

Confidential Application Form

The purpose of this form is to assess the effectiveness and to improve the quality of services supporting International Business Development efforts in Atlantic Canada. Data gathered from this application will be shared among the following organizations: Atlantic Canada Opportunities Agency, Foreign Affairs and International Trade, Industry Canada, the provinces of New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island.

Section 1 – Participant Profile

A) Activity/Event Description

1. Name of activity/event ACRE ORLANDO Trade Show
2. Date(s) of activity/event January 21-23, 2012
3. Location of activity/event Orange County Convention Centre, Orlando Florida

B) Participant Information

4. Name of participant
5. Name of company/organization
6. Address
(a) Street address _____
(b) P.O. Box _____
(c) Province _____
(d) Postal Code _____
(e) Telephone _____
(f) Fax _____
(g) E-mail _____
(h) Website _____

7. Company/organization business number

8. Description of company/organization (include description of products/services)

9. Profile

- | | |
|--|---|
| <input checked="" type="checkbox"/> Manufacturer | <input type="checkbox"/> Not-for-profit association |
| <input type="checkbox"/> Service provider | <input type="checkbox"/> Government |
| <input type="checkbox"/> Education | |
| <input type="checkbox"/> Finance | |
| <input type="checkbox"/> Health care | |
| <input type="checkbox"/> Communications | |
| <input type="checkbox"/> Transportation | |
| <input type="checkbox"/> Broker/distributor | |

10. Company/organization ownership (50% +)

- | | |
|---|--|
| <input type="checkbox"/> Aboriginal | <input type="checkbox"/> Youth (under 35 years of age) |
| <input type="checkbox"/> Woman | <input type="checkbox"/> Francophone |
| <input type="checkbox"/> Not Applicable | |

11. Sector/industry

- | | |
|---|---|
| <input type="checkbox"/> Aerospace and Defense | <input type="checkbox"/> Environmental Industries |
| <input type="checkbox"/> Building Products | <input type="checkbox"/> Food and Beverage |
| <input checked="" type="checkbox"/> Consumer Products | <input type="checkbox"/> Information and Communication Technologies |
| <input type="checkbox"/> Cultural Industries | <input type="checkbox"/> Life Sciences and Biotech |
| <input type="checkbox"/> Education and Training | <input type="checkbox"/> Oceans Technologies |
| <input type="checkbox"/> Energy | <input type="checkbox"/> Transportation (Atlantic Gateway) |

12. Sales Profile

- (a) Not applicable (for not for profit organization or government)
- (b) I am presently not exporting outside of Canada

(i) **Total sales** revenues last year were

- | | |
|--|--|
| <input type="checkbox"/> under \$10,000 | <input type="checkbox"/> \$200,000-\$499,999 |
| <input type="checkbox"/> \$10,000-\$49,999 | <input type="checkbox"/> \$500,000-\$999,999 |
| <input type="checkbox"/> \$50,000-\$99,999 | <input type="checkbox"/> \$1,000,000-\$1,999,999 |
| <input type="checkbox"/> \$100,000-\$199,999 | <input type="checkbox"/> \$2,000,000 or more |

(ii) Top three **markets within** Canada in terms of revenue generated are:

