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If you need further assistance, please call us at 312-334-9200 (Midwest) or 215-829-9111 (Northeast).
Where to Start

How do I create an account with Food Export?

1. Proceed to the New Visitor Registration.
2. Type your organization name into the box.
3. If your organization does exist, its name will show up in red below along with the organization’s headquarters state. Click the organization name to join this organization.

A pop-up window will appear. This pop-up explains that you will join the organization record, but your account will need to be approved by the account administrator for your organization. This approval will occur after you create your account. If you choose to continue, please click Agree and Continue.
4. Enter in your individual information.

Please note that you can choose any username. If your username is already taken, you will be alerted via text below the box.

You will also be alerted if your email address is already taken. If you enter a username or email address that's already taken, you’ll need to enter something new in each box.

You can copy the address from the organization record if that is your mailing address. If you choose to copy the org address, it will appear but not allow you to make any changes. You can also copy your contact information from the organization record. If you enter a new address, you will be prompted on the next page to verify this address.
5. Once you enter in your information, you’ve created an account! You’ll receive a confirmation email from info@foodexport.org confirming your Online Account Request. Please note that although you can log into My Food Export Portal immediately, you are not immediately able to register for activities other than webinars and seminars. Food Export and the account administrator for your organization must approve your record. This can take up to two business days, at which point you’ll be contacted via phone or email that your account is fully activated.

6. If your organization does not appear in the box, you will need to create a new organization record. Please click “If your organization was not listed, please click here to create an account and add your organization.”

You must certify that you’re authorized to create an account for your organization by clicking “Agree and Continue”.

7. Please enter in the contact information for your organization. The highlighted fields below are required.

8. The system will recommend that you use the validated address listed as the “Recommended address”. If the recommended address is not correct, you can click “Use this address” for the Address you entered. If neither
address is correct, you can choose “Return to the Previous Step” to enter your correct organization address.

9. You’ll then enter in your individual information.

Please note that you can choose any username. If your username is already taken, you will be alerted via text below the box. Username is in use.

You will also be alerted if your email address is already taken. If you enter a username or email address that’s already taken, you’ll need to enter something new in each box.

You can copy the address from the organization record if that is your mailing address. If you choose to copy the org address, it will appear but not allow you to make any changes. You can also copy your contact information from the organization record. If you enter a new address, you will be prompted on the next page to validate this address.

10. Now you’ll create an organization profile. Choose the option that best describes your organization. Once you choose an option, please click “Continue”. To return to the previous steps, choose an option and click “Previous”.
11. In the Supplier Profile, all bolded fields are required. Please note that while there are five pages to complete, only the first page of information are required. You can move between the pages by clicking “Next” when you’re done with a page or by clicking the page header.

12. For Company Description, write a brief description of your company appropriate for potential customers.

13. For Additional Information (Highly Recommended), this information is not required.
14. For Export Interest and Experience, you can choose the region/countries where you currently export or are interested in exporting to. Please note that if you answered no to the question “Are you currently exporting?” in the Company Profile page, these boxes will be greyed out, and you will not be able to check these boxes. You can click the “+” next to each region to choose a specific country in that region.
15. For Market Access Program Participation, answer the question as to whether or not you’ve worked with another group utilizes MAP funding. To see a list of food industry groups that utilize MAP funding, answer yes to the question. If you answer yes, you must choose the organization with which you worked previously.

![Market Access Program Participation](image)

16. Once you’ve completed the Company Profile, choose “Continue”. If you forgot any fields, the page where you forgot the field will reopen, and an error message will appear in yellow until you complete the field.

![Error Message](image)

17. If you are a supplier, you must add a product in order to complete your account. Click “Add Product”, and a pop-up window will appear in which you will enter product information. Please note that while there are five pages...
to complete, only the first page of information are required. You can move between the pages by clicking “Next” when you’re done with a page or by clicking the page header. All product information can be edited once your account is created.

18. All bolded fields are required in the product pop-up.

19. Please choose a product type, sub-type, and product that best fits your product. If you do not own the brand, click “no” for “Do you own this brand?”. You’ll be required to enter the Brand Owner’s name.

20. For Industry Segments, choose the most appropriate segment(s) for your product.

21. For Label Claims, choose the most appropriate claim(s) for your product. If you have a Label Claim that is not listed, please add it in the Product Description field under “Brand Information.

22. For Channels, choose the most channel(s) for your product.
23. For Label Languages, choose the language(s) that are available for your label at this time.

24. Please enter any information in the fields for Additional Information (Recommended). You are not required to upload a product image, but you may choose to do so. We recommend that the image be 600 by 600 pixels for the best formatting results. Acceptable image formats include .jpg, .jpeg, .gif, and .bmp.

25. Once you’ve finished entering product information, click “Create”. The pop-up will close, and a summary of the product information will show in the product table. You can enter as many products as you wish. Once you’ve finished, click “Continue”.

26. Once you enter in your information, you’ve created an account! You’ll receive a confirmation email from info@foodexport.org confirming your Online Account Request. Please note that although you can log into My Food Export Portal immediately, you are not immediately able to register for activities other than webinars and seminars. Food Export must approve your record. This can take up to two business days, at which point you’ll be contact via phone or email that your account is fully activated.

What if I forgot my username and/or password?
If you are unable to log into My Food Export Portal because you forgot your username:

1. Please click Forgot User Name?
2. Enter your email address and click Submit. This will generate an email to you with your username. If clicking Submit was a success, you’ll see a green text box notifying you. If this green text box appears, but you do not
receive an email, check all spam and junk inboxes for this email. The email will come from info@foodexport.org and is titled Food Export User Name Request.

3. Follow the link in the email to log in with your username, which is provided in the email.

If you are unable to log into My Food Export Portal because you forgot your password:

1. Please click Forgot Password?.
2. Enter your email address and click Submit. This will generate an email to you with a link to change your password. If clicking Submit was a success, you’ll see a green text box notifying you. If this green text box appears, but you do not receive an email, check all spam and junk inboxes for this email. The email will come from info@foodexport.org and is titled Request to Reset Food Export Password.

3. Follow the link in the email to reset your password.

If you are logged in and would like to change your password, proceed to My Food Export Portal. In the My Profile tab, click the maroon link Change your password now.
Navigating My Food Export Portal

How do I update my individual and organization contact information?

1. Log into My Food Export Portal.
2. To change your individual contact information, proceed to the My Profile tab and click the maroon Edit link next to Personal Information.
3. You can edit any information that is not in a grey text box. If the information in the grey text box is not accurate, please edit your organization contact information as instructed below. Edit all information and click Save.

4. To change your organization contact information, proceed to the My Organization tab and click the maroon Edit link next to Organization Information.

5. Edit any information on this page and click Update.
If you’d like to add a company logo, click Add/Remove Company Logo. A pop-up will appear, and you can pick a file from your computer to include as your company logo. The suggested size of the image is 600 by 600 pixels. We only accept images that are .jpeg, .jpg, .gif, .png, and .bmp.

If you successfully save new contact information and update your record, you’ll see a green text box that reads Success! Record Updated.

How do I update my organization's profile?

1. Log into My Food Export Portal.
2. Proceed to the My Organization tab and click the maroon Edit button next to Profile Detail.
3. Make any edits you wish and then click Update. All bolded fields are required. For information on completing the Supplier profile, see the New Visitor Registration form instructions #11-16.

**How do I subscribe or unsubscribe to a mailing list?**

2. In the My Profile tab, click the maroon link Update Communication Preferences.
3. Here, select the Food Export activities and mailings for which you’d like to be contacted. Once done, click “Update”, and your mailing preferences will save.

How do I work with more than one organization record?
With just one login, you can manage more than one organization’s information.

1. Log into My Food Export Portal.
2. Visit the My Organization tab. If you have permission to access more than one organization, there is a hyperlink next to the Organization Name that reads “Manage Other Organizations”. Click this link.
3. Click the “Select Organization” dropdown and choose the organization that you’d like to manage. Then click “Select”. You’ll then have access to manage the selected organization at your appropriate permission level. If you think you should have access to an organization that is not listed in this dropdown, please call Food Export.

