



MAP Branded Program Procedures Manual



Prepared By: Wine Institute/International Dept

425 Market St. S.F. CA
ph. 415/512-0151 fx. 415/512-8416
www.calwinexport.com

BACKGROUND.....	3
PROGRAM BASICS.....	4
Eligibility	4
Allocation Criteria	4
Reimbursement rate	4
Additionality (Subject to audit)	4
Brand Ownership	5
Private Label Agreement	5
Product Requirement	5
Administrative Fee.....	5
Eligible Countries	5
Graduating from a Country	6
Audits.....	6
Record Retention	6
Refunds of Value Added Tax (VAT)	7
ORIGIN IDENTIFICATION.....	7
CONTRACTING PROCEDURES.....	7
THE MAP CYCLE	8
Application Period	8
Allocations & MAP Budgets	8
Contracts.....	8
Spending MAP Funds (Timing)	8
Adding Countries & Changing Country Budgets	9
Reallocation of Funding.....	9
Submitting Claims	9

REPORTS	10
Year-End Sales Report	10
Year End Contribution Report	10
EXPENSES	10
Eligible	10
Ineligible	12
ACTIVITY DESCRIPTIONS.....	13
TRAVEL	17
HOW TO DOCUMENT NON-TRAVEL EXPENSES.....	21
HOW TO DOCUMENT TRAVEL EXPENSES.....	22
SUBMITTING CLAIMS	23

BACKGROUND

The **Market Access Program (MAP)** uses funds appropriated by Congress to encourage the development, maintenance, and expansion of commercial agricultural export markets; stimulate and increase interest of small companies in exporting; open new markets; counter unfair foreign competition; and increase commercial sales of U.S. agricultural products. The program reaches virtually every corner of the globe to help hold established markets and build new ones for U.S. farm products. The MAP is administered by the **Foreign Agricultural Service (FAS)** of the U.S. Department of Agriculture.

MAP forms a partnership between non-profit U.S. agricultural trade associations, U.S. agricultural cooperatives, non-profit state-regional trade groups, small U.S. businesses, and USDA's Commodity Credit Corporation to share the costs of overseas marketing and promotional activities such as consumer promotions, trade shows, and trade servicing.

Wine Institute's International Department administers the Market Access Program for the California wine industry. Participation in the MAP is not restricted to Institute members. Any bonded winery in the state or an exporter/broker that represents California wines exclusively may apply for matching funds providing they meet the Small Business Administration's criteria of being a small business.

This manual is intended to provide the participant with guidance concerning the MAP regulations and their application. Every effort has been made to ensure its accuracy. However, if a discrepancy exists between its contents and the MAP regulations or FAS's interpretation of the regulations, the latter prevails. The information in this manual will be updated by program notices as needed.

The U.S. Department of Agriculture prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs and marital or family status. Persons with disabilities who require alternative means of communications of program information (Braille, large print, audiotape, etc.) should contact the International Department at (415) 512-0151.

PROGRAM BASICS

Eligibility

Any bonded winery in the State of California or exporter that exports California wines exclusively can apply for matching funds provided that the company meets the criteria of being a “small business” as defined by the Small Business Association (SBA). For the wine industry this means companies that have less than 500 employees. Foreign and domestic affiliates of a company must be included in this count as well as part-time and seasonal employees.

To determine the employee count, payroll records are reviewed for the 12 calendar months preceding the date an application for MAP funding is submitted. Companies can find the current SBA regulations concerning small business size standards at the following internet address: www.sba.gov/regulations/121/

The Small Business Association has a local office in San Francisco. If you wish to discuss your company’s size eligibility please call (415) 744-6844 (*Contact: Carol Bunts*).

Allocation Criteria

Applications are reviewed according to the following criteria:

1. A company’s history and experience in exporting
2. Export sales trends
3. Sufficient production to support an export program
4. Ability to use funds based on prior years experience in the MAP program
5. Sufficient administrative and marketing staff to administer the program

Reimbursement rate

MAP will reimburse companies at a rate of 50% for eligible expenses.

