

SPECIFICATIONS



DÉFI DES FOURNISSEURS ADA

NOVEMBER 16th, 2019

—
**HILTON QUEBEC
QUEBEC**

QUESTION ?

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Association
des détaillants
en alimentation
du Québec

CONTEXT

The *Association des détaillants en alimentation du Québec* (ADA) is the only association to represent 8,000 food retailers in Quebec. In addition, ADA includes a section of different companies offering a product or service to retailers. It is the supplier members section (SMF).

Through *Défi des fournisseurs ADA*, we want to recognize ADA supplier members excellent work and offer them a wide range of choices in order to appeal to our congress attendees.

ADA's annual congress is one of the few events where retailers and suppliers in the food industry are reunited in a relaxed and engaging atmosphere.



DESCRIPTION

The *Défi des fournisseurs ADA* is aimed at ADA members who have made an innovation during the past year. After submitting their application, the selected companies will be able to occupy a booth from which they will have the chance to make sales pitches to the congress delegates.

BENEFITS

The winning company will earn the following:

- Prize-giving ceremony in front of all the industry players gathered on November 16th, 2019, as part of the ADA congress;
- A portrait published in one of the 2019 editions of RADAR magazine. It is the only Quebec magazine specifically targeting food retailers;
- A space inside ADA's booth during SIAL Canada event in Montreal from April 15th to 17th, 2019;
- A booth space during ADA's congress 2019 edition that will take place from November 15th au 17th, 2019 in Quebec.

WHAT IS AN INNOVATION?

In the context of this competition, the term "innovation" means:

- Create and market new or improved products;
- Create and commercialize a new technology or innovative process.

SELECTION PROCESS FOR PARTICIPANTS

As the showroom capacity is limited, only ten (10) supplier members will have the opportunity to be exhibitors in the *Défi des fournisseurs ADA*. To be selected, companies must complete and submit the application form available on ADA's website in a timely manner.

Subsequently, a selection committee of agri-food industry specialists will be formed. They will have the difficult task of identifying ten (10) companies who distinguished themselves from others by the quality of their demonstration and the innovative nature of their project.

WINNER SELECTION

The winner will be determined by ADA congress delegates who, after attending the sales pitch of each exhibitor, will be invited to identify the three (3) innovations that amazed them the most, in order of importance. A scoring system under the supervision of HED will determine the big winner. HED is the major sponsor of *Défi des fournisseurs ADA*.

ELIGIBILITY CRITERIA

Any company with a product or service that can be offered to food retailers may, in principle, participate in the Défi des fournisseurs ADA. In addition, companies who want to participate to the challenge must:

- Be a member of ADA and have paid the membership fee for the current year;
- The innovation must have been developed or marketed between November 18th, 2018 and November 16th, 2019;
- If it is not already the case, the service or the product presented by the company must be accessible in Quebec in the near future;
- Have sent your registration form before October 7th, 2019 at 5 pm at the following address : dchoquette@adaq.qc.ca.

IMPORTANT DATES

June 6th : Start of registrations

October 7th : End of registrations

October 15th : Unveiling of the companies selected

November 16th : Unveiling of the big winner

REGISTRATION FEE

Companies selected by the selection committee must pay the fees listed below before November 1st, 2019.

Number of employees	Costs (before taxes)
Less than 20	\$250
20 to 49	\$500
50 and more	\$1,500

EVENT PROGRAM

(SUBJECT TO CHANGE)

7:30 a.m. – 11:30 a.m.

Installation of the booths

11:30 a.m. – 11:40 a.m.

Introduction

Creation of groups of 10 to 12 people

Each group moves from a booth to another.

11:40 a.m. – 11:45 a.m.

Pitch #1

11:46 a.m. – 11:51 a.m.

Pitch #2

11:52 a.m. – 11:57 a.m.

Pitch #3

11:58 a.m. – 12:03 p.m.

Pitch #4

12:04 p.m. – 12:09 p.m.

Pitch #5

12:10 p.m. – 12:15 p.m.

Pitch #6

12:16 p.m. – 12:21 p.m.

Pitch #7

12:22 p.m. – 12:27 p.m.

Pitch #8

12:28 p.m. – 12:33 p.m.

Pitch #9

12:34 p.m. – 12:39 p.m.

Pitch #10

12:40 p.m. – 12:45 p.m.

Deposit of the ballots in the box reserved to that effect.

1:15 p.m. – 1:45 p.m.

Unveiling of the winner.

REGISTRATION

adaq.qc.ca/event/defidesfournisseurs