

NJ STEP Return On Investment Form



Note: Per the U.S. SBA, the NJ STEP Return On Investment (ROI) Form is used to determine projected export sales and future job creation/support resulting from participating in NJ STEP-supported trade events and activities between **September 30, 2021 to September 29, 2022.**

Trade Show / Trade Mission*

Name _____ Have you attended before? Yes ___ No ___
 Date _____ Cost of Trade Show/Mission (Booth and Destination Registration ONLY) US\$ _____
 Who from your firm is attending _____ Location: _____
 Title _____
 Virtual? Yes ___ No ___

ROI: Projected Sales \$ _____ Projected number of jobs retained or created in NJ _____

**Allowable individual interpreter cost during an event – max \$500/day*

U.S. Department of Commerce (USCS) Subscription Services (includes Single Company Promotions)

Name of Service _____ Completion Date _____
 Have you used USCS before? Yes ___ No ___ Cost of Service US\$ _____
 Destination _____

ROI: Projected Sales \$ _____ Projected number of jobs retained or created in NJ _____

Website e-Commerce and Internationalization Fees and Costs

(A list of examples for consideration is on the next page):

Please describe what international aspects will be added to your firm's website:

Name of Company Used _____ When Is Work to be Completed _____
 Cost of Work US\$ _____ **ROI: Projected Sales \$ _____ Projected number of jobs retained or created in NJ _____**

Please note: Businesses requesting NJ STEP support from the Website e-Commerce and Internationalization Fees and Costs category are require to complete the NJ STEP Form - Information Technology Certification Statement for STEP 2021-2022 for full consideration.

Design and Translation of International Marketing Media

(A list of examples for consideration is on the next page):

Please describe what international marketing media is to be designed or translated:

Name of Company Used _____ When is Work to be Completed _____
 Cost of Work US\$ _____ **ROI: Projected Sales \$ _____ Projected number of jobs retained or created in NJ _____**

Other Funding Sources

In conjunction with any of the above trade events or activities, will your company receive, or has it received, grants or financial assistance not requiring repayment? Yes ___ No ___

If "Yes," please list the trade event or activity, and the amount: _____

How did you learn about NJ STEP? (Check all that apply)

_____ U.S. SBA	_____ NJ BAC and/or Website	_____ Newspaper/Magazine/Radio
_____ Trade Event	_____ Other (Please specify) _____	

Company Name _____ **Date** _____

Signature _____ **Name in Print** _____

Title _____ **Telephone** _____

Email _____



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