Additionality (Subject to audit)

MAP funding cannot be used to supplant (replace) any existing funding source; this includes a company’s own funds. In

determining whether MAP funds received supplement rather than replace participant or third party funds, FAS will consider changes in the company's overall marketing budget from year to year, variations in promotional strategies/programs within a country, and new markets entered.

Brand Ownership

The participating company must own the brand(s) to be promoted under MAP. If it does not, it must be assigned exclusive rights from the brand owner to represent the brands in each market where they are to be promoted. A completed *Exclusivity Agreement* must be submitted with the MAP application (see *Forms*)

Private Label Agreement

If a participant is providing wine for a private label it must have the brand owner certify that it is the exclusive supplier for that label for the program year. A completed Private Label Agreement must be submitted with the MAP application (see *Forms*).

Product Requirement

All wines promoted using MAP funds must be of 100% US origin and a product of a bonded winery in the State of California.

Administrative Fee

An administrative fee equal to 12% of any approved MAP allocation will be assessed and billed on a monthly basis. Companies are required to pay this fee in full regardless of whether funding is used.

Eligible Countries

Eligible countries are listed below. This list is reviewed annually to ensure that those markets that are important to the industry are included.

Austria	France	Malaysia	Sweden
Belgium	Germany	Mexico	Switzerland
Canada	Hong Kong	Netherlands	Taiwan
China	India	Norway	Thailand
Denmark	Italy	Poland	United Arab Emirates
Ireland	Japan	Russia	United Kingdom
Finland	Korea (South)	Singapore	Vietnam

Graduating from a Country

The intent of the MAP is to assist small businesses enter export markets. With this in mind, FAS has limited the number of years a company can use MAP funding in a country to five. The years do not have to be consecutive and a program year will only count if you receive reimbursement for expenses. The 1994 program year was the base year for this requirement.

FAS has granted an exception to this policy for the following trade shows:

- Prowein
- The London International Wine & Spirits Fair
- Vinexpo (France & Asia)
- VinItaly

There currently is no limit to the number of years a company can use MAP funding to participate in these shows.

Audits

FAS does not review supporting documentation before issuing reimbursement. This is done afterwards as part of an audit. As a result, if an expense is reimbursed and later found to be ineligible or incorrectly claimed for whatever reason, the company will be obligated to repay a portion or the total amount reimbursed depending on FAS's determination.

FAS may randomly select companies to conduct on-site branded reviews. The records reviewed relate to the company's small size certification, certification of additionality, verification of export sales figure as reported in your application and a review of original expense documentation. We will notify you in advance if your company is selected for audit and assist you in preparing for the review.

Record Retention

Participants are required to keep records related to MAP activities and reimbursement claims for five calendar years following the end of a program year. These will be made available to FAS, or its' designee, upon request. (For example records related to the 2008/2009 program year that ends June 30, 2009 must be retained until December 2014).

Refunds of Value Added Tax (VAT)

If a company has an arrangement for reclaiming VAT paid on international invoices, it must deduct the VAT from the amount claimed from the program. Participants will be asked to certify that they are not receiving refunds of VAT. (See forms)

ORIGIN IDENTIFICATION

All promotional materials and advertising must identify the origin of the wines promoted as being from California or the United States.

Materials that do not satisfy the origin requirement will not qualify for MAP reimbursement. *Promotional materials include but are not limited to: shelf-talkers, case cards, winery brochures, sell sheets, and giveaways (i.e. caps, T-shirts, pens, pins, corkscrews etc.)*

The following terms have been approved by FAS:

Approved	Not Approved
California Wine(s)	CA Wine(s)
Wines of California	Wines of CA
(Appellation designation), California *	(Appellation designation), CA *
Product of the U.S	American Wine
Product of California	Californian Wine
Product of the U.S.A.	

* If you choose to use an appellation designation, it must be used in conjunction with "California" (spelled out, not abbreviated).

The origin identification must be conspicuously displayed in a manner that is easily observed; and to the extent possible, adhere to the U.S. standard of 1/6" (.42 centimeters) in height based on the lower case "o".

