# FOOD ENTREPRENEURS:

# GROWING ONTARIO INNOVATION

# ONE PRODUCT AT A TIME

# Friday, March 4, 2016

# Georgian College, Barrie, Ontario

Expression of Interest to be a Showcase Exhibitor

## Event Information

Georgian College, in partnership with the Agri-food Management Institute (AMI) and local municipalities and economic development partners, the County of Simcoe, and the Ontario Ministry of Agriculture, Food and Rural Affairs, are proud to present the inaugural all-Ontario conference:

*Food Entrepreneurs: Building Ontario Innovation One Product at a Time*

This two-day event includes panel discussions by successful food entrepreneurs and industry experts on topics such as innovation, human resource management, food safety culture, overseeing and executing strategy, product idea viability, collaborating for growth, and more. It will also feature:

* **Pre-conference workshops** that introduce new entrants or newly established businesses to food safety regulations and food nutrition labelling
* **Made in Ontario Showcase** where successful entrepreneurs share the stories of how they developed their businesses, display their products and provide products for sample and sale.
* **Input supply companies and a “business development alley”** with supporting organizations such as Community Futures, AMI and Georgian who work to help businesses increase their competitiveness
* **Concurrent breakout sessions** tailored to two streams of learning: Established and newly established businesses
* **Plenary session** will speak to innovation and the future of food
* **Pitch sessions** for entrepreneurs looking for tips on pitching a new product or business to possible investors, buyers, distributors and/or partners
* **Connection café**: Participants can get the most out of their conference experience by joining in on a **facilitated networking** session to network and look for input from their peers on burning issues impacting their operations or business planning

For more information please visit: [www.georgiancollege.ca/food-entrepreneurship](http://www.georgiancollege.ca/food-entrepreneurship) , email [foodinfo@georgiancollege.ca](mailto:foodinfo@georgiancollege.ca) or call 705.728.1968, ext. 1774.

To register, please visit: [www.georgiancollege.ca/feon](http://www.georgiancollege.ca/feon) .

## Showcase Details

**Setup times: Friday, March 4, 2016 from 7:30 – 9:30 a.m.**

Showcase exhibitors will have an opportunity to attend one of the morning breakout sessions. If you wish to attend other sessions, please spell each other off for the remainder of the day.

**Showcase Time: Friday, March 4, 2016 from 11 a.m. – 5 p.m.**

Please have two people attending the booth during lunch and at least one person at the showcase between 11 a.m. and 5 p.m.

**Showcase exhibitor booth includes:**

* Booth space approximately 8’x8’
* One 6 foot table
* Two chairs
* Wi-Fi access
* Company logo and listing in the program (max. 50 words)
* Lunch and other conference activities
* Opportunity to sell take-home products to conference attendees (500 expected)

(Sorry, no alcohol sales but we can arrange for sampling.)

* Free parking on the day of the event

**Tear down/Clean up: Friday, March 4, 2016 from 5 – 7 p.m.**

## Showcase Exhibitor Criteria

**In order to qualify as a showcase exhibitor you must:**

* Have a production location in Ontario.
* Have at least one product stocked in at least one retail store in Ontario.
* Have been in business at least 2 years.
* Ensure any product you showcase is properly labelled and complies with all health and safety regulations.
* Ensure at least one of your showcase products would be considered innovative – you’ve created something that doesn’t exist, you’ve used a new process to create a product, or you’ve improved an existing product or process to create your product.
* Be able to sample and sell your product to the anticipated 500+ food entrepreneurs
* Be willing to answer questions and share information about the development and operation of your business with conference attendees.
* Be able to staff the booth with at least one person between 11 a.m. – 5 p.m. and two people during lunch when showcase traffic will be heavy.
* If the product is an alcoholic beverage, the exhibitor must have experience working within the regulations governed by a licensed establishment.
* Carry public liability and property damage insurance with a minimum limit of $2,000,000. Georgian College shall be named as an additional insured on the policy and such policy shall contain a cross-liability endorsement. A certificate of insurance must be provided to Georgian College, Conference Services Manager – One Georgian Drive, Barrie, ON L4M 3X9 or be emailed to [foodinfo@georgiancollege.ca](mailto:foodinfo@georgiancollege.ca) on or before February 19, 2016.
* Submit this application to [foodinfo@georgiancollege.ca](mailto:foodinfo@georgiancollege.ca) before January 30, 2016.

## Selection Process

The selection committee will notify successful applicants via email in early February.

## Fees

There is no cost for the basic showcase booth described above. Some additional fees might be charged to cover the cost of any additional requirements requested by the exhibitor.

However, showcase exhibitors are required to register at least two individuals to staff the booth at [www.georgiancollege.ca/feon](http://www.georgiancollege.ca/feon) . The cost per person is $55 incl. HST, which includes admission to the conference, lunch and a swag bag.

## Exhibitor Information

**Name of Organization:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Municipality:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Postal Code:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Email:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Website URL:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Phone:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**How many years have you been in this business?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Which retail stores in Ontario stock your product?**

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**How would your product be considered innovative?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Which of the following categories best describes your product(s)?**

* **BAKING**
* **BEVERAGE - Alcoholic**
* **BEVERAGE - Non-alcoholic**
* **DAIRY**
* **ETHNIC FOOD**
* **FISH**
* **FROZEN MEALS**
* **FROZEN PRODUCE**
* **FRUIT (cider, butter, preserves)**
* **HONEY and MAPLE**
* **MEATS (e.g. pies, game, sausages, deli)**
* **NUTS AND GRAINS**
* **PICKLING**
* **SAUCES, SOUPS & DIPS**
* **SPICES, POWDERS, RUBS, OILS, DRESSINGS**
* **SPECIALTY OTHER:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Do you specialize in products for special diets, e.g. gluten-free, kosher or organic? If so, please specify:**

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**What product samples would you feature at your showcase booth?**

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**Please indicate any additional requirements you would have for your showcase booth:**

Note: Fees might be charged to cover the cost of materials.

