



GUIDELINES AND DESCRIPTION OF INNOVATION CATEGORIES

There are three categories of innovations recognized at Ag in Motion (AIM). These categories are defined as follows:

- 1. Innovation in Equipment Technology:** This category will include improvements and concepts to agriculture equipment technology being unveiled to the market in 2017 that are exhibited at AIM. Examples are mechanical innovation, software innovation used to improve the use of the equipment, etc.
- 2. Innovation in Crop or Livestock Technology:** This category will include improvements and concepts to crop and livestock production not including equipment improvements. This includes innovation in genetics, innovation in pesticide application (non-mechanical), innovation in the process of producing a crop.
- 3. Innovation in Agribusiness Service:** This category will include those functions in agriculture associated with the actual production of a crop but with the services provided to the industry to help monitor the crop, market the crop, insure the crop, and delivery of any other services required to operate a successful agriculture business.

GUIDELINES FOR SUBMISSIONS:

- To comply with the general acceptance and integrity of "Innovation" entries **should be able to support their "Innovation" claim by either providing documentation on patents, patent-pending, industrial design, or copyright granted within the last calendar year in either Canada, the United States or both; or be considered a new Innovation by the AIM Innovation Committee as well as be relevant to the agricultural community to qualify.** Trademarks or copyrighted product literature alone will not be accepted as an eligible Innovation submission.
- A copy of the legal patent document inclusive of the patent number; or proof of application for patent of the new invention/industrial design; or proof of copyright (as applicable by law) should be submitted with each application, or be well supported with sufficient documented evidence. It is the applicant's responsibility to provide the necessary information to enable AIM in attempting to reasonably verify authenticity and ownership of such proof of innovation as deemed necessary within the AIM Innovation Program guidelines, as determined by AIM.
- A minimum of three (3) different photos of the new innovation must be provided along with the display product dimensions, printed product and marketing material, website address (if applicable), manufacturer, marketing and licensing agreement information as well as any other pertinent information regarding the new innovation necessary to qualify the entry.

4. An AIM qualified panel will review each application and a confirmation of acceptance or denial based on the information received, will be provided within 30 days of receipt of application. All qualification standards and subsequent decisions rendered by the AIM Innovations Committee are final and are not subject to negotiation, or further review.
5. If the Innovation technology application does not meet the criteria or qualifications as specified by the AIM Innovation Committee, it may be considered for entry as an Innovation in Agribusiness Service.
6. All approved applications that are accepted innovations by AIM are for **one year only, or as determined by AIM.**
7. All approved entries in this category on display at the show for the first time will qualify for awards presented on July 20, 2017 at AIM.
8. All accepted applications must “present” or “demonstrate” their innovation live at the show as per AIM guidelines.
9. The deadline for applications is July 5, 2017. Approved applications submitted by May 23, 2017 will be included in AIM promotions.
10. Applications will only be accepted from companies registered as exhibitors to AIM in 2017.

INNOVATIONS PROGRAM APPLICATION 2017:

CHECK ONE CATEGORY:

- ☐ Innovation in Equipment Technology
- ☐ Innovation in Crop Production Technology
- ☐ Innovation in Service

PRODUCT OR SERVICE DESCRIPTION:

Name of product or service: _____

Explain why this is an innovation:

Describe the purpose of this product or service:

Describe target market(s):

List main direct or indirect competitor(s):

Designation/Status of Applicant. Check all that apply to this entry:

- | | |
|--|---|
| <input type="checkbox"/> Innovator | <input type="checkbox"/> Importer |
| <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Exporter |
| <input type="checkbox"/> Distributor | <input type="checkbox"/> Licensee/Licensors |
| <input type="checkbox"/> Dealer/Retailer | |

HISTORY OF THIS INNOVATION :

Name and contact information of innovator:

Name of manufacturer:

Is the product or service patented, patent pending, granted an industrial design or copyrighted?

- ☐ Yes
- ☐ No

If answered yes, what year? _____

If answered yes, when was the patent, patent pending, or copyright applied for? _____

If answered yes, please check the country or countries patent or copyright filed in?

- ☐ Canada
- ☐ United States
- ☐ Other – where? _____

Have you contacted or commissioned a patent/copyright agent?

- ☐ Yes
- ☐ No

If answered yes, please provide agent contact information:

Was this product or service displayed at AIM previously?

- ☐ Yes
- ☐ No

If answered yes, were any specific changes made to the product or service? _____

Was this product or service displayed in other shows?

- ☐ Yes
- ☐ No

If answered yes, which show(s) and when? _____

DISPLAYING INNOVATION AT AG IN MOTION:

List all products, equipment, and material (including brand names) that will be part of your display. (Please ensure the product and entire display will fit within the amount of space applied for):

Indicate the purpose for displaying this innovation exhibit at AIM. Check all that apply:

- ☐ Direct Retailing
- ☐ Seeking Manufacturer
- ☐ Seeking Distributor
- ☐ Seeking Dealers
- ☐ Franchising
- ☐ Market Research
- ☐ Other - please state purpose _____

EXTRA ITEMS FOR SUBMISSION:

Please submit:

- ☐ Three (3) different photos, printed material,
- ☐ A copy of AIM exhibit space agreement
- ☐ All required documentation
- ☐ Deposit/payment for your booth space as per payment schedule

All applications and exhibits are subject to approval by the AIM Innovations Committee. Exhibitors may only display and promote the approved innovations as such as stated on the innovation application and as approved by the AIM Innovations Committee.