CONTRACTING PROCEDURES

For goods and services valued at \$2,500 or more participants should perform some type of cost analysis to ensure that government funds are used economically and efficiently.

THE MAP CYCLE

The program year begins July 1st and ends June 30th.

Application Period

The program is announced in January and has an application deadline of February. A minimum of 30 days is allowed for interested companies to submit an application.

Companies are encouraged to check the California Export Program website around this time where the application will be posted (www.calwinexport.com). Current participants will receive an email announcing the application period for the new year.

Allocations & MAP Budgets

Allocations are announced in March. MAP budgets will automatically be established for all countries included in your application. However, you may add countries to your program during the year during two scheduled amendment periods. (See *Adding Countries & Changing Country Budgets*).

We can only reimburse expenses for those countries included in your MAP program.

Contracts

Companies will receive a MAP contract that details certain provisions of the program and includes a schedule of its approved budgets.

Spending MAP Funds (Timing)

Upon receipt of an allocation letter and MAP contract companies are free to begin spending their funding. Expenses incurred prior to the effective date specified in the MAP contract cannot be reimbursed.

To be reimbursable, an expense must relate to an approved activity and be paid for after the effective start date of the program but no later than 4 months after the program year ends.

Although the program year ends June 30th, program regulations provide for a 30 day grace period whereby approved activities

started prior to June 30th and are completed by July 30th can be charged back to the preceding year.

MAP funding may be used by either the MAP participant or its importer/agent. It is very important that if you authorize a third party to use the funding that they are informed of the eligibility of expenses and the documentation requirements.

If a company receives reimbursement for expenses that a third party (i.e. importer or agent) paid for (and the company has not previously reimbursed the third party) the company must pass on the MAP funds to the third party. The transfer should take place within 30 days of when the company receives a reimbursement check from Wine Institute. Companies will be required to provide evidence of this transfer.

Adding Countries & Changing Country Budgets

Companies may change country budgets and/or add countries to their MAP program during two amendment periods. The first is in November (*the effective date of changes is December 1st*) and the second occurs in March (*the effective date of changes is April 1st*). If an unforeseen opportunity presents itself and an immediate change is needed, please contact us and we will assist you. A company can only be reimbursed for an expense if the country is in its program.

Reallocation of Funding

In conjunction with scheduled amendment periods, companies are given the opportunity to request additional funding or to return funding that they do not plan to use. You will receive written confirmation of increases or decreases in funding levels.

If you wish to return funds to the program and we can successfully reallocate these funds to another company, we will credit your administrative fees. If you wish to return funds to the program, but there is no demand by other companies, fees cannot be adjusted.

Submitting Claims

Companies are encouraged to submit reimbursement claims throughout the program year as activities are completed. Claims for travel expenses should be submitted within 30 days of when

travel is completed. **Final claims are due no later than August 31** (See "How to Document Expenses for more details).

Reports

Year-End Sales Report

MAP requires that companies provide projected sales goals for each country in their application. You will be asked to submit a year-end sales report that compares actual sales for the program year to these projections. Sales reports are due no later than September 15th. The information contained in these reports is provided to FAS on an aggregate basis and will not be disclosed to any other party unless required by law.

It is important for all companies to submit a year-end report regardless of whether funds were used. The report format provides an opportunity to explain the reasons why it was difficult to use the funding provided.

Year End Contribution Report

As criteria for receiving MAP funding, the Government requires that the California wine industry contribute a certain percentage of its own resources. The year end contribution report asks each company to report on amounts it spent during the program year on promotional expenses that were not claimed under MAP.

This information is combined with that of other companies and reported as an aggregate amount to the government. The amount reported as contribution is subject to audit.

