



2009-2010 FINAL REPORTS

Export Marketing Assistance Program (EMAP) Mentoring – Funding Support

DEADLINE: MAY 7, 2010

www.aecb.org

Dear Colleague,

We have posted the instructions, forms and spreadsheets for the preparation of the two final reports on our website. Visit www.aecb.org and click on the "Apply for Funding" link on the left-hand index to access the documents.

You will also shortly receive a letter confirming the percentage of your eligible export sales. This percentage was calculated by dividing your firm's eligible export sales by the total sales of the financial period accepted for your 2009-2010 application.

Thus, it is still essential that you provide your total expenses in your final report (even if the total exceeds the amount of eligible expenses). In addition to your total expenses, we also ask that you provide an Activity Report (annex A) for each export sales trip and/or international trade event. We do appreciate that this requires a bit more time, but this information is also part of a package that will enable the AECB to submit comprehensive applications to and ensure a stronger lobby at the government level for increased support to you and your colleagues.

Should the AECB require any clarification, explanation or further information following the analysis of the final reports, you will receive a request for the missing information, which must be submitted to the AECB within 30 calendar days. Failure to respond within the deadline will result in the withholding or possible cancellation of the final payment. The AECB may also exclude your company from its programs in 2010-2011.

The AECB also reserves the right to conduct an audit of any publisher's export-related expenditures that benefit from AECB contributions.

We thank you in advance for your cooperation in providing a comprehensive and complete final report. In the meantime, should you have any questions or concerns regarding your final report, do not hesitate to contact me at (613) 562-2324, ext. 225 or at cdoucet@aecb.org.

Best regards,

Christy Doucet
Programs Manager

EXPORT MARKETING ASSISTANCE PROGRAM (EMAP) MENTORING – FUNDING SUPPORT

In addition to providing forms for the Qualitative Report, we provide spreadsheets for you to use in preparing your International Marketing Activities List, and an Enclosures Report. The completed forms must be submitted by mail to the AECB by May 7th, 2010.

When examining last year's final reports, we noted that a number of publishers included expenses or submitted documents that were not eligible. The Secretariat then had to contact these publishers to request additional information and/or supporting documents, causing delays in the payment of publishers' holdbacks.

To avoid such delays, please note the following:

- **Credit card statements are not eligible as supporting documents.**
- Travel and participation in international book fairs: when a delegate receives a contribution for a fair under AECB Programs (e.g. FRMAP), the remaining portion is not an eligible expense. Do not include these costs in your final report.
- You need to provide an Activity Report (annex A) for each export sales trip and/or international trade event only for those events for which the company has not received a contribution under another AECB Program (e.g. FRMAP).
- the Chief Executive Officer of the company must confirm in writing (on letterhead) the name, position and annual salary of the employee(s) involved in international marketing.
- Internal expense reports or general ledger listings are not eligible as supporting documents.
- Association's invitations, fair registrations and catalogue forms must be accompanied by a proof of payment (both sides of cheque).
- Creation and/or maintenance of a website is only eligible to the maximum of website cost multiplied by the percentage of export sales.
- Maintenance of a toll-free line is only eligible to the maximum of the international portion of the toll-free line cost multiplied by the percentage of export sales.
- All taxes paid out as part of eligible activities, excluding the taxes and service fees on transportation tickets, are not covered and are to be excluded from the final report.

To enable the AECB to disburse the 25 percent holdback of the 2009-2010 EMAP or Mentoring – Funding Support contribution towards your international marketing activities, the following documents are required:

1. Qualitative Report (form: www.aecb.org/funding)

As part of the 2009-2010 EMAP or Mentoring – Funding Support final report, you must fill out the Qualitative Report.

2. International Marketing Activities List (Excel spreadsheet: www.aecb.org/funding)

You will note we have provided a list of eligible international marketing activities. Where appropriate, list corresponding costs; you may also add activities and corresponding costs in the "Other" section of the form.

Eligible Expenses

Please use the amount of total eligible expenses found in your AECB Contribution Agreement, section 3.

