

Applicants are responsible for all other costs.

Financial assistance is available for participation in the same event on three separate occasions.

Completing an Application

In addition to the information to be completed on the application form, you must provide the following information:

- a list of products and services you wish to promote at the fair, including percentage of Canadian content.
- your company's promotional brochure, and any pertinent product literature.
- a summary of how this activity relates to your overall marketing plan, and a sales projection for the results of this activity for the next three years.
- a list of export marketing activities undertaken by your company in the past year.

VISITS

The eligibility criteria for Visits applicants, and the eligible PEMD contribution are outlined below:

Eligibility Criteria

Your business is considered eligible for assistance if it is an **export-ready** (see page 6):

- incorporated business (trading houses are excluded for visits to/from U.S.)
- firm of professionals

To receive assistance for a visit to the U.S., your total annual sales must be less than \$10 million.

PEMD Contribution

The PEMD contribution to your visit is:

- 100% economy airfare

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Completing an Application

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