

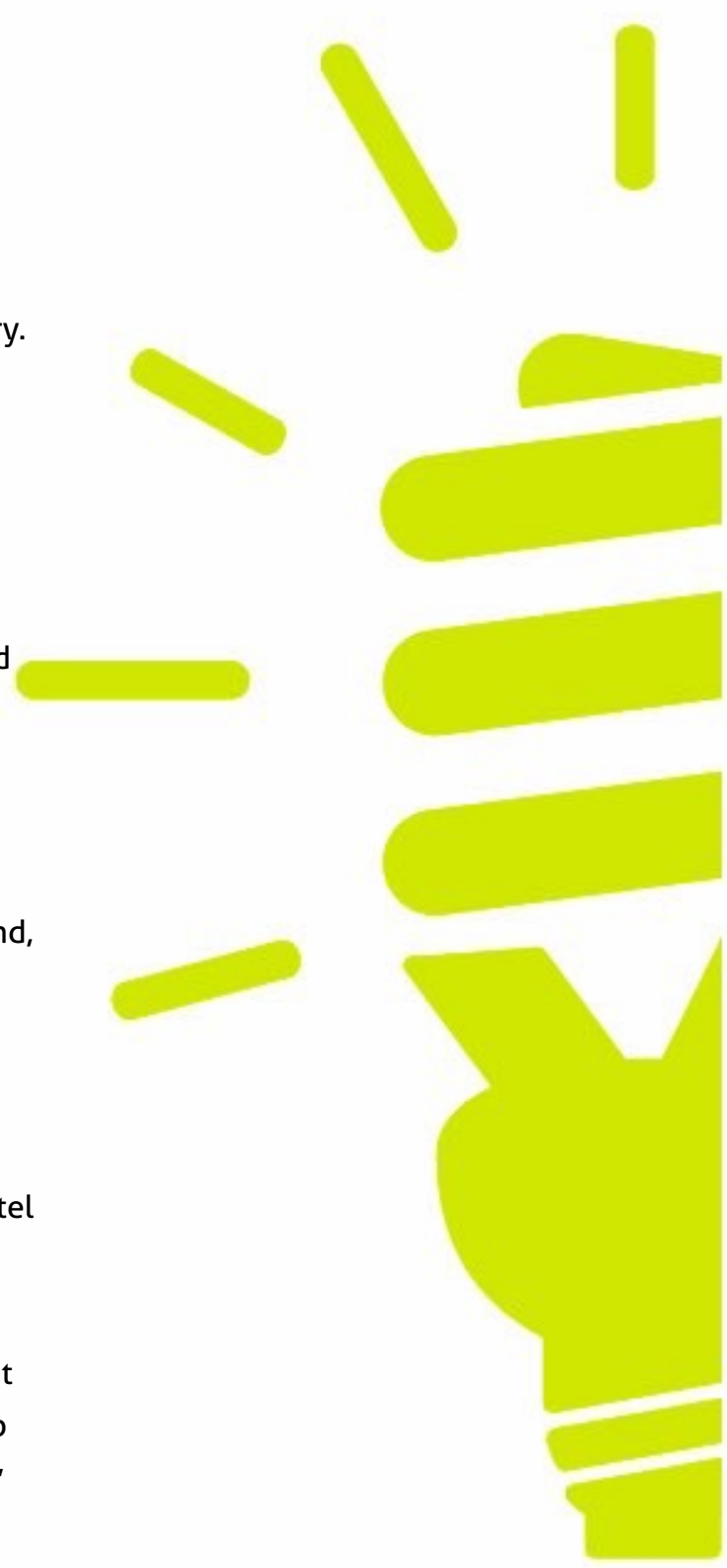
The purpose of the AQMAT's Innovation Contest event

The Innovation Contest aims to recognize and encourage Research and Development in our industry. Hardware items and building materials that feature technical and / or technological advancements by comparison to what already exists on the market are the targets of this search.

Any item, proposed by a manufacturer, with intended use in the residential market and which meets constructions standards, is eligible.

Ten products will be selected by a committee comprised of four retailers from different banners and, whose identities will only be revealed after the finalists are announced.

All will be exhibited at the 8th Edition of the Gala Reconnaissance AQMAT which will be held at the Hôtel Reine-Elizabeth in Montreal on March 7, 2020. The nearly 500 attendees who represent the business community will proceed with a live vote, on the night of the Gala, to determine which product will take top honours and be named "Product of the Year – 2020."



Our five commitments:

1. Permission granted to the ten businesses to broadcast the “Innovation **2020 choisie/picked by AQMAT**” branding at large.
2. Announcement of the ten products in the AQMAT’s French language newsletter in November 2019. Reach: 2 000 subscribed members.
3. Media coverage campaign in November 2019 revealing the Ten finalist entries for Innovation 2020 to all reporters who cover home, business and technology profiles. Reach: potential for media coverage (tv, radio, magazine, newspapers, web).
4. Special section in AQMAT’s December 2019 print magazine, featuring the 10 innovative product entries in half-page spots. Reach: distributed by mail to 3 000 member addresses, with an estimated readership of over 10 000 retailers and industry professionals. Valued at \$ 2 800.
5. Exhibition of the 10 products onsite at the 8th Gala Reconnaissance AQMAT, at the Hôtel Reine-Elizabeth in Montreal on March 7, 2020. Reach: 500 guests from among the most important influencers our industry.
6. As a bonus, if the product is a finalist or the winner:
 - o A consumer-focused mass media relations campaign, deco/home and business, Spring 2020 along with the other finalists and winners from the 8th Gala Reconnaissance AQMAT;
 - o Visibility in the Newsletter and the AQMAT for Spring 2020.



Innovation 2020: Candidate Entry
Return on or before November 15, 2019

Business name : _____

Contact name : _____

Telephone : _____ Email : _____

Website: _____

Product name : _____

Product catrgoy: _____

Take to market date : _____

Description of characteristics and benefits (75 words max.):

Prerequisites :

- Complete and return the Candidate Entry form on or before October 25, 2019.
- Include a photo or artwork for the proposed product along with the form.

I, the undersigned:

- ☐ Confirm that our business is a member of AQMAT or, by default, will become a member post haste.
- ☐ Commit our business to pay the sum of \$ 3 000 in sponsorship of this activity if the product is selected by the retail committee.
- ☐ Commit our business to register at least two persons to attend the 8th Gala Reconnaissance AQMAT

Signature : _____ Date : _____ 2019