



## DESCRIPTION OF INNOVATION CATEGORIES

There are four broad categories that will be recognized through the Ag in Motion (AIM) Innovations Program. These categories include:

<b>Plant and Soil Science</b>	A new technology to help with disease prevention/diagnosis or increase plant quality/yield
<b>Animal &amp; Livestock</b>	A new technology to assists in the health and well-being of livestock animals
<b>Agriculture Equipment</b>	A new technology to assists farmers and agriculture professionals with farming applications
<b>Agribusiness Services</b>	A new technology to assist farmers and agriculture professionals with the management of their farm businesses and clients

## GUIDELINES FOR SUBMISSIONS

1. In order to qualify for the AIM Innovations Program, all entries must be relevant to the agricultural community. 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. Entries may also be considered a new Innovation by the Innovation Program Selection Committee. Trademarks or copyrighted product literature alone will not be accepted as an eligible Innovation submission.
2. 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 the Selection Committee in attempting to reasonably verify authenticity and ownership of such proof of innovation as deemed necessary within the AIM Innovation Program guidelines.
3. Applicants must provide the following along with any other pertinent information regarding the new innovation necessary to qualify the entry:
  - Product dimensions
  - Three (3) different photos
  - Printed product & marketing material
  - Website address (if applicable)
  - Manufacturer's name
  - Marketing and licensing agreement information

4. A Selection Committee will review each application and provide confirmation of acceptance or denial based on the information received. All qualification standards and subsequent decisions rendered by the Selection 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, 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. Applications will only be accepted from companies registered as 2019 AIM exhibitors.
8. First-time AIM exhibitors may qualify for Innovation Awards without having submitted an application. Full event details will be shared with applicants and finalists closer to the date.
9. **The deadline for applications is June 6, 2019. Awards will be presented on July 15, 2019 in Saskatoon.**

# INNOVATIONS PROGRAM APPLICATION 2019

## CHECK ONE CATEGORY

Plant and Soil Science  
Animal and Livestock

Agriculture Equipment  
Agribusiness Services

## PRODUCT OR SERVICE DESCRIPTION

Name of product or service: \_\_\_\_\_

Explain why this is an innovation:

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Describe the purpose of this product or service:

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Describe target market(s): \_\_\_\_\_

List main direct or indirect competitor(s):

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

Innovator  
Manufacturer  
Distributor  
Dealer/Retailer

Importer  
Exporter  
Licensee/Licensor

## HISTORY OF THIS INNOVATION

Name and contact information of innovator: \_\_\_\_\_

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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:

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Was this product or service displayed at AIM previously?

- Yes
- No

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

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Was this product or service displayed in other shows?

- Yes
- No

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

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## 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):

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

- |                      |                 |
|----------------------|-----------------|
| Direct Retailing     | Seeking Dealers |
| Seeking Manufacturer | Franchising     |
| Seeking Distributor  | 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

**Submit completed application and supporting documents to:**

**Colby McClelland**  
**Specialist, Business Engagement - SREDA**  
**cmcclelland@sreda.com**

**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.**