



# Application for the President's E and E Star Awards

Applicants should complete the application and the IRS waiver form and submit one signed electronic copy of each to the U.S. and Foreign Commercial Service (herein U.S. Commercial Service). Except where required by law, no information or data will be disclosed to persons not involved in processing this application without the applicant's prior written consent.

For further details about the E Award program or to locate a U.S. Commercial Service office near you, call 800-USA-TRADE or visit [export.gov/exportawards](http://export.gov/exportawards).

<p><b>1. Application Information: Type of Application</b>  <i>To be eligible for an E Star Award, applicant must be a prior E Award recipient.</i></p> <p> <input type="checkbox"/> E Award for Exports                      <input type="checkbox"/> E Award for Export Service  <input type="checkbox"/> E Star Award for Exports                <input type="checkbox"/> E Star Award for Export Service         </p> <p><b>E Star Applicants:</b> Year of previous E Award receipt: _____</p>	<p><b>3. Operations</b></p> <p>Business or organization type (<i>Manufacturer, Distributor, Trade Association, etc.</i>): _____</p> <p>Description of product or service exported: _____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Does your company file reports with the Securities and Exchange Commission?  <input type="checkbox"/> Yes   <input type="checkbox"/> No         </p> <p>Number of U.S. employees: _____</p> <p>Total number of countries currently exporting to: _____</p> <p>Top three countries of export for the previous four years:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>
<p><b>2. Contact Information</b></p> <p>Company/organization name: _____</p> <p>Division or subsidiary of: _____</p> <p>Company or organization name on certificate (if selected): _____</p> <p>_____</p> <p>Street Address: _____</p> <p>City/State/Zip: _____</p> <p>Website: _____</p> <p>Point of contact name: _____</p> <p>Point of contact phone: _____</p> <p>Point of contact e-mail: _____</p>	

**4. E Award for Exports or E Star Award for Exports Applicants: U.S. Export Statistics**  
*Provide figures for each of the past four (4) years (either calendar or corporate fiscal), plus your most recent quarterly data. Data should include shipments to Canada and Mexico, but not Puerto Rico or the U.S. Virgin Islands. Do not include income from licensing agreements in sales figures; list licensing income separately. E Star applicants may list figures for three (3) years.*

Year	Total Sales	Export Sales	International Licensing Sales
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____

**5. Justification for Award**  
*In a separate document, use the applicable following outline to describe your organization's contribution to U.S. Export Expansion.*

*Applicants for the E Star Award must meet the criteria of the E Award and exceed the level of export achievement of the original E Award period. The most recent three-year period of export operations or export service will be considered for the E Star Award and should not overlap any portion of the period covered by the previously-awarded E Award.*

**5a. E Award for Exports or E Star Award for Exports Applicants**  
*In no more than five pages, describe how you have increased exports. Address all questions below.*

**E Star Applicants:** *Address all items below and describe how marketing activities have increased since receiving the E Award. If available, also attach a copy of the previously-successful E Award application.*

**Educational institutions:** *In addition to the following export-related activities, please provide statistical increases in attendance.*

1. What market research do you conduct?
2. What is your international sales model? (E.g. direct sales, distributors/agents)
3. What government and private sector export promotion events do you participate in?
4. Describe any instances in which you had to retrofit or redesign products or services to sell them in an international market.
5. What exporting-related training have you conducted for your employees and/or international customers?
6. How do you overcome language obstacles with your international customers?
7. Describe any trade barriers your organization has faced and how they were overcome.
8. If applicable, describe how you have developed a market abroad for products not previously exported.
9. If applicable, describe how you have opened a new market previously closed or extremely limited to American companies.
10. Describe any other strategies you employ for increasing international sales.
11. Describe how increased exports have affected employment for your organization.

**5b. E Award for Export Service or E Star Award for Export Service Applicants**

In no more than eight pages, address all items related to export services provided to others. For each item, please include a description of the results achieved by your claims.

**E Star Applicants:** Address all items below and describe how services to exporters have increased since receiving the E Award. If available, also attach a copy of the previously-successful E Award application.

**Port Authorities:** In addition to completing the items below, please provide data on increased exports and export tonnage during the four-year period.

**Financial Institutions:** In addition to completing the items below, please provide the actual amounts of the various types of export financing extended to exporters for the four-year period, including: (A) Total Lending Activities: Domestic and International (export loans, import loans, Euro-dollar loans, and loans to foreign banks, corporate entities and individuals); (B) Deposits: Demand, Time (including savings), Deposits in your own foreign branches; (C) Other: Acceptances.

1. What seminars, workshops, or conferences has your organization conducted?
2. How have you notified exporters of trade opportunities?
3. What documentation assistance have you provided to exporters?
4. Describe any overseas trade missions that you have sponsored.
5. Describe any programs you provided for overseas businesses.
6. Describe any other export services that you provide.
7. Provide three cases studies describing exporters that have increased exports as a result of your help, being sure to describe the ways in which your activities helped; alternately, describe how the organization's activities have resulted in community-wide export expansion.

**6. E Star Award for Exports and E Star Award for Export Service Applicants**

Applicants for the E Star Award must meet the same criteria as for the E Award and exceed the level of export achievement of the E Award period. The most recent three-year period of export operations or export service will be considered for the E Star and should not overlap any portion of the period covered by the E Award.

- Follow the outline for exporter or export servicer (Section V), entering information as required for the Award with an emphasis on how marketing activities or services to exporters have increased since receiving the E Award.
- Attach a copy of the previously-successful E Award application to this application, if available.

**Grant of License:** Award recipients are hereby granted a license to use their respective award logos on their publications, websites, advertising, flags, pendants, and pins within the context of being an award recipient. This use is limited to branding the award recipients as an E or E Star Award winner. Recipients may not use the logo to claim that the Department of Commerce promotes or endorses their company, products, and/or services.

**Quality Control:** The Department of Commerce shall have the right, at all reasonable times, to inspect the award recipient's goods, services, and promotional activities employing the award logo to ensure that such use is of proper quality and otherwise consistent with this Agreement, and may terminate the license should it determine that the use is inconsistent with this Agreement.

**Duration and Termination:** This license is granted in perpetuity.

**Assignments and Sub-Licenses:** This License is not assignable. Award winners may not share the use of the logo with any other persons, organization, or company, nor may it transfer or assign its license to use the logos if its company is sold, merged, or reconfigured. Notwithstanding this provision, the award winner may hire subcontractors to perform manufacturing and distribution activities under this Agreement.

By submitting this application, the applicant authorizes federal agencies and commissions to provide the U.S. Department of Commerce with information pertaining to the application for purposes of determining the applicant's eligibility and fitness to receive the award for which it is applying.

**Applicant:** I have reviewed the information provided in this application and certify that, to the best of my knowledge, all the information provided is true and correct. I understand that this application will be reviewed by an Interagency Review Committee.

Senior Executive Name \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ Signature \_\_\_\_\_

**U.S. Commercial Service Nominating Employee:** I certify that, to the best of my knowledge, this applicant meets the Service Eligibility Guidelines of the U.S. Commercial Service.

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

**U.S. Commercial Service Network Director:**

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Public reporting for this collection of information is estimated to be 20 hours per response, including the time for reviewing instructions, and completing and reviewing the collection of information. All responses to this collection of information are voluntary, and will be provided confidentially to the extent allowed under the Freedom of Information Act. Notwithstanding any other provision of law, no person is required to respond to nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Reports Clearance Officer, International Trade Administration, Department of Commerce, Room 4001, 14th and Constitution Avenue NW, Washington, D.C. 20230.