

2 Marketing Tools

Developing promotional materials to be used for increasing awareness of applicant's activities, and goods and services for potential international buyers and/or foreign audiences to broadly market the applicant's products.

Development of Promotional Material

Developing promotional material to be used for increasing awareness of applicant's activities, and goods and services for potential buyers such as:

- Developing marketing materials and other promotional collaterals – not to include product documentation. This could include translating documents into local language for target market to be used in promotional material.

Development of Generic Branding Material

Developing promotional material for foreign audiences to broadly market the applicant's products and services such as:

- Developing display panels, pavilions or information booths (not to be used for retail activities).

Eligible Costs:

Up to 50% of eligible costs may be contributed towards the following:

- The actual cost paid by the applicant in the production and development of marketing tools listed above. Applicants must provide proof of anticipated expenditures such as quotations from third party suppliers for the purchase of marketing goods and or services.

Non-Eligible Costs for All EMA Activities

- Individual shipping of product samples other than for trade show purposes;
- Travel to Canada for consultants hired by applicants;
- Applicant officials' travel within Canada;
- Web site hosting fees;
- Salaries and commissions with the exception of consulting fees subject to prior approval;
- All recoverable taxes;
- Capital costs such as office equipment, computers, office space;
- Entertainment and hospitality;

- Postage and courier fees;
- Building web applications targeting foreign customers;
- Creating content for web site(s) promoting export capabilities;
- Creating online tools promoting trade potential;
- Developing e-newsletters, online journals, e-commerce portal;
- Cost to modify existing products to meet foreign standards, consumer preferences, etc.;
- Cost to modify or design packaging to meet foreign regulations and local customs; and
- Purchase of generic and/or existing software applications.

Conditions of Participation for All Eligible Applicants

- Application forms must include all required information and be signed by a senior executive of the applicant company certifying that the information is accurate and verifiable;

- Applicants are required to sign a “declaration of good corporate citizenship” or a “personal declaration” and be in compliance with government laws and regulations;
- Application forms will become the property of the Ontario Chamber of Commerce. Information provided by the nominees will be made available to a review committee for the purposes of determining eligibility for funding;
- Contact information (mailing address, telephone and fax numbers, as well as e-mail and web site addresses) will be included in the Ontario Chamber

of Commerce’s client management system for correspondence purposes. Applicants agree that the Ontario Chamber of Commerce shall have the right to make available and/or to publish in print or electronically, certain analyses, reports or studies which are based upon aggregate data which is derived from information contained in the application forms and results achieved (performance indicators) for those applications which are funded. At the OCC discretion, these studies and aggregated data may be released to selected groups including other government entities or to the public at large;

- Applicants agree that the OCC may publish the names and level of funding for all grant recipients;
- Once received by the OCC, all applications will be at all times the property of the OCC and none will be returned. The OCC will not be responsible for applications which are lost, misdirected or delayed;
- All decisions of the review committee are final; and
- Applicants approved for funding are required to enter into and abide by the conditions outlined in the funding agreement and be signed by an authorized officer of the applicant company.



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