

ELIGIBLE ACTIVITIES

Financial assistance for export marketing activities initiated by industry is **not a grant but a provisionally repayable contribution**.

Application must be made prior to incurring any costs as assistance cannot be applied retroactively.

Trade Fairs

PEMD financial assistance is available to foster participation in recognized trade fairs outside Canada. A company is eligible to participate in the same event on three separate occasions with PEMD assistance.

Where there is an EAITC national stand at a trade fair abroad, applicants are eligible for assistance to participate independently **only** if they were not invited to participate at the national stand or if the national stand is fully subscribed at the time of application.

Applicants must exhibit under their company's or product's name.

Preference will be given to proposals from companies with annual sales **greater than \$250,000 and less than \$50 million**.

PEMD Contribution

The PEMD contribution towards participation in a trade fair is 50 per cent of:

- ◆ return economy airfare (or equivalent) for not more than two company representatives;
- ◆ space rental;
- ◆ display construction, transportation, erection, operating and dismantling costs; display operating costs may include interpreters, video rental, electricity and any other factors considered reasonable by the project officer assessing the application;
- ◆ promotional material (PEMD contribution of up to \$2,500), including artwork, reproduction and printing costs, marketing aids (e.g., pens) or any other elements considered reasonable by the officer assessing the application. Also eligible within this \$2,500 limit are advertising costs related to the applicant's participation in the trade fair, as in catalogues or special editions of a trade publication;
- ◆ round-trip shipping of unsold products; PEMD contribution for this cost is limited to \$5,000.

Applicants are responsible for all other costs.

The minimum PEMD contribution per application is \$1,000.

The maximum contribution per applicant per government fiscal year for Visits, Trade Fairs and Marketing Agreements is \$100,000.