What are member permissions?
Any individual who wishes may have an account with Food Export, and each individual account is tied to an organization record. Each individual has one of four permission levels with the organization(s) to which he/she is tied:

1. **Admin** – He/she is the primary contact at the organization for Food Export. The individual can see and do anything in the company record. They also have the responsibility of approving any new individuals to the organization record, and they are the only individuals who can edit permission levels for other individuals tied to their organization. He/she can access and edit information in the Branded Program tab.

2. **Branded** – The individual can perform any task for the organization except approve new individuals for the organization record and edit/update permission levels for those individuals.

3. **User** – The individual has the same access level as a Branded permissions, except he/she cannot view or update information in the Branded Program tab.

4. **None** – The individual does not have any privileges with the organization record. He/she can view his/her individual and organization contact information but cannot register for any activities other than webinars and seminars.

How do I grant access to new members of my organization or edit their permissions?
Only Admins can edit Member Permissions and approve new individuals requesting to join the Food Export account for your organization. To Edit Member Permissions and grant access to new individuals:

1. Log into My Food Export Portal.
2. Under the My Organization tab, click “Edit” next to Member Permissions.
3. If you are the only member of your organization with a Food Export account, there are no additional members for you to manage permissions and you’ll see this:

Manage Member Permissions
Your organization does not have any member permissions to edit.

4. If there is more than one member of your organization with a Food Export account, you’ll see his/her name(s) and the option to check which permission level he/she is granted. You may choose more than one permission level, but please note that the individual will ultimately receive the highest level permission you grant him/her. Once you are satisfied with each individual’s permission level, click the maroon “Update” button. All permission levels will save.

If you are not an Admin and need a different permission level than you were granted, please contact the Admin at your organization request that he/she update your permission level. If you are unsure who the Admin for your organization is, please contact Food Export.

**What is My Wishlist?**
My Wishlist allows you to save upcoming Food Export events by clicking a heart icon. You’ll receive notifications about deadlines for these events, and you’ll see all your events in one place.

**How do I add an event to My Wishlist?**
1. Log into My Food Export Portal.

2. You can add activities to your Wishlist from three different locations. On all pages, a grey heart will appear. To add an activity to your Wishlist, click the grey heart, and it will turn maroon. The maroon heart icon in the upper righthand corner will add a number as well.

   1) The webpage for the specific activity you’re interested in pursuing.

   ![Image of a webpage for a specific activity](image1.png)

   2) The webpage for the activity type you’re interested in pursuing.

   ![Image of a webpage for activity types](image2.png)
3) If you aren’t certain what activity type you’re interested in, visit the Help Me Choose page to search all our program offerings. You can also download a PDF of our annual activity calendar on this page to view all our program offerings.

How do I access My Wishlist?
1. Log into My Food Export Portal.
2. Click the My Wishlist tab. All items for which you clicked the heart icon appear on this page.
3. To visit the activity page and/or register for the activity, follow the hyperlink for that particular activity.

How do I update my product information?
1. Log into My Food Export Portal.
2. Proceed to the My Products tab.
3. Any products already entered on behalf of your company are listed here. To edit a product, click the edit button just to the right of the product information. To remove the product, click the delete button just to the right of the product information.
4. If you’d like to add a new product, click “Add Product”. This will generate a pop-up that allows you to enter product information.
5. Please note that there are five pages in this pop-up to complete. You can move between the pages by clicking “Next” when you’re done with a page or by clicking the page header. All product information can be edited once your account is created.
6. All bolded fields are required in the product pop-up.
7. Please choose a product type, sub-type, and product that best fits your product. If you do not own the brand, click “no” for “Do you own this brand?”. You’ll be required to enter the Brand Owner’s name.

8. For Industry Segments, choose the most appropriate segment(s) for your product.

9. For Label Claims, choose the most appropriate claim(s) for your product. If you have a Label Claim that is not listed, please add it in the Product Description field under “Brand Information.”

10. For Channels, choose the most channel(s) for your product.

11. For Label Languages, choose the language(s) that are available for your label at this time.

12. Please enter any information in the fields for Additional Information (Recommended). You are not required to upload a product image, but you may choose to do so. We recommend that the image be 600 by 600 pixels for the best formatting results. Acceptable image formats include .jpg, .jpeg, .gif, and .bmp.
13. Once you’ve finished entering product information, click “Create”. The pop-up will close, and the product information will show in the product table. You can enter as many products as you wish.

Registering for Food Export Activities

How do I register for the Food Export Helpline?

1. Log into My Food Export Portal.
2. Proceed to the Food Export Helpline page, an option the dropdown menu for Programs & Activities.

![Food Export Portal with Programs & Activities dropdown menu]

3. Click the green Register Online button.
4. If you’ve already registered for this event, a pop-up will appear warning you of this. You can click cancel to end the registration process, or you can re-register the company by clicking “Register”. We encourage companies not register more than once for the Food Export Helpline.

![Warning message]

5. You may need to qualify your company, an option that occurs once a year. All the information we’ve previously received about your company is listed here. Please update any needed fields and then click Submit.
6. Please read and agree to Terms & Conditions. Be sure to check the box “I agree to the Terms & Conditions” and click Accept.

7. Once you accept, you’ll also need to read and accept our Business Transaction Conditions. Be sure to check the box “I acknowledge that I have read and understand the statement” and click Accept.

8. The chevrons at the top let you know where you’re at in the registration process. You are currently in the step that is highlighted in blue. The next step is the registration itself.

9. Be sure that your address is correct for your organization. If not, click “Edit” to update the address.

10. Choose the Primary Contact for this event. Whomever you choose will be contacted by the export counselor by phone and email immediately following the registration. If you want someone who is not listed to be the primary contact, please call Food Export or have he/she complete the New Visitor Registration Form.
In the box, please provide a brief overview of what questions you have the Food Export Helpline export counselor. Then click Register Now.

11. Then you’re done! You’ll see Thank You page pop up. You’ll receive a confirmation email from info@foodexport.org. You’ll be contacted by Dennis Lynch within 1-2 business days.

How do I register for the Online Product Catalog?

1. Log into My Food Export Portal.

2. Proceed to the Online Product Catalog page, an option the dropdown menu for Programs & Activities.

3. Click the green Register Online button.

4. If you’ve already registered for this event, a pop-up will appear warning you of this. You can click cancel to end the registration process, or you can re-register the company by clicking “Register”. We encourage companies not register more than once for the Online Product Catalog.

5. You may need to qualify your company, an option that occurs once a year. All the information we’ve previously received about your company is listed here. Please update any needed fields and then click Submit.
6. Please read and agree to Terms & Conditions. Be sure to check the box “I agree to the Terms & Conditions” and click Accept.

7. Once you accept, you’ll also need to read and accept our Business Transaction Conditions. Be sure to check the box “I acknowledge that I have read and understand the statement” and click Accept.

8. The chevrons at the top let you know where you’re at the in registration process. You are currently in the step that is highlighted in blue. The next step is the registration itself.

9. Be sure that your address is correct for your organization. If not, click “Edit” to update the address.

10. Choose the Primary Contact for this event. Whomever you choose will receive all leads from the catalog via email from tradelead@foodexport.org. If you want someone who is not listed to be the primary contact, please call Food Export or have he/she complete the New Visitor Registration Form. Then click Register Now.

11. Then you’re done! You’ll see Thank You page pop up. You’ll receive a confirmation email from info@foodexport.org. You’ll receive all trade leads going forward that pertain to your product.

12. To edit your product information and add products to the Online Product Catalog, go to My Food Export Portal and click the My Products tab. All products that are in the Online Product Catalog will have “yes” marked in the “in Online Product Catalog?” field. If you’d like to add a product to the catalog, click “Edit” and check the box to
add to the Online Product Catalog. You can learn more about editing product information and adding products to the catalog in the section How do I update my product information?

How do I register for the Food Export Advisor Program?

