

**261—72.1(15) Definitions.** For purposes of this chapter unless the context otherwise requires:

“*Authority*” means the economic development authority established in Iowa Code section 15.105.

“*Domestic trade assistance*” means financial assistance for participation in a trade show in the United States with documented significant international attendance.

“*Eligible applicant*” means an exporter meeting the requirements of rule 261—72.2(15).

“*Exporter*” means a business that sells a manufactured product, a value-added product, an agricultural product, or a service outside of the United States.

“*Export trade assistance*” means financial assistance provided for participation in a trade show or trade mission outside the United States.

“*Marketing services*” means third-party services, identified as eligible expenses in subrule 72.3(3), that support international trade.

“*Market trade assistance*” means financial assistance provided for marketing services.

“*Program*” means domestic trade assistance, export trade assistance, and market trade assistance provided pursuant to this chapter.

“*Sales representative*” means a contracted representative of an exporter with authority to consummate a sales transaction.

“*Trade mission*” means a mission event led by the authority or designated representative that includes advanced operational and logistical planning, scheduled individualized appointments with prequalified prospects interested in exporters’ products or services, and background information on such prospects.

“*Trade show*” means an event attended by an employee or sales representative of an exporter for the purposes of exhibiting the exporter’s products or services to increase international sales opportunities.

[ARC 9653C, IAB 10/29/25, effective 12/3/25]