



TRADE ASSISTANCE PROGRAM (TAP) for Trade Shows

Manitoba Trade and Investment

*Manitoba Competitiveness,
Training and Trade*

1100 - 259 Portage Avenue
Winnipeg, MB R3B 3P4

Tel: 204-945-2466 / Fax: 204-957-1793

NA Toll Free: 1-800-529-9981

www.manitoba-canada.com



TRADE SHOW GUIDELINES

The following guidelines are in effect from April 1, 2009 to March 31, 2010 and supersede any previously issued guidelines.

The Trade Assistance Program assists Manitoba firms to develop new markets outside of the Province by cost-sharing participation in recognized trade shows held outside of Manitoba.

The program is open to Manitoba firms that produce exportable products or services to markets outside of Manitoba, with at least 50% Manitoba content.

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.

Only one application per fiscal year (April 1st to March 31st) 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 \$3,000. Space cost reimbursement cannot exceed 50% of the total costs of attending and exhibiting at the trade show.

PROCESS

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

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

Claims for reimbursement will be supported by proof of payment in the form of cancelled cheques, with endorsement side (ie both sides of cheque) or credit card/bank statements 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 31st.

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