1. Log into My Food Export Portal.
2. Proceed to the Food Export Advisor Program page, an option the dropdown menu for Programs & Activities.
3. Click the green Register Online button.
4. If you’ve already registered for this event, a pop-up will appear warning you of this. You can click cancel to end the registration process, or you can re-register the company by clicking “Register”. We encourage companies not register more than once for the Food Export Advisor Program.
5. You may need to qualify your company, an option that occurs once a year. All the information we’ve previously received about your company is listed here. Please update any needed fields and then click save.
6. Please read and agree to Terms & Conditions. Be sure to check the box “I agree to the Terms & Conditions” and click Accept.

7. Once you accept, you'll also need to read and accept our Business Transaction Conditions. Be sure to check the box “I acknowledge that I have read and understand the statement” and click Accept.

8. The chevrons at the top let you know where you’re at in the registration process. You are currently in the step that is highlighted in blue. The next step is the registration itself.

9. Be sure that your address is correct for your organization. If not, click “Edit” to update the address.

10. Choose the Primary Contact for this event. Whomever you choose will be contacted by the export counselor by phone and email immediately following the registration. If you want someone who is not listed to be the primary contact, please call Food Export or have he/she complete the New Visitor Registration Form.
In the box, please provide a brief overview of what your goals are for the Advisor Program. Then click Register Now.

11. Then you’re done! You’ll see Thank You page pop up. You’ll receive a confirmation email from info@foodexport.org. You’ll be contacted by Food Export staff in 1-2 business days to take a full assessment of your needs.

How do I register for a seminar?

1. Log into My Food Export Portal.
2. Proceed to the Seminars page, an option the dropdown menu for Programs & Activities, and choose the seminar for which you’d like to register.

3. Click the green Register Online button.
4. If you’ve already registered for this event, a pop-up will appear warning you of this. You can click cancel to end the registration process, or you can re-register the company by clicking “Register”. We encourage each individual from an organization register for a webinar because each individual receives unique webinar login information.

5. You may need to qualify your company, an option that occurs once a year. All the information we’ve previously received about your company is listed here. Please update any needed fields and then click Submit.
6. Please read and agree to Terms & Conditions. Be sure to check the box “I agree to the Terms & Conditions” and click Accept.

7. Once you accept, you’ll also need to read and accept our Business Transaction Conditions. Be sure to check the box “I acknowledge that I have read and understand the statement” and click Accept.

8. The chevrons at the top let you know where you’re at the in registration process. You are currently in the step that is highlighted in blue. The next step is the registration itself.

9. Check to be sure you’re registering for the correct seminar. Be sure that your address is correct for your organization. If not, click “Edit” to update the address.

10. Choose the Primary Contact for this event. This is the individual who will be attending the seminar. If you want someone who is not listed in the dropdown to be the primary contact, please call Food Export or have he/she complete the New Visitor Registration Form.

11. Then tell us what your goals are for this seminar, i.e. what you are hoping to learn. This will help us tailor the content to your organization’s specific needs. Then click Next.
12. Now you’re on the Summary page, which provides a registration summary of all the information you just entered. To make any modifications, click the blue Modify button. You also have the option to enroll your organization in the Online Product Catalog. This is a free service that showcases your products to international buyers in a web-based catalog. Check the box if you would like to register. If all the information is correct, click Confirm Registration and Add to Cart. You have not paid for the activity at this point.

13. You’ll then move to your shopping cart, in which you’ll have the option register for another activity or check out. An order summary of all the activities in your shopping cart is listed. You can click “Register for Another Event” to register for something else, or click Next to proceed to billing and payment.

14. Under Billing and Payment, you’ll enter your credit card information and click “Submit”. This is when your credit card is billed and you are registered for the event.

15. Then you’re done! You’ll be redirected to our Thank You page. You’ll receive a confirmation email from billing@foodexport.org, and the activity coordinator will be in touch within a few days to introduce himself/herself and discuss next steps.

How do I register for a webinar?

1. Log into My Food Export Portal.
2. Proceed to the Webinars page, an option the dropdown menu for Programs & Activities, and choose the webinar for which you’d like to register.
3. Click the green Register Online button.

4. If your organization has already registered for this event, a pop-up will appear warning you of this. You can click cancel to end the registration process, or you can re-register the company by clicking “Register”. We encourage each individual from an organization register for a webinar because each individual receives unique webinar login information.

5. You may need to qualify your company, an option that occurs once a year. All the information we've previously received about your company is listed here. Please update any needed fields and then click Submit.

6. Please read and agree to Terms & Conditions. Be sure to check the box “I agree to the Terms & Conditions” and click Accept.

7. Once you accept, you’ll also need to read and accept our Business Transaction Conditions. Be sure to check the box “I acknowledge that I have read and understand the statement” and click Accept.
8. The chevrons at the top let you know where you’re at in the registration process. You are currently in the step that is highlighted in blue. The next step is the registration itself.

9. Check to be sure you’re registering for the correct webinar. Be sure that your address is correct for your organization. If not, click “Edit” to update the address.

10. Choose the Primary Contact for this event. If you want someone who is not listed to be the primary contact, please call Food Export or have he/she complete the New Visitor Registration Form.

11. Select the attendees, i.e. who is actually going to the webinar. Each attendee will receive webinar login information via email. You must choose at least one attendee. For the second attendee, you can choose another individual or To Be Determined. If you choose To Be Determined, you’ll need to update this to the individual’s name later on. Then click Register Now.

12. Then you’re done! You’ll be redirected to our Thank You pop-up. You’ll receive a confirmation email from info@foodexport.org, and the activity coordinator will be in touch within a few days to introduce himself/herself and discuss next steps.

13. One day prior to the webinar, you’ll receive a “Meeting Confirmation” email from meetings@meetings.readytalk.com with your personal link to log into the webinar.

How do I register for a Market Builder?

1. Log into My Food Export Portal.

2. Proceed to the Market Builder page, an option the dropdown menu for Programs & Activities, and choose the region for which you’d like to conduct Market Builder. Please note that the Market Builder is listed by region, but you will need to choose a specific country for your Market Builder.
3. Click the green Register Online button.

4. If you’ve already registered for this event, a pop-up will appear warning you of this. You can click cancel to end the registration process, or you can re-register the company by clicking “Register”.

5. You may need to qualify your company, an option that occurs once a year. All the information we’ve previously received about your company is listed here. Please update any needed fields and then click Submit.

6. Please read and agree to Terms & Conditions. Be sure to check the box “I agree to the Terms & Conditions” and click Accept.

7. Once you accept, you’ll also need to read and accept our Business Transaction Conditions. Be sure to check the box “I acknowledge that I have read and understand the statement” and click Accept.
8. The chevrons at the top let you know where you’re at in the registration process. You are currently in the step that is highlighted in blue. The next step is the registration itself.

9. Choose what type of Market Builder package you’d like to conduct. Market Scan includes the following on a specific product of your choosing: store check, distribution analysis, importation analysis, competitive product shopping, distributor referrals and a targeted importer list. Rep Finder includes: distributor referrals, targeted importer list and in-market assistance. Market Builder Combo is a combination of both services.

10. Check to be sure you’re registering for the correct Market Builder. Be sure that your address is correct for your organization. If not, click “Edit” to update the address.

11. Choose the Primary Contact for this event. Whomever you choose will be the contact with whom Food Export schedules the initial kick-off call, conducts logistics, sends the final report, etc. If you want someone who is not listed to be the primary contact, please call Food Export or have he/she complete the New Visitor Registration Form.

12. Select attendees. These are individuals that will be included in the conference calls, reports, and other Market Builder-related services.
13. Answer the question “What are your goals for participation in this event?” Please thoroughly describe what you’re looking for from the Market Builder package. Then click Next.

14. Under Activity Information, indicate the market for which you’d like us to conduct your market study. You may only choose one market. You will then tell us of your exposure to that particular market, so that we’re able to provide the most appropriate study for your company needs. Please check if you have an importer or distributor already in place for this market. Finally, you will tell us on which product you’d like us to conduct the market study. You may only choose one product. If the product you’d like us to use is not listed, click the Add a Product button. A pop-up will appear in which you can add a new product. Please visit the section How Do I Update My Product Information? to learn how to complete the product pop-up. Then click Next.

15. Now you’re on the Summary page, which provides a registration summary and all the answers you previously provided. To make any modifications, click the blue Modify button. You also have the option to enroll your organization in the Online Product Catalog. This is a free service that showcases your products to international buyers in a web-based catalog. Check the box if you would like to register. If all the information is correct, click Confirm Registration and Add to Cart. You have not paid for the activity at this point.