- | <u>1st</u> | <u>2nd</u> | <u>3rd</u> |
|--|--|--|
| <input type="checkbox"/> Alberta | <input type="checkbox"/> Alberta | <input type="checkbox"/> Alberta |
| <input type="checkbox"/> British Columbia | <input type="checkbox"/> British Columbia | <input type="checkbox"/> British Columbia |
| <input type="checkbox"/> Manitoba | <input type="checkbox"/> Manitoba | <input type="checkbox"/> Manitoba |
| <input type="checkbox"/> New Brunswick | <input type="checkbox"/> New Brunswick | <input type="checkbox"/> New Brunswick |
| <input type="checkbox"/> Newfoundland & Labrador | <input type="checkbox"/> Newfoundland & Labrador | <input type="checkbox"/> Newfoundland & Labrador |
| <input type="checkbox"/> Northwest Territories | <input type="checkbox"/> Northwest Territories | <input type="checkbox"/> Northwest Territories |
| <input type="checkbox"/> Nova Scotia | <input type="checkbox"/> Nova Scotia | <input type="checkbox"/> Nova Scotia |
| <input type="checkbox"/> Nunavut | <input type="checkbox"/> Nunavut | <input type="checkbox"/> Nunavut |
| <input type="checkbox"/> Ontario | <input type="checkbox"/> Ontario | <input type="checkbox"/> Ontario |
| <input type="checkbox"/> Prince Edward Island | <input type="checkbox"/> Prince Edward Island | <input type="checkbox"/> Prince Edward Island |
| <input type="checkbox"/> Quebec | <input type="checkbox"/> Quebec | <input type="checkbox"/> Quebec |
| <input type="checkbox"/> Saskatchewan | <input type="checkbox"/> Saskatchewan | <input type="checkbox"/> Saskatchewan |
| <input type="checkbox"/> Yukon | <input type="checkbox"/> Yukon | <input type="checkbox"/> Yukon |

- (c) I presently export outside of Canada

(i) **Total sales** revenues last year were

- | | |
|--|--|
| <input type="checkbox"/> under \$10,000 | <input type="checkbox"/> \$200,000-\$499,999 |
| <input type="checkbox"/> \$10,000-\$49,999 | <input type="checkbox"/> \$500,000-999,999 |
| <input type="checkbox"/> \$50,000-\$99,999 | <input type="checkbox"/> \$1,000,000-\$1,999,999 |
| <input type="checkbox"/> \$100,000-\$199,999 | <input type="checkbox"/> \$2,000,000 or more |

(ii) **Total export sales** revenues last year were

- | | |
|--|--|
| <input type="checkbox"/> under \$10,000 | <input type="checkbox"/> \$200,000-\$499,999 |
| <input type="checkbox"/> \$10,000-\$49,999 | <input type="checkbox"/> \$500,000-999,999 |
| <input type="checkbox"/> \$50,000-\$99,999 | <input type="checkbox"/> \$1,000,000-\$1,999,999 |
| <input type="checkbox"/> \$100,000-\$199,999 | <input type="checkbox"/> \$2,000,000 or more |

(iii) Top three **export markets outside** of Canada are: continued on next page

- | <u>1st</u> | <u>2nd</u> | <u>3rd</u> |
|--|--|--|
| <input type="checkbox"/> Americas(excluding
Brazil, Mexico, US) | <input type="checkbox"/> Americas(excluding
Brazil, Mexico, US) | <input type="checkbox"/> Americas(excluding
Brazil, Mexico, US) |
| <input type="checkbox"/> Brazil | <input type="checkbox"/> Brazil | <input type="checkbox"/> Brazil |
| <input type="checkbox"/> Caribbean | <input type="checkbox"/> Caribbean | <input type="checkbox"/> Caribbean |
| <input type="checkbox"/> Chile | <input type="checkbox"/> Chile | <input type="checkbox"/> Chile |
| <input type="checkbox"/> China | <input type="checkbox"/> China | <input type="checkbox"/> China |
| <input type="checkbox"/> Europe - East | <input type="checkbox"/> Europe - East | <input type="checkbox"/> Europe - East |
| <input type="checkbox"/> Europe - West | <input type="checkbox"/> Europe - West | <input type="checkbox"/> Europe - West |
| <input type="checkbox"/> India | <input type="checkbox"/> India | <input type="checkbox"/> India |

