

SME ACTIVITY FUNDING PROPOSAL
2010-2011

ASSOCIATION:

SME:

Activity #1: (Description; Trade Show, Out-Going Mission, Trade Seminar , etc.)

Performance Indicator:

(What will you measure to determine successful results?) A qualitative or quantitative means of measuring an activity or outcome, with the intention of gauging the performance of an activity, strategy or initiative. Quantitative performance measures are composed of a number and a unit. The number provides the magnitude (how much) and the unit gives the number its meaning (what). e.g. number of trade leads received.

Expected Outcomes

(Describe what results the SME expects to achieve)

Eligible Sub-Activities <small>(Specific activities to be carried out in 2010-2011 and related costs, example: airfare, trade booth space cost, per diem, etc)</small>	Markets	Quarter	Total Sub-Activity Cost	AMP Funds Requested (50%)
1,1			\$ -	\$ -
1,2			\$ -	\$ -
1,3			\$ -	\$ -
1,4			\$ -	\$ -
1,5			\$ -	\$ -
1,6			\$ -	\$ -
1,7			\$ -	\$ -
Sub Total			\$ -	\$ -

How is the Canada Brand (CB) Initiative being deployed as part of this Activity?

What attributes are being promoted through key messaging? How is the CB look being incorporated?

SME ACTIVITY FUNDING PROPOSAL
2010-2011

ASSOCIATION:

SME:

Activity #2: (Description; Trade Show, Out-Going Mission, Trade Seminar , etc.)

Performance Indicator:

(What will you measure to determine successful results?) A qualitative or quantitative means of measuring an activity or outcome, with the intention of gauging the performance of an activity, strategy or initiative. Quantitative performance measures are composed of a number and a unit. The number provides the magnitude (how much) and the unit gives the number its meaning (what). e.g. number of trade leads received.

Expected Outcomes

(Describe what results the SME expects to achieve)

Eligible Sub-Activities (Specific activities to be carried out in 2010-2011 and related costs, example: airfare, trade booth space cost, per diem,etc)	Markets	Quarter	Total Sub-Activity Cost	AMP Funds Requested (50%)
2,1			\$ -	\$ -
2,2			\$ -	\$ -
2,3			\$ -	\$ -
2,4			\$ -	\$ -
2,5			\$ -	\$ -
2,6			\$ -	\$ -
2,7			\$ -	\$ -
Sub Total			\$ -	\$ -

How is the Canada Brand (CB) Initiative being deployed as part of this Activity?

What attributes are being promoted through key messaging? How is the CB look being incorporated?

SME ACTIVITY FUNDING PROPOSAL
2010-2011

ASSOCIATION:

SME:

Activity #3: (Description; Trade Show, Out-Going Mission, Trade Seminar , etc.)

Performance Indicator:

(What will you measure to determine successful results?) A qualitative or quantitative means of measuring an activity or outcome, with the intention of gauging the performance of an activity, strategy or initiative. Quantitative performance measures are composed of a number and a unit. The number provides the magnitude (how much) and the unit gives the number its meaning (what). e.g. number of trade leads received.

Expected Outcomes

(Describe what results the SME expects to achieve)

Eligible Sub-Activities (Specific activities to be carried out in 2010-2011 and related costs, example: airfare, trade booth space cost, per diem,etc)	Markets	Quarter	Total Sub-Activity Cost	AMP Funds Requested (50%)
3,1			\$ -	\$ -
3,2			\$ -	\$ -
3,3			\$ -	\$ -
3,4			\$ -	\$ -
3,5			\$ -	\$ -
3,6			\$ -	\$ -
3,7			\$ -	\$ -
Sub Total			\$ -	\$ -

How is the Canada Brand (CB) Initiative being deployed as part of this Activity?

What attributes are being promoted through key messaging? How is the CB look being incorporated?

SME ACTIVITY FUNDING PROPOSAL
2010-2011

ASSOCIATION:

SME:

Activity #4: (Description; Trade Show, Out-Going Mission, Trade Seminar , etc.)

Performance Indicator:

(What will you measure to determine successful results?) A qualitative or quantitative means of measuring an activity or outcome, with the intention of gauging the performance of an activity, strategy or initiative. Quantitative performance measures are composed of a number and a unit. The number provides the magnitude (how much) and the unit gives the number its meaning (what). e.g. number of trade leads received.

Expected Outcomes

(Describe what results the SME expects to achieve)

Eligible Sub-Activities (Specific activities to be carried out in 2010-2011 and related costs, example: airfare, trade booth space cost, per diem, etc)	Markets	Quarter	Total Sub-Activity Cost	AMP Funds Requested (50%)
4,1			\$ -	\$ -
4,2			\$ -	\$ -
4,3			\$ -	\$ -
4,4			\$ -	\$ -
4,5			\$ -	\$ -
4,6			\$ -	\$ -
4,7			\$ -	\$ -
Sub Total			\$ -	\$ -
Grand Total :			\$ -	\$ -

How is the Canada Brand (CB) Initiative being deployed as part of this Activity?

What attributes are being promoted through key messaging? How is the CB look being incorporated?