* White table cloth for booth table
* Electricity

(Limited availability. For food safety only, i.e. keeping hot food samples hot. Exhibitors are required to bring their own extension cords and power bars.)

How many amps? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please list the equipment the power will be used for.

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* Ice. Indicate number of bags: \_\_\_\_\_\_\_\_\_\_\_\_
* Special Requests: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Would you be bringing any large exhibit items or equipment such as a backdrop, piece of furniture or small appliance other than described above? If so, please advise which items:

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## Exhibitor Regulations

1. Please keep open liquids at the booth to a minimum. Handwashing is available in nearby washrooms. If you require water at your booth, please bring your own with you.
2. Propane and any other combustible substances are strictly prohibited within the Facility.
3. Pyro, open flame, smoke machines and confetti canons must be pre-approved twenty-one (21) days in advance in writing from Georgian College Conference Services.
4. All booths or exhibits exceeding 8.6 feet in height (including the table) must be stable and pre-approved in writing by Georgian College Conference Services (14) days prior to the event.
5. Compressed air cylinders are strictly prohibited within the Athletic Centre or any buildings on Georgian College’s campus.
6. Motor vehicles used in a display must have the battery removed, oils drained, gas tanks drained and the filler cap sealed with a locking device or tape. The said vehicle must be pushed into place in such a manner as to not mark the floor and be placed on rubber matting supplied by facility.
7. The Facility restricts the use of any motorized and non-motorized equipment, including ladders, lifts, scaffolding and forklifts.
8. All tapes or adhesives on walls, flooring, ceilings and railings and doors are prohibited. Masking tapes, clear tapes, packaging tape, duct tape are all prohibited from use in the Facility. Any equipment, display booths or material that may damage floor is required to be placed on 3/4” rubber matting to prevent damage to floor. Items should be inspected by facility staff prior to placing on floor to determine if underlay rubber is required.
9. You may not: drill holes, insert nails, screws, hooks or push pins or attach anything including promotional materials, decals, or such items without written permission from Georgian College Conference Services fourteen (14) days prior to the event.
10. Balloons: Helium filled balloons and other inflatable devices are permitted only with written permission from Georgian College Conference Services fourteen (14) days in advance.
11. All accidents and persons requiring first aid MUST report incident to athletic department staff and complete an incident report.
12. Garbage removal: Garbage containers are not provided for individual booths. If necessary, prior arrangements must be made. Exhibitors are responsible for removal of all extra promotional material at end of event.
13. Indemnification: Exhibitors shall pay all costs and fees arising from the use of patented, trademarked, copy written or franchised materials, devices, processes, music and other rights in connection with the event. The exhibitor shall indemnify and save Georgian College harmless from any and all claims, damages, costs or expenses, including legal fees, suffered or incurred by Georgian College in connection with their participation in the event.
14. Signage/ Display Material/ Advertising: Any placement of signage or promotional materials outside of the Facility or the function room must be first approved by Georgian College Conference Services. Tape and/or pins will not be allowed to hang signage. Should damage to wall occur due to hanging of signage, the Applicant will be charged for the repairs of said walls. The Applicant should obtain the agreement of Georgian College Conference Services for the posting of posters, logos, flags and other forms of advertising.
15. Food and beverage or merchandise may be sold during event hours only. Only take-home items may be sold at the event, not items for immediate consumption.
16. All equipment must be ESA certified. In other words, the equipment needs to have proper stickers/approvals for use in Canada.

## Sponsorship Opportunities

A number of sponsorship opportunities exist for this event, including tables in the Business Development Alley for organizations that support food entrepreneurship. There are also sponsorship opportunities for the pre-conference workshops on March 3, 2016. Please contact [foodinfo@georgiancollege.ca](mailto:foodinfo@georgiancollege.ca) if you would like more information about becoming a sponsor of this conference.

## Notice of Collection

Georgian College is compliant with the Freedom of Information and Protection of Privacy Act (FIPPA), and endeavours to protect your personal information in accordance with this law. The personal information requested on this form is collected under the legal authority of the Ontario Colleges of Applied Arts and Technology Act, 2002 and in accordance with Sections 38(2) and 41(1) of FIPPA. The information provided will not be used for any purposes other than to provide you with information about and access to events and resources for food entrepreneurs. Contact information collected in this form may be shared with members of the host committee\* for this purpose. For more information about FIPPA, please contact the Access and Privacy Office at 705.728.1968, ext. 5770, email AccessPrivacy@georgiancollege.ca or visit www.georgiancollege.ca/privacy-policy/.

\*The host committee for *Food Entrepreneurs: Building Ontario Innovation One Product at a time* includes representatives from the Agri-food Management Institute, the County of Simcoe, the Ontario Ministry of Agriculture, Food and Rural Affairs and Georgian College.

## Agreement

I acknowledge that I have read and understand the contents of this Expression of Interest form and that I have the authority to enter into this agreement with Georgian College on behalf of my business/organization.

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Signature Date

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Name (printed)