



# TRADE ASSISTANCE PROGRAM (TAP) for Trade Shows

## **Manitoba Trade and Investment**

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## **TRADE SHOW 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 assists Manitoba firms to launch products in new markets outside the province by cost-sharing participation in a recognized trade show.

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

Qualified firms may apply to Manitoba Trade and Investment for details.

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 trade show participation will likely be.

The application should be submitted as soon as participation is decided but no later than four weeks prior to the show.

Only one application per fiscal year (April 1<sup>st</sup> to March 31<sup>st</sup>) can be approved.

The program will only support a company's first time exhibiting at the same trade show.

The assistance provided will consist of reimbursing approved applicants for the cost of the trade show space costs only, up to a maximum of \$2,000. Space cost reimbursement cannot exceed 50% of the total costs of attending and exhibiting at the trade show.

**Claims for reimbursement will be supported by proof of payment in the form of cancelled cheques for the total space costs plus the invoice from the show organizer. Claims must be submitted within 15 days following the completion of the trade show. In addition, a Results Report Form is to accompany the claim. No claims can be accepted after the fiscal year-end March 31<sup>st</sup>.**

Applicants will be contacted by a Manitoba Trade and Investment representative in the course of preparing an evaluation of the application.

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

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