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| <p>For tourist operations that attract over 15,000 visitors per year, of which the majority of visitors reside 80 km or more from the attraction.</p> | <p>For attractions with fewer than 15,000 annual visitors.</p> | <p>For any attraction type. Used only in low speed environments.</p> |
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### **Rebates**

- Operators that have not received a rebate in the past are eligible for a rebate of up to \$400 for each Type A, B or C sign already purchased to a maximum of two signs or \$800.
- If operators paid for their signs in two installments, the rebate will automatically be applied towards any outstanding balance. Operators will be responsible for any balance remaining after the rebate has been applied to their account.
- Rebates will automatically be sent to tourism operators who have no outstanding balance on their account.

### **Incentives**

- This one-time incentive is available to operators eligible for Type A, B and C signs.
- A \$400 incentive is available to operators for new signs. Operators can receive an incentive for a maximum of two signs or a total incentive of \$800. Incentives only apply to the initial permit fee and do not apply to subsequent renewal fees.
- To take advantage of the full incentive, operators without signs currently, must apply for new signs by April 30, 2012.
- The program administrator must receive the applicant's permit fee within two weeks (14 days) after being advised of application approval. The date the program administrator stamps receipt of payment of the permit fee, will be considered the date of qualification for the incentive program.
- The two-payment option will continue to be available for payment of permit fees and should the cost of the new signs exceed the incentive, applicants can undertake this option.

### **Sign up Alberta**

- The Sign up Alberta program was launched in the spring of 2004 to improve Alberta's highway signing and to enhance the travel experience in our province.
- This program will replace outdated brown and white highway signs. New signs feature a blue and white design that reflects current North American and European standards.
- The deadline for the removal of outdated brown and white highway signs has been extended to end of summer 2009.
- Sign up Alberta is administered by Guide Signs Industries Ltd. on behalf of the Government of Alberta.