 2020(US\$)

\$ \_\_\_\_\_

Plan to make first sale?

Yes  No

Projected number of new foreign buyer contacts

\_\_\_\_\_

Projected number of new distributor relationships

\_\_\_\_\_

Does your company have an importer in place for this market? Yes  No

(If yes, please complete "Foreign Third Party Contacts" section on next page. If no, please explain).



**COUNTRY MARKETING PLAN**

**COUNTRY:** \_\_\_\_\_

**V. COUNTRY-SPECIFIC PRODUCT SALES**

<b>YEAR</b>	<b>EXPORT SALES VALUE**</b> For ALL PRODUCTS to this market	<b>EXPORT SALES VALUE*</b> Only For Products Promoted WITH MAP Funds
2018 (actual)		
2019 (actual)		
2020 (projected)		
2021 (projected)		

**VI. FOREIGN THIRD PARTY CONTACTS**

Please list all your Foreign Third Parties (Importers, Distributors, Agents) in this market. All fields are required.

Company: \_\_\_\_\_

Prefix: \_\_\_\_\_ First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Suffix: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

Address 3: \_\_\_\_\_

City: \_\_\_\_\_ Locale: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

If additional room is needed for multiple contacts, please make copies of this page.



**ALLOCATION REQUEST SUMMARY**

(Total funds request not to exceed \$300,000)

COUNTRY (Maximum of 6)	REQUEST FOR MAP FUNDS \$ (50% of eligible expenses) (A)	APPLICANT FUNDS \$ (B)	FOREIGN THIRD PARTY FUNDS \$ (C)	TOTAL COUNTRY PROMOTIONAL BUDGET (A+B+C)
<b>TOTALS</b>				

Minimum MAP funds request per country is \$1000. Minimum funds request per application is \$2500. The Market Access Program reimburses 50% of eligible marketing expenses, and this 50% amount is the allocation you are requesting in column A.

The total of columns B & C have to at least equal column A, if not exceed it. Column C is only applicable when an overseas agent is performing the marketing activities and incurring the expense.

The total budget in the last column is the cost of the entire marketing plan.

**Note: NCA assesses an 8% non-refundable, administrative fee on the approved MAP allocation to offset the costs of operating this program. If the fee is not received, after 30 days of receiving the allocation letter, the allocation will be released to other applicants. Additionally, the 8% administrative fee must be paid to NCA before any reimbursement claims will be processed. In addition to the administrative fee, the following documents need to be signed and returned to NCA upon approval: MAP Agreement, self certification statement, W-9 form. If not received, the processing of claims will be delayed.**



**SIGNATURE REQUIRED:**

By participating in the National Confectioners Association’s Market Access Program, I understand that I must provide specific export sales, agricultural purchases, and contribution data to NCA as requested throughout the program year. This data is collected to provide success stories to the Foreign Agricultural Service and for end-of-year aggregate reporting. This data is essential to the continuation of this and other Market Access Programs. I understand that claim reimbursements may be delayed or denied if I do not provide the requested data to NCA.

I understand that the information contained in this application will be the basis for MAP allocations by NCA, and that submission of this application does not guarantee acceptance into NCA’s Market Access Program. I understand that upon approval I will be invoiced for a non-refundable 8% administrative fee that must be paid to NCA within 30 days of receiving my approval to retain funds allocated to my company. I also understand that I must sign and return the MAP contract and self certification to NCA within 30 days of receiving my approval. After 30 days NCA reserves the right to release the funds to another eligible applicant.

I understand that I must adhere to all Market Access Program (MAP) regulations as outlined by the Foreign Agricultural Service and as implemented by the National Confectioners Association. (The regulations can be found here: [www.fas.usda.gov/programs/market-access-program-map](http://www.fas.usda.gov/programs/market-access-program-map))

I understand that NCA will not allow any form of misconduct on the part of the participant. Any company participating in NCA’s Branded Program who is suspected of misconduct will be reported to the Foreign Agricultural Service and will not be allowed to continue participation in the Market Access Program. By participating in NCA’s Market Access Program I understand I am expected to comply with the laws in the countries in which I am doing business and the rules set forth by the program (as stated above). Failure to do so may result in being dropped from the Branded Program and additional legal action may be taken.

I understand that reimbursement claim submissions which do not meet or follow the MAP rules and regulations will not be approved. I understand that I will not be reimbursed for any eligible expenses until I submit the required proof documentation to NCA (including: invoices, payment proof, activity proof). I understand that any expenses incurred prior to application approval are not eligible for reimbursement.

I declare that I have examined this application, and that all information contained in this application and any additional documentation submitted to NCA, including claim documentation for reimbursement, is true, accurate, and complete to the best of my knowledge and belief.

Contact Details				Internal Controls		
Name	Title	Email	Signature	Application	Submit Claims	Receive Reimbursement Payment
	CFO or CEO*					

\* Required

I declare that I am authorized to sign this application on behalf of the participant company.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

The participant also certifies with his/her signature that the company does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, or marital or familial status pursuant to Civil Rights Laws and Regulations applicable to Federally Assisted Programs.