EXPENSES

Eligible

Production and placement of advertising in print, electronic media, on billboards or posters;

- Production and distribution of point of sale materials such as banners, case cards, recipe cards, table tents, shelf talkers, etc. Items produced should be used within the program year;
- Direct mail advertising;

- In-store and food service promotions, product demonstrations to the trade and to consumers, and distribution of promotional samples;
- Temporary displays and rental of space for temporary displays (temporary is defined as having a useful life of less than one program year);
- Fees for participation in retail, trade, and consumer exhibits and shows and booth construction and transportation of related materials to such shows. If a company participates in a USDA sponsored trade show, it is required to exhibit within the USA Pavilion in order to have booth costs reimbursed. FAS will consider exceptions to this rule on a case by case basis; contact Wine Institute for more information.
- Trade seminars including space, equipment rental and duplication of seminar materials;
- Promotional publications on the company and its products;
- Part-time contractors such as demonstrators, interpreters, to help with the implementation of promotional activities such as trade shows, in-store promotions, food service promotions, and trade seminars. Fees for such contractors cannot exceed those of a GS-15 step 10 government employee which equates to an hourly maximum of \$59.42 and a daily maximum of \$475.36; these rates are adjusted each calendar year.
- Giveaways, awards, prizes, gifts and other similar promotional materials subject to the limitation that FAS will reimburse 50% of the unit cost of the item, not to exceed \$1.00 (MAP \$) per unit. This includes items such as hats, pens, corkscrews, etc. Note, the distribution of these items cannot be made contingent upon the purchase of a good or service;
- The design and production of packaging, labeling or origin identification, if necessary to meet the importing requirements of a foreign country (*labels produced and claimed under a program year must be used prior to the end of the program year. (If you do not expect to use the full supply, you are required to pro-rate the cost accordingly)*);
- Air travel not to exceed the full fare economy rate and per diem as allowed under the U.S. Federal Travel Regulations (41 CFR parts 301 through 304) for no more than two employees (or board members) of a company to exhibit at a trade show. See *special note on "Fly America"*

Ineligible

- Any expenditure incurred prior to FAS's approval of that activity;
- POS and promotional items produced and paid for out of the program period;
- Production and insertion costs of ads and the cost of promotional materials that do not satisfy the origin requirements of the program;
- Travel and per diem expenses, except as described in #12 above;
- Forward year financial obligations;
- Expenses, fines, settlements or claims resulting from suits, challenges or disputes emanating from contract provisions and related formalities;
- The design and production of packaging, labeling or origin identification stickers, except as described in #11 above;
- Labor costs to apply labels (described in #11 above);
- Product development, product modification or product research;
- Market research;
- Trademark protection;
- Product samples;
- Slotting fees or similar sales expenditures;
- The purchase, construction or lease of space for permanent displays, i.e. displays lasting beyond one program year;
- Rental, lease or purchase of warehouse space;
- Coupon redemption or price discounts;
- All expenditures associated with the printing, distribution, or promotion of coupons or price discounts. Furthermore expenditures for activities that would normally be reimbursable, but include coupons or other price discounts (i.e. a print advertisement which contains a clip-out coupon), will not be reimbursed in whole or part.
- Refundable deposits or advances;
- Independent evaluation or audit, including activities of a subcontractor if FAS determines that such a review is needed in order to ensure program compliance;
- Any arrangement that has the effect of reducing the selling price of the product;
- Goods and services and salaries of personnel provided by the U.S. industry or foreign third party;
- Membership fees in clubs and social organizations;
- Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits;

- Expenditures associated with trade shows, seminars etc. conducted in the U.S.;
- Business cards (either in English or foreign language);
- Seasonal greeting cards;
- Office parking fees;
- Subscriptions to publications;
- Home office domestic administrative expenses, including communication costs (this includes FedEx charges associated with general correspondence and other non-promotional shipments);
- Payment of U.S. and foreign contractors' share of personal taxes, except as legally required in a foreign country;
- Company's website design and maintenance
- Items purchased for trade shows/tastings that may have residual value after the event, i.e. wine glasses, decanters.
- Food, flowers, musicians provided for tastings
- Promotional allowances unless they can be tied to specific marketing expenses and are supported by invoices.

ACTIVITY DESCRIPTIONS

Following is a list of eligible expenses described within the context of activities normally conducted by wine companies in overseas markets.

To determine the eligibility of a particular expense within an activity, it is recommended that you consult the list of eligible and ineligible expenses in the preceding section. Participants are also encouraged to contact Wine Institute to confirm eligibility of expenses prior to incurring them.