Percentage of eligible export sales

Please use the percentage of eligible export sales that is sent to you by the AECB.

International Marketing Activities List

Export sales trips and international trade events

For this eligible expense, you need to provide an Activity Report (annex A) for each export sales trip and/or international trade event only, for those events for which the company has not received a contribution under another AECB Program (e.g. FRMAP). You can find the annex A at www.aecb.org/funding.

Subtotal A

In order for the AECB to report publishers' total investment in export activities to the Canada Book Fund, it is essential that you provide a complete list of your international marketing expenses (even if the total exceeds the amount of eligible expenses).

- All expenses related to international marketing activities incurred between April 1, 2009 and March 31, 2010 are eligible with the following exceptions: capital expenditures and cost of goods sold, including royalties.
- **Costs must be indicated in Canadian dollars.**
- Overhead expenses cannot be included in the activities list section.
- All taxes paid as part of eligible activities are not covered and are to be excluded from the final report.
- International marketing activities and export-related expenses already covered under AECB Programs or a federal or provincial program will not be eligible for assistance under EMAP or Mentoring – Funding Support.

Salary component

Salaries of individuals involved in international marketing under EMAP and Mentoring – Funding Support (exclusively or not) may be claimed in addition to overhead expenses, subject to the following conditions:

- The salary claimed must not exceed 50% of the total amount of the company's salaries related to international activities for the year of application.
- The Chief Executive Officer of the company must confirm in writing the name, position, annual salary of the employee(s) in question.
- The amount claimed must not exceed:

Eligible Export Sales	Maximum for the Salary Component
Less than \$15,000	\$500
\$15,000 – \$49,999	\$5,000
\$50,000 – \$199,999	\$10,000
\$200,000 and above	\$15,000

Overhead expenses

The spreadsheet automatically calculates the amount representing the overhead expenses, which consists of 25 percent of the amount on the Subtotal B line. There is no need to provide supporting documents.

Total expenses

The spreadsheet automatically calculates this amount as well. When a publisher's total expenses are less than the eligible expenses, the contribution is adjusted accordingly.

3. Enclosures Report (Excel spreadsheet: www.aecb.org/funding)

- You must send to the AECB invoices/receipts for your international marketing activities and export-related expenses confirming 25 percent of the eligible expenses.
- The dates of all supporting documents should be between April 1, 2009 and March 31, 2010.
- Number, date and describe each supporting document listed in the Enclosures Report.
- Each document (invoice/receipt) submitted must be accompanied by a description in the Enclosures Report. A final report accompanied by a GL listing instead of a duly completed International Marketing Activities List and Enclosures Report will be returned to the publisher.
- If an expense was not paid in Canadian dollars, indicate currency and exchange rate.
- If only a portion of the expense billed is used in the final report, provide the breakdown of your calculations.

Refer to the eligible expenses and supporting documents table below to identify which specific supporting documents are required.

4. Promotional material (please send to the AECB)

Publishers must submit copies of any publications, brochures, catalogues, advertisements or other promotional material produced and/or used for their international marketing strategy in 2009-2010 by May 7th, 2010.

5. Certification (form: www.aecb.org/funding)

The EMAP or Mentoring – Funding Support final report Certification must be signed by the person authorised to submit and sign the report on behalf of the company.

ELIGIBLE EXPENSES AND SUPPORTING DOCUMENTS

Export Sales Trips and International Trade Events	
Eligible Expenses	Supporting Documents
<ul style="list-style-type: none"> stand rental (International trade events) 	<ul style="list-style-type: none"> invoice from the fair or event coordinator
<ul style="list-style-type: none"> stand construction and furniture (International trade events) 	<ul style="list-style-type: none"> invoice confirming costs
<ul style="list-style-type: none"> transportation, housing and meals during an export sales trip or an international trade event (only for those events for which the company has not received a contribution under FRMAP) <p>! Note: when a delegate receives a contribution for an export sales trip or an international trade event under FRMAP, the remaining portion is not an eligible expense under EMAP.</p>	<ul style="list-style-type: none"> ticket for transportation, travel agency's invoice, meal receipts (with the date), hotel receipt

