

Trade Fairs

Government-planned participation in recognized trade fairs abroad is usually limited to a specific industrial sector or type of product.

The selection of a trade fair is based on the track record of the event; the degree of international competitiveness of Canadian producers of such products; the level of potential demand for the products in the fair's market area; the expected cost-benefit ratio of sales per dollar invested; and the priority attached to the fair's target markets and the products being promoted.

The trade fair category may include participation in a national stand at an organized trade fair, solo show organized by the department, information booth, in-store promotion, or catalogue show.

PEMD financial assistance is available for a company to participate in the same event on three separate occasions since April 1, 1986.

A company that has participated on a supported basis in an event on three previous occasions remains eligible to participate in a government-planned trade fair, but only if the company pays the full amount of the direct additional cost to the government of including the company in the national booth.

Participants in PEMD government-planned trade fairs (except for information booths) are not eligible for PEMD industry-initiated trade fair assistance for the same event (except for cases where, due to overbooking, an invited company is forced to exhibit outside the government area of the trade fair).

PEMD Contribution

PEMD provides participating firms with a complete exhibition service for which the company pays a participant's fee to help defray expenses. The service includes:

- provision of a core area at the exhibition site that may include the provision of a reception and/or business lounge for participating firms and potential buyers, hospitality, and/or an information booth;
- advance booking of space;
- event management;
- marketing counsel at the exhibition, including assistance in arranging contacts with local buyers.

The financial contribution to stand and space costs varies from event to event. PEMD may contribute to any of the following costs:

- exhibit space;
- exhibit design and construction;
- display transportation, erection and dismantling, including the unpacking, set-up and re-packing of exhibitors' materials;
- shipping of products to and from the trade fair. If product is sold, shipping cost to the trade fair becomes ineligible. PEMD contribution for this cost is limited to \$5 000.