

- display transportation, erection, dismantling
- promotional material (maximum of \$2,500)
- stand operating costs
- return by ocean freight of goods not sold (maximum of \$5,000)

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

Participants are required to pay a participation fee, as well as all costs not mentioned above.

HOW TO BECOME A PARTICIPANT

If you are interested in participating in a trade mission or a government-initiated trade fair, contact the nearest Department of Regional Industrial Expansion (DRIE) regional office that is involved in the administration of PEMD. You may also make your interest known to a specific DRIE industry sector branch in Ottawa, to a DEA geographic bureau in Ottawa, DEA's InfoExport, or a trade association. You should also register with either DRIE's Business Opportunities Sourcing System (BOSS) or DEA's World Information Network for Exports (WIN Exports), if you have not already done so.

If You Are Invited To Participate

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 enclosed contract. You must ensure that you have no outstanding obligations under PEMD.

When you receive an invitation 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.

2. INDUSTRY-INITIATED ACTIVITIES

The second component of PEMD comprises financial assistance for export marketing activities that are **initiated by industry**. This type of assistance is repayable if sales are generated. The types of activities covered are:

- participation in recognized **trade fairs** outside Canada.
- **visits** outside Canada to identify markets, and visits of foreign buyers to Canada or to another approved location.