



CNE Emerging Innovators Pitch Competition

Terms and Conditions:

1. A contestant may not enter the contest if employed by the Canadian National Exhibition Association (CNEA), Canadian National Exhibition Foundation (CNEF), 2641241 Ontario Inc. or if employed by contractors and agents of the CNEA/CNEF/2641241 Ontario Inc., if an owner of a contractor or agent of the CNEA/CNEF/2641241 Ontario Inc., a person directly involved in the competition nor any other persons directly associated with the competition, nor an immediate family member of any of the aforesaid persons nor any other persons residing in the same household.
2. Eligible Contestant must be:
 - a. Founder/Co-founder of their company or hold a key position (for example: CFO, CIO, CEO)
 - b. Business can be incorporated, a partnership or a sole proprietorship
 - c. Only one (1) entry per business. Business may not submit multiple entries to different categories
 - d. Business must have at least a functional prototype of their product or service
 - e. Business cannot be a previous winner of the CNE Emerging Innovators Pitch Competition
3. Judging Criteria for the application:
 - a. The Problem and Solution: Solution is solving a customer pain point and/or unmet market need
 - b. The Market: Size of the market opportunity and size of immediately addressable market (initial target market, low hanging fruit), traction to date
 - c. The Go-to-Market/Sales Strategy: Clear value proposition with overall sales strategy and definition of the sales.
 - d. Competition: Who are the competitors and differentiating factors to compete, how barriers to entry can be overcome
 - e. The Management Team: Relevant skills and expertise and ability to deliver
4. Contestants selected to advance to the on-site competition will be notified by end of-JULY, 2022.
5. On-site Pitch Competition Requirements:
 - a. Each pitch must be no more than 3 minutes in duration during the on-site pitch with 2-3 minutes to answer questions from the judges. Timing begins with the first word, note, or action.
 - b. Contestants will be responsible for their own transportation and accommodation for the duration of the event.
6. Contestants chosen to participate in the site pitch competition will be offered a FREE booth at the CNE Gaming Garage Powered by AMD for the duration of the pitch event (August 28, 2022 10:00 am – 10:00 pm). Contestants with sellable products are free to use the booth to make sales, solicit new customers, do market research, etc. and reach the CNE's general audience which is roughly 1.5 million people over 18-days.

Pitch Contestants are required to adhere to the following to qualify to pitch onsite:

- a. Have their PowerPoint presentation submitted to acherayil@theex.com by August 5, 2022.
- b. Attend at the stage meeting point at least thirty minutes prior to their pitch time

Failure to adhere to the above-noted rules could result in the competitor's disqualification.

8. As a condition of the contestant being permitted to compete in the CNE's Emerging Innovators Pitch Competition, each contestant

- a. Grants permission to the CNE to use, without compensation of any kind, any photograph, audio, or video tapes or other audio or visual images or recordings, including digital recordings made at the CNE, in such manner as the CNE may determine in its sole discretion including any promotions or advertising,
- b. Waives any right to any fee or compensation for any of the aforesaid, and
- c. Signs the standard CNE Participation Waiver which releases the CNE and its affiliates from any loss, damage, injury or expense, which the contestant may suffer or incur as a result of his or her participation in the event, however caused.

9. The CNEA reserves the right to cancel, discontinue or postpone the pitch competition at its sole discretion. By entering the competition, the contestant acknowledges this CNEA right and waives any right to claim damages or take other legal action resulting from such cancellation, discontinuation or postponement and fully releases the CNEA from liability arising from such action.