Mailing, shipping and storage of material	
Eligible Expenses	Supporting Documents
<ul style="list-style-type: none"> direct-mail (foreign) 	<ul style="list-style-type: none"> invoices confirming cost of mailing
<ul style="list-style-type: none"> shipment of books (direct selling or for trade fairs) 	<ul style="list-style-type: none"> invoices confirming cost of shipping
<ul style="list-style-type: none"> storage (foreign countries) 	<ul style="list-style-type: none"> invoices confirming storage cost

Distribution fees, commissions, etc.	
Eligible Expenses	Supporting Documents
<ul style="list-style-type: none"> independent professional fees (consultant, publicist, rights agent) 	<ul style="list-style-type: none"> invoice confirming professional fees
<ul style="list-style-type: none"> commission paid to foreign sales representatives 	<ul style="list-style-type: none"> invoices/reports submitted by sales rep or foreign distributor
<ul style="list-style-type: none"> distribution fees – promotion only (foreign countries) 	<ul style="list-style-type: none"> invoices/reports from foreign distributor

Promotional activities	
Eligible Expenses	Supporting Documents
<ul style="list-style-type: none"> advertising (foreign newspapers, magazines, electronic media) 	<ul style="list-style-type: none"> invoices confirming production costs invoices confirming ad space and rate copy of the ads
<ul style="list-style-type: none"> promotional material (flyer, catalogues, bookmarks, posters, dummies, etc...) eligible portion = cost before taxes x percentage of eligible export sales 	<ul style="list-style-type: none"> invoice confirming production costs (confirm quantity used in foreign promotion) invoice confirming cost of mailing/shipping the original of all promotional material
<ul style="list-style-type: none"> author tours (foreign countries) 	<ul style="list-style-type: none"> letter signed by the CEO confirming the firm did not receive funding from a federal or provincial agency or department for the author tour ! To be considered an eligible expense, this letter must accompany your final report ticket for transportation or hotel receipt
<ul style="list-style-type: none"> review copies or samples 	<ul style="list-style-type: none"> confirm unit production cost of the books (confirm quantity used in foreign promotion) invoice confirming cost of mailing/shipping
<ul style="list-style-type: none"> creation and maintenance of a website eligible portion = cost before taxes x percentage of eligible export sales 	<ul style="list-style-type: none"> invoices related to the website
<ul style="list-style-type: none"> telemarketing (long distance calls to foreign countries) 	<ul style="list-style-type: none"> telephone bills (Canadian or foreign)
<ul style="list-style-type: none"> maintenance of an international toll-free line eligible portion = cost before taxes x percentage of eligible export sales 	<ul style="list-style-type: none"> telephone bills (Canadian or foreign)

Foreign membership and subscription	
Eligible Expenses	Supporting Documents
<ul style="list-style-type: none"> membership in foreign association 	<ul style="list-style-type: none"> membership invoice
<ul style="list-style-type: none"> subscription to foreign magazine (book publishing) 	<ul style="list-style-type: none"> subscription invoice

REMINDERS: INELIGIBLE DOCUMENTS AND EXPENSES

- **Credit card statements;**
 - Internal expense reports;
 - Portion of a delegate's expenses during a fair when this delegate has received a contribution under FRMAP;
 - Internal money requisitions not accompanied by relevant invoices/receipts;
 - Copy of cheques or cheque stubs not accompanied by relevant invoices;
 - Invitations, fair registrations and catalogue forms not accompanied by proof of payment (both sides of a cheque);
 - Pay slips not accompanied by a letter signed by CEO confirming employee's name, position and amount claimed.
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Send your final report to:

**Christy Doucet, Programs Manager
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1 Nicholas, Suite 504
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Tel. (613) 562-2324, ext. 225 FAX (613) 562-2329
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**DEADLINE FOR RECEIPT OF FINAL REPORTS AND SUPPORTING
DOCUMENTS BY AECB: FRIDAY, MAY 7, 2010**