16. You’ll then move to your shopping cart, in which you’ll have the option register for another activity if you’d like or check out. An order summary of all the activities in your shopping cart is listed. You can click “Register for Another Event” to register for something else, or click Next to proceed to billing and payment.
17. Under Billing and Payment, you’ll enter your credit card information and click “Submit”. This is when your credit card is billed and you are registered for the event.
18. Then you’re done! You’ll be redirected to our Thank You page. You’ll receive a confirmation email from billing@foodexport.org, and Food Export will be in touch within a few days to introduce himself/herself and discuss next steps.
19. This page will say Action Required! It is required that you complete tasks in My Food Export Portal for each activity. You can review instructions about this in the section How Do I Complete My Tasks?

How do I register for a Buyers Mission?

1. Log into My Food Export Portal.
2. Proceed to the Buyers Mission page, an option the dropdown menu for Programs & Activities, and choose the buyers mission for which you’d like to register.

3. Click the green Register Online button.
4. If you’ve already registered for this event, a pop-up will appear warning you of this. You can click cancel to end the registration process, or you can re-register the company by clicking “Register”. We encourage companies not register more than once for a buyers mission.

5. You may need to qualify your company, an option that occurs once a year. All the information we’ve previously received about your company is listed here. Please update any needed fields and then click Submit.
6. Please read and agree to Terms & Conditions. Be sure to check the box “I agree to the Terms & Conditions” and click Accept.

7. Once you accept, you’ll also need to read and accept our Business Transaction Conditions. Be sure to check the box “I acknowledge that I have read and understand the statement” and click Accept.

8. The chevrons at the top let you know where you’re at in the registration process. You are currently in the step that is highlighted in blue. The next step is the registration itself.

9. Check to be sure you’re registering for the correct buyers mission. Be sure that your address is correct for your organization. If not, click “Edit” to update the address.

10. Choose the Primary Contact for this event. Whomever you choose will be the contact with whom the activity coordinator communicates and sends all schedules, logistical information, questions, etc. If you want someone who is not listed to be the primary contact, please call Food Export or have he/she complete the New Visitor Registration Form.

11. Select the attendees, i.e. who is actually going to the event. You must choose at least one attendee. For the second attendee, you can choose another individual or To Be Determined. If you choose To Be Determined, you’ll need to update this to the individual’s name later on. Then click Next.
12. Under Activity Information, choose which days you’d like to have your meetings. You can choose one or more days, depending on your preference. If you need to add another lunch attendee, you have the option to do so here if lunch is available to attendees at all.

13. Now you’re on the Summary page, which provides a registration summary. To make any modifications, click the blue Modify button. You also have the option to enroll your organization in the Online Product Catalog. This is a free service that showcases your products to international buyers in a web-based catalog. Check the box if you would like to register. If all the information is correct, click Confirm Registration and Add to Cart. You have not paid for the activity at this point.

14. You’ll then move to your shopping cart, in which you’ll have the option to register for another activity if you’d like or check out. An order summary of all the activities in your shopping cart is listed. You can click “Register for Another Event” to register for something else, or click Next to proceed to billing and payment.

15. Under Billing and Payment, you’ll enter your credit card information and click “Submit”. This is when your credit card is billed and you are registered for the event.
16. Then you’re done! You’ll be redirected to our Thank You page. You’ll receive a confirmation email from billing@foodexport.org, and the activity coordinator will be in touch within a few days to introduce himself/herself and discuss next steps.

17. This page will say Action Required! It is required that you complete tasks in My Food Export Portal for each activity. You can review instructions about this in the section How Do I Complete My Tasks?.

**How do I register for a Focused Trade Mission?**

1. Log into [My Food Export Portal](#).

2. Proceed to the Focused Trade Mission page, an option the dropdown menu for Programs & Activities, and choose the Focused Trade Mission for which you’d like to register.

3. Click the green Register Online button.

4. If you’ve already registered for this event, a pop-up will appear warning you of this. You can click cancel to end the registration process, or you can re-register the company by clicking “Register”. We encourage companies not register more than once for a Focused Trade Mission.

5. You may need to qualify your company, an option that occurs once a year. All the information we’ve previously received about your company is listed here. Please update any needed fields and then click Submit.
6. Please read and agree to Terms & Conditions. Be sure to check the box “I agree to the Terms & Conditions” and click Accept.

7. Once you accept, you’ll also need to read and accept our Business Transaction Conditions. Be sure to check the box “I acknowledge that I have read and understand the statement” and click Accept.

8. The chevrons at the top let you know where you’re at in the registration process. You are currently in the step that is highlighted in blue. The next step is the registration itself.

9. Check to be sure you’re registering for the correct Focused Trade Mission. Be sure that your address is correct for your organization. If not, click “Edit” to update the address.

10. Choose the Primary Contact for this event. Whomever you choose will be the contact with whom the activity coordinator communicates and sends all schedules, logistical information, questions, etc. If you want someone who is not listed to be the primary contact, please call Food Export or have he/she complete the New Visitor Registration Form.

11. Select the attendees, i.e. who is actually going to the event. You must choose at least one attendee. For the second attendee, you can choose another individual or To Be Determined. If you choose To Be Determined, you’ll need to update this to the individual’s name later on.
12. Answer the question “What are your goals for participation in this event?”. Please thoroughly describe what you’re looking for from the Focused Trade Mission. Then click Next.
Under Activity Information, indicate the market for which you’d like us to conduct your market study. You may only choose one market. You will then tell us of your exposure to that particular market, so that we’re able to provide the most appropriate study for your company needs. Please check if you have an importer or distributor already in place for this market. Finally, you will tell us on which product you’d like us to conduct the market study. You may only choose one product. If the product you’d like us to use is not listed, click the Add a Product button. A pop-up will appear in which you can add a new product. Please visit the section How Do I Update My Product Information? to learn how to complete the product pop-up. Then click Next.

13. Now you’re on the Summary page, which provides a registration summary and all the answers you previously provided. To make any modifications, click the blue Modify button. You also have the option to enroll your organization in the Online Product Catalog. This is a free service that showcases your products to international buyers in a web-based catalog. Check the box if you would like to register. If all the information is correct, click Confirm Registration and Add to Cart. You have not paid for the activity at this point.

14. You’ll then move to your shopping cart, in which you’ll have the option register for another activity if you’d like or check out. An order summary of all the activities in your shopping cart is listed. You can click “Register for Another Event” to register for something else, or click Next to proceed to billing and payment.
15. Under Billing and Payment, you’ll enter your credit card information and click “Submit”. This is when your credit card is billed and you are registered for the event.

16. Then you’re done! You’ll be redirected to our Thank You page. You’ll receive a confirmation email from billing@foodexport.org, and the activity coordinator will be in touch within a few days to introduce himself/herself and discuss next steps.

17. This page will say Action Required! It is required that you complete tasks in My Food Export Portal for each activity. You can review instructions about this in the section How Do I Complete My Tasks?

How do I register for a Food Show PLUS!?

1. Log into My Food Export Portal.

2. Proceed to the Food Show PLUS! page, an option the dropdown menu for Programs & Activities, and choose the Food Show PLUS! for which you’d like to register.

3. Click the green Register Online button.

4. If you’ve already registered for this event, a pop-up will appear warning you of this. You can click cancel to end the registration process, or you can re-register the company by clicking “Register”. We encourage companies not register more than once for a Food Show PLUS!
5. You may need to qualify your company, an option that occurs once a year. All the information we’ve previously received about your company is listed here. Please update any needed fields and then click Submit.

6. Please read and agree to Terms & Conditions. Be sure to check the box “I agree to the Terms & Conditions” and click Accept.

7. Once you accept, you’ll also need to read and accept our Business Transaction Conditions. Be sure to check the box “I acknowledge that I have read and understand the statement” and click Accept.

8. The chevrons at the top let you know where you’re at the in registration process. You are currently in the step that is highlighted in blue. The next step is the registration itself.