1) Shipment of Product samples

The program will pay for shipment of promotional wine samples to potential buyers, trade shows, tastings, etc. **The cost of the samples themselves is not eligible for reimbursement.**

2) International Tastings/Seminars

- cost of the venue rental
- production and distribution of invitations
- production and translation of promotional and educational material

- signage
- Giveaways, such as pens, caps, corkscrew, T-shirts etc. reimbursement not to exceed \$1.00 per item. (i.e. reimbursement will be \$1.00 for any item that costs \$2.00 or more. If an item is less than \$1.00 in cost, reimbursement will be 50% of the unit cost. All giveaways must include the California origin ID and distribution cannot be contingent upon the purchase of a good or service
- Part-time assistance (i.e. interpreters, translators, etc.). Fees for such contractors cannot exceed those of a GS-15 step 10 government employee which equates to an hourly maximum of \$59.42 and a daily maximum of \$475.36; these rates are adjusted each calendar year.
- Equipment rental, i.e. glasses, spittoons, audio/visual etc.
- Tasting programs
- Advertising to announce the event

Expenses not covered include but are not limited to decorations (i.e. flowers, plants etc.), food, music, etc.

3) International Trade Shows

- cost of booth rental
- design of the space
- exhibitor fees
- production and distribution of invitations
- production and translation of promotional materials
- signage
- giveaways not to exceed \$1.00 (see note above)
- Part-time assistance during the show (includes interpreters, etc.) (reference limitation on hourly/daily fees above)
- Equipment rental, i.e. glasses, spittoons, etc.
- Travel expenses for up to two employees (see *Travel section* for specific information)
- Tasting programs and other printed materials
- Advertising to announce the event
- Cost of shipping product to the show

If you are participating in a USDA sponsored trade show, you are required to exhibit within the USA Pavilion in order to have booth costs reimbursed. A listing of USDA sponsored trade shows is provided in the appendix and updates can be downloaded from www.fas.usda.gov/export.html (once in the site select "Exporter

Assistance” and click on trade shows) FAS is willing to consider exceptions to this rule on a case by case basis, contact Wine Institute for details.

4) On and Off-Premise Merchandising

- Temporary displays (lasting not more than one program year) and display space
- Demonstrators
- Menu insert/reprinting
- Table tents, shelf talkers, banners, danglers, posters, shelf talkers, gift boxes for special displays
- Giveaways subject to \$1.00 limitation
- Direct mail advertising

Expenses not covered would include but not be limited to production and distribution of price off coupons or other price discounts, cash sales incentives, slotting fees

5) Promotional Materials/POS

- This category includes items such as press kits, sell sheets, case cards, brochures, etc. All printed materials must satisfy the origin ID requirements.
- Materials must be claimed in the year they are produced and paid for
- The supply of materials produced should be used within the current program year
- If materials are used exclusively in countries included in your MAP program, you may claim the entire cost against those country budgets.
- If materials are used in MAP and non MAP countries, you should pro-rate the cost using a reasonable methodology, (i.e. export sales, planned activities).

Shipment of materials to overseas markets

6) Advertising

All advertising must satisfy the origin ID requirements

- Ad design and production costs (ads produced with MAP funding cannot be used domestically)
- Ad modification costs (i.e. an ad produced for the U.S. market is modified for use overseas)
- Insertion costs in:
 - Supermarket flyers
 - Direct mail pieces
 - Newspaper, magazine
 - Radio, TV, billboard

7) Public Relations fees

MAP will reimburse PR fees if related to a specific promotion. It will not reimburse monthly retainer fees.

8) Wine Competitions

Entry fees for wine competitions are covered.

9) Company's Website Design and Maintenance

This cost is not an eligible expense

10) Label costs

If an existing label needs to be modified in order to have the product comply with the regulations of an importing country, MAP will pay for 50% of the label cost. MAP will not pay for the cost of producing a new label. Participants should submit a sample of the "before" and "after" label with the reimbursement claim to illustrate what changes were made. For example, Canadian regulations stipulate that the "back" label be in French and English, MAP funds will reimburse 50% of the production of a bilingual label. Quantities of labels produced must be used within the program year against which they are claimed.

