



CALIFORNIA STATE TRADE EXPANSION PROGRAM (STEP) *Exporting Made Easier for California Small Businesses*

INDIVIDUAL COMPANY EXPORT PROMOTION (ICEP) PROGRAM QUESTIONNAIRE

1. Company Name:
2. Please describe the export expansion activity(s) to be undertaken, including the event name, type of activity(s), the date(s) and location(s).
3. Describe the customer market segment you are pursuing and your positioning?
4. What is driving demand for your service in the selected market?
5. Who are the main partner(s)/resource provider(s) you will utilize to implement the activity(s)? (e.g. USDOC, CITD, Trade Show Organizer Name, etc.)
6. Please provide an estimate of the expected export sales resulting from this activity (s) over the next 12 months.

The STEP program is funded in part through a grant award by the U.S. Small Business Administration (SBA). Funding is not an endorsement of any product, opinion, or service. No federal grant funds are being used for any entertainment costs associated with trade promotion or export marketing activities. All Federal and State funded programs are extended to the public on a nondiscriminatory basis. Special arrangements for individuals with disability will be made if requested in advance.

7. Please provide a Budget Summary of the export expansion activity(s) for which you are seeking partial reimbursement for. *(e.g. estimated breakdown of costs by categories such as trade show registration, booth space - size and costs, graphics, translation costs, USDOC Gold Key Service, etc.).*

8. Briefly describe your firm's investment in globalization activities? *(e.g. dedicated staff, on-going global promotional activities, product/marketing communications, and localization)*

9. What specific challenge(s) or opportunity(s) will this prospective STEP funding address for your company and the proposed export expansion activity?

ICEP APPLICATION SUBMISSION AGREEMENT

By submitting this STEP ICEP application questionnaire, I have read, understood, and accept the program guidelines stated at www.citd.org/icep. I understand that failure to comply with the program guidelines may result in a reduction or revocation of my voucher award. The STEP ICEP Program Coordinator will notify me of the award amount. I agree that if my company is awarded and elects not to use the voucher award, I will notify the STEP ICEP Coordinator via email as soon as possible to allow the funds to be re-allocated to another California small business. I understand that should I fail to comply with program guidelines, the STEP Program Manager reserve the right to revoke my award and disqualify my company from applying for ICEP funds in the future.