



MANITOBA  
TRADE AND  
INVESTMENT



# TRADE ASSISTANCE PROGRAM (TAP) for DESIGN and WEBSITE

## Manitoba Trade and Investment

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## DESIGN and WEBSITE GUIDELINES

*The following guidelines are in effect from April 1, 2006 to March 31, 2007 and supersede any previously issued guidelines.*

The Trade Assistance Program is designed to encourage Manitoba firms to develop new market opportunities outside the province by assisting with the costs of designing export-effective quality marketing and sales promotion material.

The program is open to Manitoba firms that operate facilities in the province and offer exportable products and services.

Qualified firms may obtain details of the program and application forms from Manitoba Trade and Investment.

Firms with more than 125 employees are not eligible.

Applicants are required to show why the assistance is needed and what the long term benefits of the project will likely be.

A maximum of one application per fiscal year (April 1<sup>st</sup> to March 31<sup>st</sup>) for each of the Design and Website programs can be approved.

### DESIGN

A detailed proposal from a 3<sup>rd</sup> party consultant should be submitted with the application. The assistance will consist of 50% of the expense (up to a maximum of \$2,000) of having an independent consultant create a design for promotional materials, i.e. brochures, packaging or labels, to be used in export markets. Design costs as well as translation expenses are eligible.

## WEBSITE

A detailed proposal from a 3<sup>rd</sup> party consultant should be submitted with the application. The assistance will consist of 50% of the expense (up to a maximum of \$500) of having an independent consultant create material for development of an Internet website. Eligible expenses include layout, design, translations and/or photography sessions which will be used on the company website.

One upgrade of a company's website will be allowed over a 3-year period up to a maximum of \$500.

### PROCESS

Assistance will be limited to 3<sup>rd</sup> party consultant costs only. Applications must be submitted well in advance of the appointment of the consultant (a minimum 4 weeks prior to the start of the project).

Applicants will be contacted by a Manitoba Trade and Investment representative to obtain background data for use in evaluating the project and in preparing a recommendation.

Once approval has been given to the application, the project can commence.

**When the project has been completed to the satisfaction of the applicant, a claim must be submitted. The claim will be supported by proof of payment to the consultant in the form of cancelled cheques or receipts, plus samples of the completed project. The claim must be submitted no later than 15 days after project completion. No claims can be accepted after fiscal year-end March 31<sup>st</sup>.**

No duplication of support for the project by other government programs is allowed.