

## Green Building Products Marketing Program Eligibility Requirements

Is your business:

- an existing green building technology business developing green building products for growing markets.
- established and have gross revenue that, in the preceding fiscal year, did not exceed \$10,000,000.
- registered in Alberta or Canada and carry on more than 50 percent of its business operations in the CRP area and have an office in the CRP area (refer to CRP area map).
- (if selected for a voucher) willing to complete and submit a Productivity Assessment which is available online at: [www.productivityalberta.ca/tools/assessment](http://www.productivityalberta.ca/tools/assessment)

If selected for a voucher, your business must agree to:

- use voucher as partial payment to SAIT Polytechnic, the approved service provider, for the development of a comprehensive Marketing Plan. The partial payment can be up to 75% of the total eligible cost of the project or the value of the voucher, whichever is less
- contribute, up front, cash equal to no less than 25% of total project costs, and payable to SAIT Polytechnic.
- not use vouchers to pay for services already funded through other municipal, provincial or federal government grant programs
- not transfer their voucher to another individual or business
- complete the project by August 31, 2011
- not make any public announcement or issue any press release regarding the receipt of a voucher except in consultation and with the approval of the CRP

Your business must agree that the voucher cannot be used as payment for the following expenses:

- a) Expenses incurred prior to receiving the voucher i.e.: retro-active payments
- b) Training courses
- c) Software
- d) Equipment purchases
- e) Design and production of advertising material
- f) Sales and promotion activities
- g) Costs associated with applying for government grants and programs
- h) Costs of internships or support for students of knowledge institutions
- i) Basic professional services such as ongoing, routine accounting, tax and legal business requirements, and financing fees
- j) Routine testing and maintenance
- k) Travel costs and entertainment costs
- l) Anything that would constitute an export subsidy
- m) Any expenditure of time by in-house personnel of the applicant
- n) Any administrative fee or surcharge for administering such expenditures

Application Deadline – February 28, 2011