9. Check to be sure you’re registering for the correct Food Show PLUS!. Be sure that your address is correct for your organization. If not, click “Edit” to update the address.

10. Choose the Primary Contact for this event. Whomever you choose will be the contact with whom the activity coordinator communicates and sends all schedules, logistical information, questions, etc. If you want someone who is not listed to be the primary contact, please call Food Export or have he/she complete the New Visitor Registration Form.
11. Select the attendees, i.e. who is actually going to the event. You must choose at least one attendee. For the second attendee, you can choose another individual or To Be Determined. If you choose To Be Determined, you’ll need to update this to the individual’s name later on.

12. Answer the question “What are your goals for participation in this event?”. Please thoroughly describe what you’re looking for from the Food Show PLUS! service. Then click Next.

13. Under Activity Information, indicate the market for which you’d like us to conduct your market study. You may only choose one market. You will then tell us of your exposure to that particular market, so that we’re able to provide the most appropriate study for your company needs. Please check if you have an importer or distributor already in place for this market. Finally, you will tell us on which product you’d like us to conduct the market study. You may only choose one product. If the product you’d like us to use is not listed, click the Add a Product button. A pop-up will appear in which you can add a new product. Please visit the section How Do I Update My Product Information? to learn how to complete the product pop-up.

14. Now you’re on the Summary page, which provides a registration summary and all the answers you previously provided. To make any modifications, click the blue Modify button. You also have the option to enroll your organization in the Online Product Catalog. This is a free service that showcases your products to international buyers in a web-based catalog. Check the box if you would like to register. If all the information is correct, click Confirm Registration and Add to Cart. You have not paid for the activity at this point.
15. You’ll then move to your shopping cart, in which you’ll have the option register for another activity if you’d like or check out. An order summary of all the activities in your shopping cart is listed. You can click “Register for Another Event” to register for something else, or click Next to proceed to billing and payment.

16. Under Billing and Payment, you’ll enter your credit card information and click “Submit”. This is when your credit card is billed and you are registered for the event.

17. Then you’re done! You’ll be redirected to our Thank You page. You’ll receive a confirmation email from billing@foodexport.org, and the activity coordinator will be in touch within a few days to introduce himself/herself and discuss next steps.

18. This page will say Action Required! It is required that you complete tasks in My Food Export Portal for each activity. You can review instructions about this in the section How Do I Complete My Tasks?

How do I complete My Tasks for my event registration?

1. Log into My Food Export Portal.
2. Scroll down and see My Tasks. If you have outstanding tasks for the activity that you registered for, the activity will be listed here. If you click the dropdown for Action Required, you will see all the tasks that you need to complete for this activity. You can click the task, and a pop-up will appear for you to complete the task.

You can also access your tasks under the My Activities tab in My Food Export Portal. In My Activities, you’ll see all the activities that you’ve registered for.
Any uncompleted tasks will have an action needed icon \( \text{⚠} \). All completed tasks will have an action completed icon \( \text{✓} \). All unavailable tasks have a grey circle \( \text{◯} \). This means that you have not completed this task, but you are unable to complete this task at this time. Food Export will notify you when you will be able to complete this task. You can also add an event to your calendar by clicking Add to Calendar on the right-hand side.

You must complete all uncompleted tasks by the due date listed. To complete a task, click the task. A pop-up will appear for each task.

3. For the **Attendees** task, choose the attendees who will attend the event from the dropdown. If the contact needs special accommodations, please make this by choosing an option from the Accommodations/Accessibility dropdown. If you’ll be receiving lunch at the buyers mission, there will be a dietary restrictions dropdown to complete as well, if dietary restrictions apply for the contact. If the individual that is attending is not listed here, please have him or her complete the New Visitor Registration Form to create an individual account OR call Food Export to add the individual to the organization record. If you make edits but will need to make further adjustments later, click “Save and Edit Later”. If you choose the correct attendees and accessibility options, and no further updates are needed, click “I’m Finished”. You’ll be unable to edit this information once you click “I’m Finished”.

If you need further assistance, please call us at 312-334-9200 (Midwest) or 215-829-9111 (Northeast).
4. For the **Organization Info** task, you’ll tell us information about your company that we can use for your profile that we share with buyers. To start, you’ll tell us if your company is currently exporting. If so, you’ll estimate your annual export sales, give us the first year you started exporting, and tell us to which markets you’re currently exporting. It is optional to tell to which markets you’re interested in exporting. Please note that there are two accordions in this task. When done with the “Export” accordion, click Next or the “Organization Info” accordion to fill out the next page.

In the Organization Info accordion, please choose a business type from the dropdown, give us a general company description, and provide us with your company logo. This information helps us create a thorough supplier profile of your company to share with the buyers at the buyers mission.
If you make edits but will need to make further adjustments later, click “Save and Edit Later”. If you edit the information and/or no further updates are needed, click “I’m Finished”. You’ll be unable to edit this information once you click “I’m Finished”.

5. For the **Products** task, you will choose which products you plan to promote during the buyers mission. We will include these products in your supplier profile that we share with the buyers. All the products that you’ve entered in our database are listed on this page. To promote a product, it must have an Industry Segment and Channel listed. If a product has an Industry Segment and/or Channel, there will be a green check icon in those boxes. In the example, Food Export Soda Pop and John Doe’s Super Cookie have both Industry Segment and Channel filled in; there are green checks in these boxes. These products can be promoted by clicking the Promote icon in the product row.
Once you click the Promote Icon, the product will move down to the Products to Promote section.

If a product is missing an Industry Segment and/or Channel, the boxes will be blank.
In this example, the product is missing its Flavors/Varieties but it has an Industry Segment and Channel. This product cannot be promoted until the Flavors/Varieties is filled in, so the Promote button is greyed out. To add the Flavors/Varieties, click the Edit button.

Please note that there are five pages in this pop-up to complete. You can move between the pages by clicking “Next” when you’re done with a page or by clicking the page header. All product information can be edited once your account is created. You can learn more about updating product information in the section How Do I Update My Product Information? Once you’ve finished entering product information, click “Update”. The pop-up will close, and the update product information will show in the product table. You can then click “Promote” to promote the product at the event.

You can also add a new product if you wish. To add a new product, click Add Product. This will create the same pop-up referenced above. Once you’ve created the product, click “Create”. The pop-up will disappear, and you’ll see the product listed in the table. You can then click “Promote” to promote the product at the event.

If you make edits but will need to make further adjustments later, click “Save and Edit Later”. If you edit the information and/or no further updates are needed, click “I’m Finished”. You’ll be unable to edit this information once you click “I’m Finished”.

6. The Buyers Rankings task is only required for buyers missions. It is your opportunity to prioritize the international buyers that you would like to meet with at an event. These rankings are important so that Food Export can match you with the appropriate buyers to the best of our ability. To rank buyers in the order in which you would like to meet with them, click on the Add button.
Then drag the buyer to the position in the list (#1 preferred buyer on top, #10 buyer at the bottom of the list, etc.). If you would like to exclude a buyer from the ranking, click on the Remove button.

<table>
<thead>
<tr>
<th>Buyer Rank</th>
<th>Country</th>
<th>Organization</th>
<th>Name</th>
<th>Title</th>
<th>Profile (Mouse over for profile)</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UNITED STATES</td>
<td>Food Export USA - Northeast</td>
<td>Andrew Haught</td>
<td>International Marketing Program Assistant</td>
<td>View Profile</td>
<td>REMOVE</td>
</tr>
<tr>
<td>2</td>
<td>UNITED STATES</td>
<td>Food Export Association of the Midwest USA</td>
<td>Brendan Wilson</td>
<td>International Marketing Program Assistant</td>
<td>View Profile</td>
<td>REMOVE</td>
</tr>
</tbody>
</table>

To see the buyer's profile, hover over "View Profile".

To review a list of all buyer profiles, download the Buyer Profile document (PDF) at the bottom of the table.
If you make edits but will need to make further adjustments later, click “Save and Edit Later”. If you edit the information and/or no further updates are needed, click “I’m Finished”. You’ll be unable to edit this information once you click “I’m Finished”.

