



Date: Thursday, September 11, 2014 • Time: 3-7 PM • Location: Alastair Ross Technology Centre, 3553 - 31 Street NW, Calgary

Technology and competition take centre stage at Innovate Calgary's annual Tech Showcase, one of Calgary's largest tech sector events showcasing some of the city's most innovative, early-stage technology companies. Part of **Beakerhead** week, Tech Showcase is an afternoon of electrifying energy, interactive displays, and a grand pitch competition as tech entrepreneurs vie for the Perfect Pitch prize package. Showcase your company to over 400 attendees and a cross section of the Calgary's advanced tech sector including industry, media, potential investors/clients and fellow entrepreneurs.

We are currently accepting Exhibitor Applications for **Phase 1 - Early Bird Deadline**: Wednesday, July 23, 2014.

Phase 1 – Early Bird Deadline Details

Cost to exhibit is \$195.00 and **Phase 1 - Early Bird Deadline** exhibitors will receive:

- Apply by July 23 for your choice of location in the exhibit halls (spots will be handed out on a first-come, first-serve basis)
- Complimentary workshop on building your corporate identity/brand. The Scrappy Brand Lounge is delivered by **Design4Change** and will introduce you to building your unique relationship-focused brand promise. Note: This session is only available to the first 10 registered exhibiting companies. The session will take place in September. Date: TBA
- One 4-ft table space, with secure wireless internet – compliments of **Wedge Networks**
- A listing in the program to be distributed to all attendees
- A 25% discount per exhibiting company to attend Innovate Calgary's Innovator's Toolkit Series
- Complimentary two hour training session (Tradeshow 101 and Perfecting Your Pitch) on how to make the most of your time as an exhibitor. This session is delivered by Henry Kutarna, Alberta Deal Generator. Date: TBA
- Participation in the Perfect Pitch Contest for a chance to win a **\$2,000 cash prize** and package valued at over **\$20,000**

Perfect Pitch Contest Prize Package

All exhibiting companies are eligible to participate in the Perfect Pitch contest for a chance to win the **\$2,000 cash prize** and valuable prize package to assist in your company's growth. Alberta Deal Generator judges will select the top three candidates who will then pitch to the tech community under **The Bennett Jones Event Tent**, and they will vote for the best pitch. To date the prize package values more than **\$20,000** and includes:

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| • Cash Prize: | \$2,000 value |
| • Choice of brand/marketing package courtesy Reality Engine | \$5,000 value |
| • Patent Landscape Assessment by Innovate Calgary's Intellectual Property Management team | \$5,000 value |
| • Review of your company's financial plan by Alberta Deal Generator | \$2,500 value |
| • A one year Corporate Identity at the Alastair Ross Technology Centre | \$2,220 value |
| • 1 complimentary admission to attend Innovate Calgary's Go-to-Market Program | \$2,000 value |
| • A 1-year Connected Membership with the Calgary Chamber | \$1,200 value |
| • 1 complimentary admission to attend Innovate Calgary's Innovator's Toolkit Series | \$500 value |
| • Complimentary exhibit space at Tech Showcase 2015 | \$200 value |

Contest takes place at the Tech Showcase event. Prizes must be reimbursed/used by December 31, 2015. The winner of the Perfect Pitch contest can use tickets/programs themselves, or transfer them to another technology company.

Submit your application to exhibit at: innovatecalgary.com/events/techshowcase. The fee to exhibit is \$195.00. Preference will be given to early-stage Alberta-based technology companies. All applications will be reviewed and we will be in touch with all companies.

For further information, please contact:

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