The labor cost to apply labels is not an eligible expense.

11) Joint promotions or cross promotions

Eligible costs of joint promotions should be pro-rated among the companies/products featured. The claim should contain an explanation of how the costs were allocated.

TRAVEL

Who Qualifies for Travel Reimbursement

MAP will reimburse the travel expenses for up to two employees (or board members) of a company to exhibit the company's products at an international trade show. The program will cover travel expenses incurred 1-2 days prior to the show and one day after.

Trade show travel by brokers, sales agents, importers, or employees of marketing or public relations agencies is not reimbursable under MAP. Travel expenses incurred to attend but not exhibit at the show are also not reimbursable.

For purposes of the MAP, tastings organized by Wine Institute are not recognized by the government as trade shows, and therefore do not qualify for MAP reimbursement. Market visits and trade missions also do not qualify for reimbursement.

Examples of trade shows/ travel eligible	Non trade show events/ travel not eligible
London International Wine & Spirits Show	Canadian Wine Fairs
Prowein	UK Annual Tasting
Vinexpo	Regional tastings (NVVA and SCWA tours)

Embassy notification required in advance

Federal Travel Regulations require that for travel reimbursed with government funds, the traveler must notify the local U.S. Embassy in advance of plans to visit the market. Notification must be in writing; it can be emailed or faxed. Participants should print a copy of the fax report showing the date the notice was sent or print a copy of the "sent" email and submit it with their reimbursement claim. Embassy contact information can be found on FAS's website: www.fas.usda.gov. Correspondence should be addressed to the Agricultural Attaché.

Airfare

"Fly America"

Travel must comply with the "Fly America Act". Compliance occurs when the flight designator code and flight number on the ticket or e-ticket receipt/itinerary is that of a U.S. carrier. For example, UA 931 (United flight 931) is acceptable; BA 680 (British Air flight 680) is not.

Non-Direct flights

If your trip includes stops in addition to the destination city where the trade show takes place, you must obtain a written quote from a travel agent or on-line booking service that indicates what a full-fare economy ticket would cost with direct routing to/from the trade show city. **This information must be obtained at the time your actual ticket is purchased;** ideally the quote should be from the same airline you fly.

Submit this quote with the passenger receipt (for printed tickets) or the e-ticket receipt for the ticket you actually fly on. MAP will reimburse 50% of the lesser of the two amounts.

Business Class Travel

You may fly business class or first class, however MAP will only reimburse up to 50% of a full fare economy ticket. Obtain documentation on full fare economy pricing as indicated in the section above.

Lodging

Lodging is reimbursed based on a government rate established for each international city. These rates are published monthly by the U.S. Department of State; and companies must use the rate in effect during the month that travel takes place. Lodging rates can be accessed at the following website:

http://aoprals.state.gov/content.asp?content_id=184&menu_id=78

Nightly lodging reimbursement is limited to 50% of the amount listed for the particular city or 50% of the actual amount of nightly lodging reflected on your hotel bill whichever is less. You must submit a copy of an itemized hotel bill and proof of payment in order to be reimbursed.

Meals and Incidental Expenses* (M&IE)

Similar to lodging expense, meals and incidentals expenses are reimbursed based on a government allowance rate that is established for each international city. *(It is not necessary to submit receipts for meals in order to receive reimbursement).* These rates are published monthly by the U.S. Department of State; reimbursement is based on the rate in effect during the month that travel takes place. M&IE rates can be accessed at the following website:

http://aoprals.state.gov/content.asp?content_id=184&menu_id=78

**Incidental expenses include tips, laundry, minibar charges, phone, etc.*

M&IE reimbursement is limited to 50% of the amount listed for a particular city for **full days** of stay. Allowable rates are adjusted to 75% of the maximum allowance **for the first and last day of travel.**

A sample M&IE calculation follows; it pertains to travel to Prowein. The show is three days, you arrive a day before and leave the day after, a total of five travel days. The M&IE allowance for Düsseldorf for the month of February and March is USD\$126.00.