7. For the **Activity Goals** task, you will edit and confirm your goals for a Food Show PLUS! and Focused Trade Missions only. All bolded fields are required. Please provide a brief description of what you’re looking for from this service. Then indicate the market for which you’d like us to conduct your market study. You may only choose one market. You will then tell us of your exposure to that particular market, so that we’re able to provide the most appropriate study for your company needs. Please check if you have an importer or distributor already in place for this market. Finally, you will see which product you’d like us to conduct the market study. If you make edits but will need to make further adjustments later, click “Save and Edit Later”. If you edit the information and/or no further updates are needed, click “I’m Finished”. You’ll be unable to edit this information once you click “I’m Finished”.

![Activity Goals](image-url)
8. For the *Invoices/Receipts* task, you can view and print your open invoice if we have not yet received your payment. If we have received your payment, you can view and print your receipt here.

![Invoices/Receipts task](image)

### How do I complete an activity evaluation?

1. Log into [My Food Export Portal](#).

2. Go to the My Activities tab to submit an evaluation for an activity you participated in. If you need to complete an evaluation, the “Action Needed” symbol will appear under the Evaluation or Follow-Up Evaluation tasks. Click “Evaluation” to submit your Initial Evaluation, or “Follow-Up Evaluation” if you are looking to submit your Follow-Up Evaluation.

![Activity Evaluation](image)
3. You will be directed to the screen below:

4. If you met with any of the listed buyers, select “Yes” under the “Met with Buyer?” Column. The options show below will appear under the buyer if you selected “Yes”.

If you need further assistance, please call us at 312-334-9200 (Midwest) or 215-829-9111 (Northeast).
5. Fill out the fields next to the questions with which you had a result. When you enter a value for "What are your actual export sales as a result of your participation?", more options will appear for you to fill out.

6. Once you enter your Projected Export Sales, the buyer evaluation for this particular buyer will close and be marked with a check mark. This means you’ve completed all necessary information about this buyer for the evaluation. Please complete all information needed for all the buyers, then click “Next”.

7. Then you will see this next screen:
8. You will then be directed to review the information you entered.

![Evaluation Form]

9. If you need to edit any of the information, click Modify at the bottom of the page. If you don't need to edit any of the information, click Submit.

10. You will be directed to this final screen:

![Thank You Page]
Branded Program

How do I complete a pre-qualification?

The purpose of the pre-qualification worksheet is to determine the company’s eligibility for the Branded Program. Please be prepared to complete the Pre-Qualification Worksheet with the following information:

1. The company’s nine-digit Federal Tax ID Number
2. Number of employees (including employees within all parent and subsidiary companies)
3. Average annual gross sales for the prior three years
4. Brief summary of how the company plans to utilize Branded Program funds
5. Year and location the company was established
6. North American Industry Classification System (NAICS) code – this is a code used to classify the company within a specific industry sector. For more details please visit the Small Business Administration’s website.
7. Dun and Bradstreet number (if applicable)
8. Product information – Brand name(s) and brief product description(s)

Prerequisite: If you do not have a user name and password, go to www.foodexport.org and select the link “New Visitor Registration” to create a username and password. Once you have received an email confirmation that your registration has been approved, follow the instructions below to submit the prequalification.

How to Access the Branded Program Pre-Qualification:

Go to www.foodexport.org and click on the “Login” link in the upper right corner of the page. Enter your user name and password to access the “Food Export Portal”. Select the “Branded Program” tab and click on the link to “Submit a Pre-Qualification” within the appropriate program year. (See below images).
How to Complete the Branded Program Prequalification:

The first page of the form will provide you with basic information regarding the pre-qualification review and approval process. Please review the terms and select the “Get Started” link to begin the pre-qualification form.

The pre-qualification worksheet is divided into four sections: Company Information, Company Details, Product and Promotional Information, and Certification.

The first section, Company Information, will pre-populate with demographic information that you provided during registration. Complete all applicable fields, noting that fields highlighted in bold are required.

Fields located on the left of this page (Company Name, Contact Info, and Contact Person) cannot be edited in the pre-qualification worksheet. To update your company information, return to the main Food Export Portal page and select the “My Organization” tab. Please be aware that information you enter in the pre-qualification worksheet will update the organization record.

If you need further assistance, please call us at 312-334-9200 (Midwest) or 215-829-9111 (Northeast).
The next section, Company Details, requires you to classify your company using the North American Industry Classification System (NAICS) code. This section may be pre-populated if you have filled out a pre-qualification for past Branded program years. If you have a variety of products, we ask that you choose the sectors, subsectors, and title code that best describe your company. For more information regarding NAICS codes, please visit the Small Business Administration’s website here.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Subsector</th>
<th>Title Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sector 31-33 - Mfrng</td>
<td>Subsector 311 - F &amp; M Mfr</td>
<td>(215134) Dry, Condensed, and Dehydrated Dairy Product Mfr</td>
</tr>
</tbody>
</table>

The next section, Product and Promotional Plans, requires that you provide us with a general description of how your company plans to utilize the Branded Program. Briefly describe your anticipated promotional activities, the countries in which you will be conducting those activities, and the products/brands that you will be promoting.
The final section, Certification, requires that you review the terms and conditions of participation in the Branded Program. Please read each statement carefully, and if applicable, check the corresponding box. Select the “Submit” button to finalize your prequalification.

You will receive a confirmation email that we have received your pre-qualification. Please allow three business days for us to review your pre-qualification worksheet. You will receive a second email notification, advising the status of your prequalification. If approved, you will then be able to submit a Branded Program application.
How do I complete an application?
Prerequisite: If you have received notification that your Branded Program Prequalification has been approved, you may submit your Branded Program Application.

How to Access the Branded Program Application:

Go to [www.foodexport.org](http://www.foodexport.org) and click on the “Login” link in the upper right corner of the page. Enter your user name and password to access the “Food Export Portal”. Select the “Branded Program” tab and click on the link to “Submit an Application” within the appropriate program year. (See below images).

The Branded Program Application consists of multiple sections, including country marketing plans. Before you begin the Branded Program application, obtain the following information:
• Overall company domestic and export sales for last two years and projections for next two years.
• Anticipated promotional activities and the corresponding expense to conduct those activities.
• Current and projected sales figures for each country in your application
• Complete contact information for any foreign third party that will appear in your reimbursement documentation.

The Branded Program Application is divided into four sections: Terms and Conditions, Company Info, Country Marketing Plan, and Certify and Finish. You can easily move back and forth between the completed portions of your application by selecting the appropriate sections of the navigation bar. (See image below)

In the second section of the application, Company Information, you will be asked to assign an individual from your organization as the primary point of contact both the application and reimbursements. The same person can be selected for both roles. Note that only registered users within your organization that have been assigned Branded Program permissions will appear in the drop down menu. If the individual does not have a user name and password, go to www.foodexport.org and select the link “New Visitor Registration” to create a username and password. If a registered user has not been assigned Branded Program permission, please contact your organizations Branded Program administrator (first registered user within your organization).
The next section is where you will develop a country marketing plan. Be advised that the template is identical for all countries you select except for the United States as the only eligible activities here are the approved tradeshows.

Simply click on the drop down and either scroll to the country you wish to add or enter the first letter in the name.

For the United States you will first come to the tradeshows section.
Click on the button with the plus sign that says “Add Trade Show”. Beneath that a drop down menu will appear from which you can select the eligible U.S. tradeshow(s) where you plan to exhibit. In the column labeled “Exhibited/Last 3 Yrs”, check the box if you have exhibited at this show in any of the prior 3 years. If so, in the column next to it, check the box if you had received Branded Program reimbursement for any of those 3 years. When you are done click “Update” when you are done. If you have selected the wrong show, click “Cancel”. Repeat the process for all U.S. shows you wish to exhibit.

Beneath this section you will see “U.S. TRADE SHOW FINANCIALS. Here we ask you to enter the total export sales you are projecting as a result of exhibiting at all of the shows you have selected. In the next box enter the total eligible expenses for all of the shows. The Requested Reimbursement (Allocation) amount will auto calculate in the next box as will the administrative fee box. This displays how much in administrative fees you will be charged if your allocation request is approved in full.

