

## COMPANY PROFILE

Company Name:

(include operating name if different from legal name)

Address:

Telephone:

Email:

Website:

Contact:

Title:

Is this business incorporated?    Yes    No

*\*Applicants may be asked to produce a copy of certificate of incorporation or other supporting documentation*

List any related companies:

Number of Saskatchewan based employees: Full time:                      Part Time:                      Seasonal:

Are you currently exporting within Canada?    Yes    No    If so, to which provinces?

Are you currently exporting outside of Canada?    Yes    No    If so, to which states/countries?

Do you have a formal market plan strategy:    Yes    No

Products/Services:

## FINANCIAL PROFILE

	Current Year	Previous Year
Annual Saskatchewan Sales		
Annual Export Sales (outside Sask.)		
Total Annual Sales		
Percentage of sales generated by Saskatchewan facilities		

## PROJECT DESCRIPTION

Name of activity:

Funding being sought:            50% (initial visit to new market)            30% (return visit to new market)

Are you participating in a STEP trade mission?    Yes    No    Are you exhibiting at this event?    Yes    No

Have you ever attended/exhibited at this event before?    Yes    No    If so, which years?

Have you made sales into this market in the past 24 months?    Yes    No    If so, amount of sales?

## PROJECT DESCRIPTION cont'd

Where is the activity?

When is the activity?

Activity website (if applicable)

Who from your company will attend?

Are these representatives full time employees?    Yes            No

Which market(s) are you interested in reaching by attending this event? Please specify province, state, or country.

Explain in specific detail how this activity represents a new market or new market segment for your firm:

Explain in detail how this activity will fit into your export business plan/objectives and what the strategic value of attendance is:

What market research have you conducted that demonstrates both the opportunities and challenges of entering or expanding in this market, and how does this research support your decision to attend the tradeshow? (Research could include reports, consultant analysis, client feedback, etc.).

## PROJECT DESCRIPTION cont'd

Explain how participating in this event has the potential to increase your company's sales in a new export market or lead to growth in an existing market.

### Business Development Objectives for Activity – Seeking

Direct Sales      Dealers      Distributors/Wholesalers      Agents/Brokers      Joint Venture

Other:

### Anticipated Results:

Sales (\$) within the next 12 months:

# of Contacts:

# of Sales Leads:

Departure Date:

Return Date:

## ESTIMATED BUDGET

Detail your costs associated with this event in Canadian dollars. \*List all costs (estimates) which you expect to incur in order to participate. **Please note not all costs are eligible for reimbursement.**

Flights or Mileage		Trade Show Space	
Accommodations		Trade Show Booth Furnishings	
Meals		Freight, Rentals & Services	
Other		Material Translation	
Specify Other			
Total			

## APPLICATION AGREEMENT

Yes    No    Our company is in compliance with all required municipal, provincial and federal regulations, licenses and certifications. (examples may include: business licenses, GST, CGC certification)

Have you applied or will you be applying for any other federal or provincial funding for your participation in this event?

Yes    No    If yes, what program and what costs will be covered?

**A completed application must be received 45 days prior to the activity for evaluation and processing.**

Contract Conditions:

1. This application becomes a valid contract when signed by the applicant and approved by Saskatchewan Trade & Export Partnership.
  - a. Misrepresentation of any information as provided on this application or any supporting documentation may result in the return of funds to STEP as well as applicant company restricted from any future application or use of funds.

2. STEP reserves the right to refuse applications, to determine products and services eligible and to determine the scope of assistance. Only products or services in which there is a minimum of 50% Saskatchewan content are eligible. (Proof of Saskatchewan content may be requested)
3. Applicants for trade show/event assistance shall comply with and abide by the rules and regulations of any trade show and local building and trade union agreements.
4. The applicant indemnifies STEP from any liability whatsoever.
5. **CLAIMS FOR PAYMENT – Within twenty-one (21) days of project completion, the applicant company must submit to STEP the Evaluation form and the proof of payment for eligible expenses incurred in relation to the event.**  
(Copies of invoices, receipts, cancelled cheques, bank statements are acceptable).
  - a. **Upon receipt of all required documentation, reimbursement will be issued by EFT within four weeks in Canadian dollars.**
  - b. **The EFT will be sent out to the company/legal entity, not the individual.**
  - c. **If the applicant is unable to meet the conditions and timelines noted above, then he/she will be considered in default of the program, his/her eligibility will be rescinded and he/she will not receive reimbursement.**

On behalf of my company, I hereby make application for financial assistance as described in the application form, and agree that if the application is approved, I will comply with the terms and conditions of the contract.

Date:

Company:

Signed:

Title:

**CONFIDENTIALITY NOTICE:** *The information gathered from this form is intended only for internal office use only under the Market Diversification Program. All information gathered will be kept confidential and for evaluation purposes only.*

FOR STEP INTERNAL USE ONLY:

Membership Status: \_\_\_\_\_ Percentage Approved: \_\_\_\_\_

\_\_\_\_\_  
Sr. VP, Membership and  
Corporate Development

\_\_\_\_\_  
Date

\_\_\_\_\_  
VP, Trade Development

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director, Trade Development

\_\_\_\_\_  
Date