Date	City	Allowance	Adjustment	Rate		Amt Reimbursed
February 28	Düsseldorf	\$126.00	\$126.00 X 75%	\$94.5	@ 50%	\$47.25
February 29	Düsseldorf	\$126.00	None	\$126.	@ 50%	\$63.00
March 1	Düsseldorf	\$126.00	None	\$126.	@ 50%	\$63.00
March 2	Düsseldorf	\$126.00	None	\$126.	@ 50%	\$63.00
March 3	Düsseldorf	\$126.00	\$126.00 X 75%	\$94.5	@ 50%	\$47.25
Total MAP reimbursement						\$283.5

Rental Car Charges and Train Tickets

Rental car charges and train fares are not eligible for reimbursement unless used instead of air travel to a trade show.

Trip Reports

Within 30 days of when a trip is completed, you are required to submit a trip report which briefly summarizes results of your trip. This report will be made available to FAS. (See forms)

HOW TO DOCUMENT NON-TRAVEL EXPENSES

Claims must include the following documentation:

1) A vendor invoice

Provide a copy of the complete invoice received from the vendor. If the invoice is in a foreign language, provide sufficient English translation of key words on the invoice so we can identify the expense.

Third party (importer/agent) invoices need to be supported by vendor invoices.

2) Proof of Payment

In order to reimburse 50% of an expense, the program requires that you provide documentation showing that 100% of the charge has been paid. Acceptable forms of proof of payment are limited to:

- **Canceled check copy (back and front)** - If you do not receive canceled checks back from the bank, retain a check copy (carbon or photocopy) which clearly shows the check number and account, date, payee and amount and submit it with the appropriate bank statement showing that the check cleared your account. You will be obligated to acquire and produce individual cancelled checks or an official financial institution replication of the original upon request by an authorized official of the U.S. government.
- **Bank wire confirmation that shows the wire was sent.** (A copy of the wire instructions in itself is not sufficient).
- **Credit memo** - documentation must include a copy of the credit memo and a copy of an account statement or remittance advice from your customer showing that credit was taken
- **Credit card statement**

“Proof-of-payment tie-in” is required when a single payment covers multiple invoices; provide a list of the other invoices and amounts included.

Foreign exchange rates

MAP requires that when converting foreign currency amounts into US dollars you use the rate in effect on the day an invoice was paid.

3) Sample of materials produced

Along with the financial documentation, participants must provide evidence showing that they received the good or service paid for (this is referred to by the government as “proof of performance”).

Examples include but are not limited to:

- advertising (tear sheets should reference the publication name and issue date. If the name of the publication and the issue date do not appear on the same page as the ad, provide a copy of the magazine cover with a copy of the ad).
- all printed materials, point-of-sale materials
- giveaways
- labels (a sample of the “before” label and the “after” showing how it was modified)

HOW TO DOCUMENT TRAVEL EXPENSES

The following documentation must be provided for all travel reimbursement requests:

1. Copy of the notice sent to the U.S. embassy in the destination country providing advance notice of visit;
2. A copy of the passenger receipt, e-ticket receipt/itinerary or travel agency issued itinerary showing price, carrier code and flight #;
3. For non-direct flights, a copy of the quotation for a full-fare economy ticket to the destination city;
4. Payment information for airline ticket;
5. Copy of hotel bill(s) (the itemized bill that you receive upon check-out);
6. Payment information for hotel bill;
7. Trip report

SUBMITTING CLAIMS

Forms needed to submit claims can be found under “Forms” on the website.

SOME DO’S AND DON’TS WHEN SUBMITTING CLAIMS

Do Not

Allocate expenses to regions such as “Asia” and “Europe”, expenses must be country specific

Submit expenses that are not completely documented

Email supporting documentation, (it should be submitted in hard copy format)

Add items to a claim that has already been submitted.

Do

Cross reference all supporting documentation to the invoice detail form

Send claims via a traceable means, i.e. FedEx etc

Email a copy of the “Invoice Detail” form to Wine Institute in addition to mailing it with your claim and supporting documentation.

Include a signed transmittal form as a cover sheet to your claim

Contact us for assistance if needed.