



Funded in part through a  
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Business Administration.



## ***RI STEP 12 PROGRAM - State Trade Expansion Program***

### ***APPLICATION TO EXHIBIT IN THE RI BOOTH AT***



Under the RI STEP program, the Chafee Center for International Business at Bryant University and the RI Commerce Corporation are sponsoring a Rhode Island booth at the [H2O Conference](#). The Home to Overseas Conference will take place on June 10 – 12, 2025 in Halifax, Nova Scotia, Canada. This conference is rapidly becoming Canada's premier event for the ocean technology sector and is attracting significant international participation.

The RI booth will have 6 high top tables with 2 stools. Each company is encouraged to bring their own table cover and pop-up banner to identify their space. Two people are allowed per company at the booth. The cost of the booth will be covered by the STEP program. The STEP program funds **do not** include travel expenses such as airfare, hotels, meals, etc.

**Exhibit booth includes:** two days of presentations, B2B meetings, industry showcase booth, receptions, two lunches and four networking breaks, for ONE person. It also includes 1 pass for Demo Day.



**Please complete this Application and return it no later than May 1, 2025.** All applications will be carefully reviewed to determine the best candidates. A notification will be sent out by May 8. Selected companies will be required to sign a contract upon their approval detailing what is included with their participation. **The contract should be signed and received at the Chafee Center by May 20, 2025**

**Deadline for submission of Application to Participate:**

**May 1, 2025**

**Notification of Companies Selected to Participate:**

**May 8, 2025**

**Signed Contract**

**May 20, 2025**

**PLEASE TYPE OR PRINT CLEARLY**

Name of Company:

Contact Person:

Address:

City:

Zip Code:

Website:

Telephone:

Email:

Name of the person who will be at the booth:

Title:

Telephone:

Email:

Please check one of the following:

☐ **NTE: NEW TO EXPORT** – My company is new to exporting or has limited export experience but wishes to increase our exports.

☐ **ME: Market Expansion** – My company is an experienced exporter wishing to expand into new countries or expand within an existing market.

**1. ARE THE PRODUCTS/SERVICES COVERED BY THIS REQUEST OF U.S.A. ORIGIN OR DO THEY HAVE AT LEAST 51% U.S.A. CONTENT:**

☐ **Yes**

☐ **NO – STOP – You may not be eligible.\***

*(\*STEP funding can ONLY be used to support export of products of USA origin or those that have at least 51% USA content! If your products do not qualify, you cannot submit a Request for Approval.)*

**2. YOUR PRODUCT OR SERVICE:**

Please describe in detail the product(s) and/or services you are trying to export.

**3. TARGET CUSTOMERS:**

Who are your target customers that you hope to meet in the Canada? This includes partners, sales agents, and distributors.

**4. EXPORT GOALS**

What would your primary goal be in attending this trade mission? *(Please note that STEP is designed to assist companies in entering new countries/regions, launching new products, or expanding into new market segments.)*

☐ New Country Entry

☐ New product launch

☐ Expand into the existing market

☐ Other. Please explain:

- Please explain how participation in this trade mission supports your company's current export strategy. Please be thorough.
- Please indicate the dollar value of export sale you would hope to realize within the next 12-18 months through participation at this event:

### 5. EXPORT EXPERIENCE:

- Is your company new to exporting? \_\_\_ Yes \_\_\_\_\_ No

If not, what countries are you currently exporting to?

- Does your company have experience selling to Canada: \_\_\_\_ Yes \_\_\_\_\_ No
- If this is not a new market for you, what % increase in sales do you hope to achieve? \_\_\_\_
- Have you attended this show in the past? \_\_\_\_ Yes \_\_\_\_ No
- If yes, please indicate when and whether you had a booth or not:

### 3. STEP EXPERIENCE

- Has your company received STEP funding in the past: \_\_\_\_ Yes \_\_\_\_ No
- If yes, please explain what you have received funding for and when:
- If you have received STEP funding in the past, have you realized an increase in export sales as a **result** of these STEP funded activities?

\_\_\_\_ Yes If yes, how much? TBD% increase or \$TBD increase

\_\_\_\_ No If no, please explain why you feel you should continue to receive STEP funding if no export sales have resulted:

**Who would be attending this event and representing the company (name, title):**

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Please indicate any funds you will receive from other trade assistance programs or sources other than your company for this project: n/a \_\_\_\_\_

*I certify that all information provided on this application is complete and accurate to the best of my knowledge and that I am an authorized representative of the company. In submitting this Application for Participation, I am requesting STEP funding to cover my participation in the RI booth at H2O Conference in Halifax, Canada, understanding that I will be responsible for all other expenses, including travel. As part of the **STEP** program, I agree to provide feedback to the Chafee Center on actual export sales resulting from this activity as requested, on a quarterly basis.*

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Applicant's Representative Signature

Date

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Print Name

Title