

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, which 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;
- standards (image, etc.);
- 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, which includes the unpacking, set-up and re-packing of exhibitors' materials;
- return by freight of goods not sold from the site to the company's plant (PEMD contributes up to \$5 000);
- stand operating costs, which include janitorial and guard service and all utilities except telephones for individual participants;
- a co-ordinated publicity program, which may include press releases, brochures, video presentations, give-aways, advertising and media interviews;
- return economy airfare for a maximum of two company representatives.

The participant is responsible for all other costs including the hook-up of demonstration equipment and the employment of individual interpreters and staff.

How to Become a Participant

If you are interested in participating in a government-planned trade mission or trade fair, contact the International Trade Centre in the nearest regional office of Industry, Science and Technology Canada, or the appropriate geographic trade development division at External Affairs by calling the Info Export hotline at 1-800-267-8376.

If your company is invited to participate in a trade mission or trade fair, you can indicate your acceptance by responding to the written invitation and by signing the accompanying contract. **You must ensure that you have no outstanding obligations under PEMD.**

When invited to participate in a trade fair, reply quickly, since space is filled on a first-come, first-served basis. Make sure that you have submitted your participation fee with the signed contract. In all cases final approval is subject to eligibility.