- | | | |
|---|---|---|
| <input type="checkbox"/> Japan | <input type="checkbox"/> Japan | <input type="checkbox"/> Japan |
| <input type="checkbox"/> Mexico | <input type="checkbox"/> Mexico | <input type="checkbox"/> Mexico |
| <input type="checkbox"/> Nordic Countries | <input type="checkbox"/> Nordic Countries | <input type="checkbox"/> Nordic Countries |
| <input type="checkbox"/> US - All | <input type="checkbox"/> US - All | <input type="checkbox"/> US - All |
| <input type="checkbox"/> US - Midwest | <input type="checkbox"/> US - Midwest | <input type="checkbox"/> US - Midwest |
| <input type="checkbox"/> US - Northeast | <input type="checkbox"/> US - Northeast | <input type="checkbox"/> US - Northeast |
| <input type="checkbox"/> US - Northwest | <input type="checkbox"/> US - Northwest | <input type="checkbox"/> US - Northwest |
| <input type="checkbox"/> US - South Central | <input type="checkbox"/> US - South Central | <input type="checkbox"/> US - South Central |
| <input type="checkbox"/> US - Southeast | <input type="checkbox"/> US - Southeast | <input type="checkbox"/> US - Southeast |
| <input type="checkbox"/> US - Southwest | <input type="checkbox"/> US - Southwest | <input type="checkbox"/> US - Southwest |

13. My objective in participating in this activity/event is to (select the top three)

- (a) gather information on a new market
- (b) maintain a presence in the market
- (c) gather intelligence on competition
- (d) meet existing clients/distributors/agents/partners
- (e) introduce a product/service to the market
- (f) find an agent, distributor and/or partner
- (g) identify potential alliances
- (h) identify sales leads
- (i) seek investment opportunities (DFI/CDIA*)/financing
- (j) secure on-site sales

*Foreign Direct Investment /Canadian Direct Investment Abroad

14. Have you Conducted Business in the U.S. (Yes or No) please circle

Yes No

- (a) do you have the production capacity to handle sales in this new market ?
- (b) can you ship using your current packaging ?
- (c) are your wholesale price lists in U.S. Dollars ?
- (d) do you have a toll free telephone number ?
- (e) do you have a business fax number ?
- (f) is your labelling ready for the U.S. market ?
- (g) do you have an informational website ?
- (h) is your website e-commerce capable ?
- (i) can you accommodate Visa or Mastercard Sales ?
- (j) do you have a Tariff Classification Number ?
- (k) have you ever participated in a wholesale trade show ?
- (l) do your products require any U.S. certification(s) requirements ?
- (m) is your marketing collateral ready for the U.S. market ?

ACRE Orlando Contract

This contract is between Craft Alliance Atlantic Association of Halifax, Nova Scotia
and the participant company as identified on the application form.

I/We hereby apply to participate in the American Craft Retailers Expo in Orlando, Florida, January 21-23, 2012. Enclosed is a company cheque, money order or credit card, in the amount of \$250.00 payable to "Craft Alliance" that will be forwarded to Bernard Burton, Craft Alliance with your application. We understand our company will be responsible for costs of the participation fee, shipment of product/display, travel, accommodation, meals and incidentals. We understand that our company will be required to participate and complete this business profile and two post-show surveys as part of the IBDA funded project. Failure to comply and complete any aspect of the surveys will result in the participating company being required to repay the funding contribution (approx. \$4,500.) based on actual expenses, to the project and be subject to future exclusion from initiatives.

Signature of Authorized Company Official

Date

Submit To:
Bernard Burton, Executive Director
Craft Alliance Atlantic Association
1574 Argyle St.
Suite 15, Box 3
Halifax, Nova Scotia B3J 2B3
(902) 492-2772
bernard@craftalliance.ca

We would like to acknowledge the financial support received under the International Business Development Agreement (IBDA) for this project.

ENTENTE CANADA/PROVINCES DE L'ATLANTIQUE SUR LA PROMOTION DU COMMERCE EXTÉRIEUR • CANADA/ATLANTIC PROVINCES AGREEMENT ON INTERNATIONAL BUSINESS DEVELOPMENT



Note: An Exit Survey (Section 2) will be forwarded to you within a few days after the completion of the activity to review the short-term results of this activity.