After you hit “Next” this section will collapse and the section under it marked “Products” will expand.
All of the products association with your organization record will appear. Simply check the box next to the brand/product you wish to promote with the Branded Program. Once you do another check box will appear in the “New to Market” column. Simply click on it if applicable. If you do not see a product listed you can add it here by clicking on “Add Product”.

If you need further assistance, please call us at 312-334-9200 (Midwest) or 215-829-9111 (Northeast).
A pop-up box will open where you can enter the product information. You will see it is identical to the box that you entered product information in when doing the new user registration. Again the Branded Information box is required, the other accordions beneath it are not but highly recommended. All products you enter here will now appear in your organization record.

Please note for the Branded program it is not necessary for you to enter a product entry for all varieties (sizes, flavors) of your product. If you have different product types (ie, cookies and beverages) under the same brand name than please create separate entries.

When all products have been added/selected click “save and review”.

Before we continue please take another look at the marketing plan and notice the circled section.
This will keep a running total of all of your marketing plans and reimbursement amounts you are projecting as well as the proposed administrative fee (assuming your application is approved at the full request. Information for a plan will not populate unless you have completed the marketing plan and saved it.

Upon saving your marketing plan you will be brought to a page that summarized your request. From here you may click on the country name to review or edit the plan, you may click on the red x on the far right of the screen and delete the plan, you can certify and submit the application or click on the “Create another marketing plan” button.

Again we are taken to this screen where we can select a country. For the purposes of these instructions we will select Japan.
This time we are brought to a slightly different looking page. You will be required to briefly tell us why you chose this country, what you hope to achieve and your sales history and projections. Please note that while it is acceptable to enter “zeroes” for the two historical years it is not acceptable in the projected years.

Notice on the upper right side under My Marketing Plans the United States is now in display along with the total funding and admin fee.
The next page asks about your in-market contacts such as buyer, importers, distributors and agents you may be working with. If you have such a relationship and they will be appearing in claim documentation we ask that you list them. Click on the “+ Add A Contact” button.
Like adding a product, a pop-up box will appear. If you are a returning participant or you have entered a contact in a previous plan you can select them from the drop down box. Otherwise you can enter contact information. The Importer/Distributor/Buyer Name field (presumably a company name), Primary contact first and Last Name field, Mailing address, city, Phone and Email fields are all required. When complete click “Add”. You can repeat the process as many times as you need to as well as edit or delete information as needed.

The next section is Products. You will notice it is identical in look and function as the product section in the Marketing plan demonstrated for the United States.
The biggest difference between a plan for the U.S. and other countries is the activity page. You will see several different types of eligible promotions listed. Check the box next to the ones that match what you have planned in country. Give brief description as well as your best estimate of the total amount you will spend. You will notice that it totals the amount and shows the reimbursement Request (allocation) as well.
If you selected Tradeshows from the list of possible activities then the next page you come to is this one. You will see that there are two nearly identical sections but they serve very different purposes. The top section is where you select the show from the list that Food Export has in its database. Do this by clicking on the button that says “+Add Trade Activity”.
Once you have selected a show you will need to enter Buyer Goals (which is the number of foreign buyer “contacts” you hope to make, Distributor Goals refers to the number of distributor relationships you hope to form. Once you have entered the information click on “Update”. Repeat for all shows you wish to exhibit at in this country.

The list of tradeshows that appears is not exhaustive. There are shows that we may not know about or have information on. If you do not see an activity listed go to the next section below and click on the “+ Add New Trade Activity” button.
A light box will appear where you may enter the show and required information. Please be aware that entering the show information is no guarantee it will be eligible. The Branded Program manager will research your event and inform you with in the next few days whether or not it will be eligible. If it is not, you will be given an opportunity to adjust your funding request.

When you have finished adding all of the countries please take a moment to review the summary. If you are satisfied with the information provided click “I’m done.”

The next page is the certification page where you will digitally sign and certify the information you have provided to us and submit the application.

If you need further assistance, please call us at 312-334-9200 (Midwest) or 215-829-9111 (Northeast).
The last page is where you pay the $250.00 application fee by credit card. Simply fill in the information and click “Submit”. If for any reason you are not ready or able to enter credit card information simply click on “Save and Submit Later”, but remember your application is not officially submitted (and cannot be reviewed and approved) until your fee is paid.

Approval can take from 3 to 4 weeks. You may be contacted if we have further clarifications or questions.

How do I complete a contract change?
Throughout the course of the year you are free to make a variety of changes. These instructions will assist you. Many of them are extremely simple such as adding activities, adding agent and distributor contacts, increasing your projections, etc. However there are some changes which are a little more complex and will ultimately require approval of the Branded Staff and your contract to be amended. Such as:

1. Adding a new country
   o A country marketing plan must be submitted for the new country. Additional funds may be requested, or already approved funds can be shifted from another country in your approved application.

2. Increasing funds for a Country
   o Prior to submitting an amendment request, companies should contact Food Export- Midwest or Food Export-Northeast to check on the availability of additional funds.
   o Spending beyond your original allocation in a country may be reimbursed only after the change has been approved.
   o If a company receives additional funding, they will be required to pay a 6% administrative fee on the additional allocation being requested.
   o Total allocations (original plus all subsequent allocations) may not exceed USD$300,000 per company for the Program Year.

3. Adding additional products to a country marketing plan
   o Additional brand names can be added to your already approved country plans.
If you do not own the brand name, you must also submit an exclusivity agreement or private label agreement which must be signed by the brand name owner as well as the Branded Program participant.

Expenses to promote a product not in your country plan will not be eligible unless you submit an contract change first and it is approved.

What you should have ready before submitting a Contract Change

- Do I need additional funding, and if so, exactly how much?
- Do I know what marketing activities I will be performing in the new country so that I can complete a new country marketing plan?
- Do I have all of my importer’s contact information?
- If I am going to promote a new product and I do not own the brand name, will I be able to get an exclusivity agreement or private label agreement from the brand owner?

Important Reminders Regarding Contract Changes

- Changes to your Branded Program Agreement must be made prior to incurring the new expense.
- It is not necessary to submit contract change to shift existing funds between existing countries in your application. The funds can be used as you need them in all of your approved countries.
- Multiple changes should be submitted at one time, not as individual requests.
- You cannot submit a new contract change until we have received your fee and signed agreements from any previously approved contract change (if applicable) and your original program agreement.
- If you have contract change request in process, you cannot submit a new one.
- You cannot reduce your allocation online. Requests for reducing allocations must be submitted in writing to Food Export staff with a detailed explanation. These requests are reviewed on a case by case basis. Program fees are non-refundable.

Submitting the Contract Change Online

- After logging in go to your Branded tab
- Under the application for the program year you want to make changes to you will see the words “Change Contract”. Simply click here to begin.
The page you are brought to looks very similar to the summary page you saw during the application process. The one difference is the green colored field on the Total line. This will come into play if you change funding levels.

If your changes involve your existing markets simply click on the Edit button next to it. You will find yourself back inside the country plan. Be advised that some sections cannot be changed including all information on the first page of the marketing plan. Click Next and you will open the accordion for the International Buyer/Customer.
Like the entire process this page of the country marketing plan is no different from the original application. If you wish to add an international buyer/contact simply click the “Add a Contact” button and enter information in the required fields (Company name, contact first and last name, street address, city, phone number and email address) and click “Add”.

Before proceeding, you will notice in the upper right corner the words “Back to requested Changes” this is a link that will return you to the summary page at the beginning of the process. It appears throughout the plan. Be aware that if you click this link none of the information entered thus far will be saved.
The Next button takes you to the product page. If you wish to add a product that is listed in your line but not included for this country you simply check the box next to the brand name and click next. If the product is completely new and has never been part of the application you will need to click “Add Product”.

A new window opens. From here simply select the product type, then Sub-Type and finally Product. Enter the new Brand name, let us know if you own the brands. If you indicate you do not you will be prompted to enter the name of the company who does own the brand. The check box offers you the opportunity to add your product to the online product catalog and receive trade leads. All other information is recommended but not required and can be filled in at a later date. To complete this process scroll down in this box past the other accordions and click on the button that says “create”.

The product will now appear on the list but you must still check the box next to it to include it in your marketing plan.

