



Are you an ambitious, growing, entrepreneur looking for ways to take your business to the next level?

Do you require capital or industry expertise to assist you with your growth?

Than this competition is for you!

THE FOOD SCALE-UP'S PITCH COMPETITION

BY SIAL

CRITERIA TO PARTICIPATE

- Offer a food product or new technology related to the food manufacturing industry.
- Already be in market with various retail or food service outlets serviced.
- Earn annual revenue between CAD\$ 200,000- CAD\$ 700,000.

WHAT'S IN IT FOR YOU?

- **Pitch to an audience of investors, industry leaders, technical experts, media and entrepreneurs.**
- **Get one-on-one access to industry experts** on business development, PR, branding, consumer trends, legal, troubleshooting during scale-up, formulation adjustment, processing, food safety, packaging, distribution and retail.
- Attend **VIP Cocktails** with top investors, executives, and media right after your pitch.
- Have **dedicated display space** to showcase your product or service.
- Be in the running to win the **People's Choice** and **Judges' Choice**.

PRIZES

- Receive **international recognition** through SIAL Canada and the international network it belongs to.
- Benefit from a **complimentary booth** at SIAL Canada 2020.
- **20 hour consultation** by experts at CFWI IC Niagara College.

HOW DOES IT WORK?

STEP 1

Pre-selection: only the finalists will be invited to pitch. To be announced by March 30th. An independent jury will make the pre-selections.

STEP 2

Be ready to come and pitch to a jury made up of investors, retailers and technical advisors from the food industry. The pitch competition will be held at SIAL Canada, the North America's biggest food-innovation tradeshow.

STEP 3

Follow-up with the contacts you have made and grow your business.

INTERESTED IN APPLYING TO PITCH?

Fill out the registration form and return it to **Magalie Moreau** at mmoreau@expocanadafrance.com

DEADLINE TO REGISTER: MARCH 30TH

This competition is organized by:
City Of Toronto, F&W Institute and SIAL Canada

Partners:





#SIALCANADA



ENTER THE PITCH COMPETITION BY SIAL

Company name: _____

Contact name: _____

E-mail address: _____

Phone number: _____

Name of the product / service: _____

Launch date of your company: _____

Level of sales: \$200,000 – \$499,000 \$500,000 to \$700,000

Product description (please attach a separate page if necessary): _____

Please send your logo for communication purposes (AI or EPS + JPEG format)

REGISTRATION FEES

Includes 2 admission tickets to the SIAL Canada show	\$150.00
HST (13%)	\$19.50
Total with taxes	\$169.50

PAYMENT TERMS

100% total amount with contract

METHOD OF PAYMENT

BY WIRE TRANSFER

Bank: National Bank of Canada
Account holder: Expo Canada France
Swift Code: BNDCCAMM INT
Bank Account: CC0006 02091/11-903-22
Address: 1265 chemin Du Tremblay
Longueuil, QC, J4N 0G3, CANADA

> \$15 fee for payment by wire transfer

BY CHEQUE OR CREDIT CARD

Cheque payable to: Expo Canada France
2120 Sherbrooke Est, Suite 901, Montreal, Quebec H2K 1C3

Credit Card Visa MasterCard Amex

Card # _____ Expiration date _____ / _____

Name on the card _____

Signature _____

PLEASE RETURN TO:

MAGALIE MOREAU

mmoreau@expocanadafrance.com

Fax: + 1-514-289-1034

SIAL Canada & SET Canada

2120 Sherbrooke East, #901

H2K 1C3 Montreal, Quebec, Canada

**DEADLINE TO REGISTER:
MARCH 30TH**



**FOR MORE
INFORMATIONS
[CLICK HERE](#)**

Surname/Name: _____ Signature: _____ Date: _____

Please note that registration fees are not refundable.