



## SHOW

Reach New Prospects at Industry Events

### -OPEN CALL FOR PROPOSALS-

Showcase your innovative geospatial technologies at tradeshow, industry events and conferences. TECTERRA recognizes that participation in key industry events can be critical to the commercial success of any product. As such the SHOW Program provides funding, in the form of a non-repayable grant, allowing companies the opportunity reach new markets and stay connected with their clients. Click [HERE](#) to submit an application now!

### CONSIDERATION FOR FUNDING

Funding under TECTERRA's SHOW Program is awarded on an ongoing basis, and applications are continually accepted. Applications for the program can be submitted at any time, and are reviewed every two weeks. Funding for the program is awarded based on the extent to which applicants meet the following criteria:

#### APPLICANT

- Applications must be submitted by an **Alberta-based small or start-up company**
  - Must be a for-profit company
  - Incorporated and operating in Alberta
  - Minimum of 1 and no more than 50 full-time employees
  - Annual sales revenues can not exceed \$5M
- The application form must be submitted by an Officer or a Director of the company.
- **All application forms must be complete.**

#### GEOSPATIAL

- Are you developing and/or commercializing innovative geospatial technology products?
- By attending this event, will the applicant expand its presence in or knowledge of the geospatial community?

#### EVENT CRITERIA

In order to be eligible for the SHOW Program, applicants will have to demonstrate how the event is relevant to the commercial success of their company:

- Will the event allow the applicant to network with potential clients and sales channels?

- Will the event provide the applicant with an opportunity to market their geospatial technology solutions?
- Will the event allow the applicant to meet with potential project and/or development partners and vendors essential to the successful development of commercial geospatial technologies?
- Will the event allow the applicant to expand its knowledge of the competitive landscape as well as geospatial technology and market trends?

#### ADDITIONAL CRITERIA

- How will attending this event assist your company?
- What technology will be promoted at the event?

Applicant's prior performance on this and other TECTERRA programs is considered in the assessment of applications.

#### FUNDING GUIDELINES

The SHOW Program covers up to 100% of the eligible costs, in the form of a non-repayable grant, for attending and exhibiting at industry events, tradeshows and conferences. Funding under the program is provided on a reimbursement basis. **Under the program, companies are eligible to receive funding, to a maximum of \$20,000, for up to two separate events in any one calendar year.**

Though not a pre-requisite, priority will be given to applicants currently engaged in TECTERRA programs, and/or for companies attending international events.

#### ELIGIBLE EXPENSES

- Full delegate registration costs for a maximum of 2 employees per company per event
- Booth registration costs for a maximum of \$5,000 per event
- Hotel room costs for a maximum of 3 nights per person per event
- 50% of flight costs, up to \$1,000 per person, for events outside of Alberta

#### INELIGIBLE EXPENSES

- All taxes
- Travel expenses (other than flights)
- Hotel incidentals
- Meals not included in the event registration
- Marketing materials (i.e. brochures, booth displays, etc)
- Other cost not listed under Eligible Expenses

## APPLICATION PROCESS

The program application process is as follows:

- Companies submit an online application [HERE](#) a minimum of 45 days before the **commencement of the event**
- Applications are reviewed within 2 weeks of submission
- Receive notification of award from TECTERRA
- Sign a Funding Agreement
- Attend the event
- Submit receipts for pre-approved Eligible Expenses to TECTERRA for reimbursement

SHOW Program applications will be reviewed twice per month and approval notification will follow swiftly. TECTERRA reserves the sole and absolute right and discretion to select all, some or none of the submissions for funding.

## CONFIDENTIALITY AND DISCLOSURE

TECTERRA will hold all SHOW Program information, including application details as confidential. TECTERRA, however, reserves the right to use some information about funded companies, as may be required, for its reporting and marketing purposes.

## QUESTIONS?

If you have questions about the program, process, or your eligibility, **you are encouraged to contact Richard C. Gorecki, Director of Portfolio Development** at (403) 532-4279 or [rgorecki@tecterra.com](mailto:rgorecki@tecterra.com).