The next section is the activity section.
This is where you would go to add an activity and increase your existing funding levels. To do this you simply enter the field marked “New/Updated Eligible Expense” next to the activity you are adding or editing, and change the amount listed. If your change alters lowers your overall allocation total you will receive a warning informing you. Additionally if you increase your total you will be given a reminder that this change will require an administrative fee. You may check a new activity and enter an amount increasing your overall funding or you may lower an amount in an existing activity thereby adding an activity without changing funding levels. You may also add tradeshows.
The last page is a summary that details all of the change you have made to your marketing plan. It also informs you that any increases to your funding level require approval and a formal change to your contract. Once you check the box acknowledging this you may click “Save and Review”.

You will be returned to your application summary page. The original funding the change you have made and the resulting fee you would need to pay upon approval now displays. You have the option to formally submit the changes or edit further, or add a new marketing plan.
For demonstration purposes I have added a U.S. tradeshow plan. As you can see my allocation has increased by $8,000 and I will owe an additional $480. I may now submit if I chose. If I do not wish to increase my fund but still keep the U.S. plan I can still click Edit next to Germany.

I will click “Next” until I reach the “Activities” accordion for Germany. I must now lower the total “Expenses” in this section by $16,000.

As you can see by lowering the allocation for Germany the total allocation will not increase and there will be no additional administrative fee. You can now click “I'm Done Adding Changes and you will be prompted to agree to terms and conditions once again.

How do I complete a pre-travel notification?

No travel reimbursements can be filled out unless a Pre-Travel Notification is on file. Simply click on “Submit Pre-Travel Notification” as shown below.
Select the appropriate program year, relevant country and trade show. Only those countries and tradeshows listed in your application will be available based on the information you submitted in your application. If the country/show is not on a drop down list please contact us. Though not required you have the option to enter text in the Comments and the Special request Box. The city and dates of the show will display as will the products you will be promoting at the tradeshow. If something seems incorrect contact us immediately.

At the bottom of the form you must enter the name and title of each traveler. Though we can only reimburse the travel expenses of two company representatives you should provide the names of all travelers. Simply enter the name and title and then click the button that says “Add”. If you need to you can edit and entry or delete one entirely.
Once all travelers have been submitted click on “Submit” and an email will be sent to the FAS Post of the country you will be traveling too. You will also receive a copy of the email along with the Branded Program staff.

**How do submit a reimbursement claim?**

Reimbursement requests are submitted on-line. The reimbursement section of the Branded Program on-line system allows you to:

1. **Fill out a Reimbursement Request form for a Promotional expense**
   Most eligible expenses for the Branded Program would fall under this category. This covers all expenses incurred for promotion of your product, eligible label or packaging modifications, trade show related expenses (except travel) and freight for samples. **Required documentation:**
   - Invoice
   - Proof of Payment
   - Proof of Activity
   - Proof of USA

2. **Fill out a Reimbursement Request form for a Travel Expense**
   This form is for those expenses incurred for traveling to exhibit at a Foreign Trade show. One form should be filled out for each traveler (up to two travelers per company per show). **Required documentation:**
   - FAS Post Notification – you must notify FAS prior your travel
   - Trip Report
   - Airline Itinerary/Invoice
   - Passenger Receipt
   - Itemized Hotel Bill
   - Proof of Payment (for flight and hotel)
   - Proof of activity, Proof of USA

Once you have submitted the Reimbursement Request Form(s) on line you need to **print** the form, **attach the backup documentation**, and **mail** the information to:

Food Export Association – Midwest  
309 W. Washington St, Ste. 600  
Chicago, IL 60606

or

Food Export USA – Northeast  
One Penn Center  
1617 JFK Boulevard, Ste. 420  
Philadelphia, PA 19103

If you need further assistance, please call us at 312-334-9200 (Midwest) or 215-829-9111 (Northeast).
To complete a reimbursement form, click on “Submit Reimbursements” as shown below.

The next page you are taken to has a series of drop downs where you select the program year, then country where the activity took place or that was targeted. The next drop down asks you to choose between Travel or Non Travel. Travel encompasses airfare, lodging, and daily Meals & Incidental Expenses (M&IE). If your expense you are submitting is not one of those three than select Non Travel.

If you choose Non Travel an additional drop down menu will appear where you can select the type of expense you are submitting for.

Some selections may require additional information. For instance selecting Trade Show Booth expense will result in one more drop down where you would select the show you were submitting expenses for. Label modification would result in two text fields where you would enter the name of the product being modified and another box where you would enter the reason for the modification.
For the purposes of this guide we will select “Advertising”. Click on “Invoice Details” and an accordion opens. Invoice amount in foreign currency is optional. Enter the U.S. Dollar amount you were charged. The reimbursement amount will pre-populate.

Enter the vendor name next. This is the party who is charging you. Than enter the vendor invoice date, vendor number, and the date you paid the invoice.

![Add Reimbursement]

Click on Summary to open then next and final accordion. Select the method of payment you used to pay the invoice from the drop down. Then check the first box to indicate that you understand you must submit proof of payment (which is described below based on your method of payment). A description of the appropriate proof of activity (Based on activity you selected) will also appear. The last step is to check the check box acknowledging that you must submit proof of activity.

All that is left is to click “Save”. Upon doing that you will be given a prompt where by you can choose to submit another reimbursement or tell the system you are done.

If you select a Travel from the drop down the page below will load. Select the tradeshow and traveler from the drop down lists. Please note that information from these two drop downs come directly from the Pre Travel Notifications you submitted. If you do not have one on file you will not be able to proceed. The last step in this accordion is to enter the travel dates. As you can see from the example below the start and end date for travel is well outside the eligible date range. The system will still be able to calculate it accurately.
Click on “Airfare to open the next accordion. Simply enter the amount you paid for your airline ticket, check the box to confirm you flew on a U.S. or EU carrier and select the method of payment used.

The next accordion section is lodging however before you can proceed you must provide information so that your per diem for lodging and M&IE can be calculated properly. To do this click on the button that says “Calculate Eligible Expense”.
Once you click that button a light box opens. The first section asks you to enter the date of the night you checked into the hotel. The second box is to enter the date of the last night you stayed. Please take note, we are not asking for the check-out date but the date of the last night you paid for a room.

Step 1. The work sheet will take those two dates, compare it to the dates of the tradeshow and provide you with the number of days you are eligible for lodging. The possible range is the days of the show plus two before and one after.

Step 2. You are to enter the U.S. dollar amount you were charged for the entire hotel bill, as it appears on your credit card statement.

Step 3. You are required to enter the total amount billed in Foreign currency as it appears on your hotel bill. The purpose of entering the information in step 2 and 3 is to determine the currency conversion rate to be used in later steps.

Step 4. You are to enter the nightly room rate in foreign currency (this includes all taxes associated. All other fields at this point are calculated.

Step 5. Uses the date from 2 and 3 to convert the amount in 4 into U.S. dollars. The field beneath that displays the nightly per diem rate for that city as established by the U.S. State Department.
Step 6. Looks at the two amounts in step 5 and displays the lower of the two. This is the nightly rate your reimbursement will be based on.

Step 7. Multiplies the amount in step 6 by the number in step 1 to produce your total eligible lodging expense for this trip.

Click Save and Continue and the amounts will populate the lodging form.

You must also select the method of payment you used to pay for the hotel and subsequent proof of payment you will provide.

Below that is the Meals & Incidental Expenses you are eligible to receive. This amount is based on the eligible travel days and the daily per diem rate for the city you are traveling to.
You will next be shown the grand total of all eligible expenses (airfare, lodging, and M&IE) and the corresponding reimbursement amount.

The final piece of information required is the trip report. All parts must be completed by the travelers. For the list of contacts it is acceptable to simply photo copy the business cards collected and include it with the claim documentation, but please enter “See attached” in the corresponding field.
To complete the process you must review the required documentation and check off that you understand and then click “Submit”.

**Where can I access my graduation history?**

1. To view your graduation history, log into [My Food Export Portal](#).
2. Under the Branded Program tab, you can view the current program year. Under the current program year, click the link “Download graduation report”.
3. This will create a pop-up window that allows you to save and view a PDF file of the report.