

Marketing Assistance Program (MAP) Guidelines

The Marketing Assistance Program (MAP) exists to assist North Dakota food companies the opportunity to expand their markets domestically and internationally. The program will provide matching funds for travel and lodging expenses to increase sales of North Dakota food and agriculture.

In order to qualify for matching funds, the company must meet these criteria as well as the qualifications listed further below:

- Must be a Pride of Dakota member in good standing.
- Must be a food processor.
- Must have the potential for creating or increasing sales of North Dakota products.
- Must show ability to provide competent staff and other resources to ensure execution of project.
- Must show willingness and ability to back up promotional activities with aggressive selling and adequate supplies.

MAP Application Procedures & Guidelines

1. At least **30 days prior** to the show date, Company must sign and return MAP Application & Document B (Action Plan) to Marketing Services. Company must submit completed forms via email, fax or mail.

Submit all MAP Applications and Document B to:

ND Dept of Agriculture
ATTN: Stephanie Sinner
NDSU Dept 7610
PO Box 6050
Fargo, ND 58108-6050

OR fax them to Stephanie Sinner at 701-239-7212

2. Marketing Services will review applications and will notify applicant if they qualify for the reimbursement. In order to qualify, among other requirements, the Company must exhibit at the show. Walking the show is *not* reimbursable. MAP funds are non-transferable.
3. Applicant will receive a MAP Contract in the mail. This contract will need to be signed and mailed or faxed to ND Dept of Agriculture. NDDA will keep the final contract on file; Applicant may request a copy of the contract.

Submit MAP Contract to:

ND Department of Agriculture
ATTN: Sara Kelsch
600 E Boulevard Ave, Dept 602
Bismarck, ND 58505-0020
or Fax to: 701-328-4567

4. **No later than 30 days after the show date**, Company must complete and return Documents C (MAP Expense Report) & D (Follow-up Report), proof of exhibition at the show, and all required travel receipts. Submit Documents C-D to Stephanie Sinner at the Fargo office.
5. Upon receipt of this completed information, Marketing Services will remit the agreed-upon reimbursement amount.
6. **Document E must be completed and submitted to NDDA 6 months after the show date.** Failure to submit Document E will result in loss of funding for future shows. Submit Document E to Stephanie Sinner at the Fargo office.

Application Criteria:

- Pride of Dakota companies are the only eligible applicants for MAP. Marketing staff will determine a company's Pride of Dakota status and subsequent eligibility for the program.
- All activities must take place outside of the state of North Dakota.
- Individual companies qualify for a maximum of \$2,000 out of the total funds of funds available or will receive reimbursements for qualifying applications until they meet the \$2,000 cap or until MAP funds are depleted.
- Participants in the Market Builder Program are eligible for up to \$400 towards the program.*
- Assistance is good for one representative per company. This person must be an employee of the company. A broker or sales representative will not qualify.
- Applications must be postmarked **30 days prior** to the trade show's starting date.
- Trade show assistance awards may be used only for the following events:
 - Retail and/or Wholesale shows
 - Buyers Missions
 - Market Builder Program up to \$400 towards MarketScan and RepFinder*
- Retroactive reimbursement applications for trade shows already exhibited at will not be accepted.
- Applications for attending a trade show but not exhibiting ("walking the show") will not be accepted.
- Eligible expenses during shows in the US and Canada shall include such incurred during **the day prior** to the show, the day(s) of the show and the day following the show. Eligible expenses during the shows outside of the US and Canada shall include such incurred **two days prior** to the show, the day(s) of the show and two days after the show.
- The MAP program cannot be used in conjunction with the ND Dept of Agriculture's Trade Show Assistance Program.
- A company who has received MAP funds for a show for 5 consecutive years will not be eligible for funding for that show.