



2021

INNOVATION™

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Media Kit



About the Event

The third Ontario Innovation Expo is taking place on October 21, 2021 from noon to 5 p.m., and it is going to be the virtual event of the year! Formerly, this exciting event, the largest of its kind in Guelph, was celebrated at a large venue in Guelph. By taking it virtual this year, we are now welcoming international guests and VIPs to explore the scalable, innovative companies on display! Come to celebrate the impactful success, growth, and innovation of 100 exhibitors from across a variety of sectors including agri-technology, food & beverage, advanced manufacturing, clean technology, med-tech, biotech and digital technologies (and more!).

In addition to the fulsome tradeshow floor filled with innovative and interesting companies, there will be two dynamic keynote speakers (outlined below), a panel discussion, investor/entrepreneur speed dating, plenty of networking opportunities and so much more!

To learn more about the event visit <https://ontarioinnovationexpo.ca/> or contact: Mickey Campeau, Innovation Expo manager, program manager at IG: mickey.campeau@innovationguelph.ca.

The most current agenda is available on the Innovation Expo website: <https://ontarioinnovationexpo.ca/expo-experience/>

About Innovation Guelph

Innovation Guelph is building prosperity for community well-being by providing mentorship and business support programs and services to help innovative enterprises start, grow, and thrive. Innovation Guelph's business acceleration programs are designed for high-potential start-ups, small- to medium-sized enterprises as well as women-led businesses across southern Ontario. Innovation Guelph serves as a one-stop point of access to business support programs and services across the province. www.innovationguelph.ca

Speakers

Live Performance & Keynote: “Staying Connected - Wholeheartedly” with Peter Katz, JUNO-Nominated Musician and Storyteller

Peter Katz, JUNO Award & Canadian Screen Award nominated singer-songwriter. Part concert, part keynote – Peter Katz draws on his experience of surviving and thriving in the music industry to motivate attendees to stay on their path wholeheartedly, while also being open to change and embracing the unexpected along the way. Through his powerful songs and stories, Peter pulls attendees in and leaves them inspired to show up with purpose every day. His keynote will reflect on the idea that being an entrepreneur likely means getting pulled in many different directions. He speaks about how entrepreneurs find the strength and courage to “stay in it wholeheartedly” when running a business is constantly presenting new challenges.



Peter Katz, JUNO-Nominated Musician and Storyteller

[Learn more about Peter Katz and this keynote.](#)

To arrange an interview with Peter Katz, contact: mickey.campeau@innovationguelph.ca

Live Keynote: “ Accomplish Your Vision with Alignment” with JB the Wizard, Actor, Entrepreneur, and Coach to High Performing Entrepreneurs, Celebrities, and CEOs.

JB The Wizard, consultant to top CEOs, salespeople, and celebrities. JB has a degree in Premedical Exercise Physiology, appeared in the show Prison Break on FOX, has performed in commercials, theater, musical theater, motion capture, and voice overs for Cartoon Network. JB the Wizard helps people shift their mindset, get “unstuck,” get in alignment, speak with authenticity and authority, and be their “true selves.” His clients and audiences call him “The Wizard” and the “Chiropractor for the Soul” because identifying those areas that are holding them back from fulfillment, answers and mastery in life and business is what he has spent his life mastering.



JB the Wizard, Actor, Entrepreneur, and Coach to High Performing Entrepreneurs, Celebrities, and CEOs.

JB the Wizard will provide a deep dive into what alignment is, how to find one’s Circadian Schedule™ and where to take action to create exponential results instead of continuing with time-consuming incremental gains. Learn more about JB the Wizard and this keynote.

[Learn more about JB The Wizard and this keynote.](#)

To arrange an interview with JB the Wizard, contact: mickey.campeau@innovationguelph.ca

Want to learn more about the exhibitors?

Whether you are a local or national news source, we have got you covered. Looking for a newsworthy hook? Are you interested in specific sectors or areas of innovation? Contact janet.wakutz@innovationquelp.ca and we will connect you with the resources for a great story!

Technology – Bringing the virtual tradeshow to life

Our virtual trade show comes to life with Tech AdaptiKa's virtual event platform. Branded e billboards with corporate logos, personalized meeting rooms, infomercials, and videos, with functional exhibitor booths take this beyond a traditional online meeting. Participants will engage in live breakout sessions or private meetings as well as attend large keynote or plenary sessions with live speakers or pre-recorded presentations. They can take a stroll around the virtual conference centre and discover innovation. For more information on this platform visit <https://adaptika.tech/services/virtual-event-platform/>

The Innovation Expo recognizes Canadian company Tech AdaptiKa as not only being our unique and engaging platform provider, but also a Champion Sponsor of this event. Thank you, Tech AdaptiKa!

People's Choice Awards

Attendees will have an opportunity to vote for their favourite exhibitors. The Ontario Innovation Expo Choice Awards include the categories of:

MOST ENGAGING • MOST INNOVATIVE • BEST VIDEO

Winning exhibitors will receive recognition in the form of a customized award to commemorate their achievement. Any attendee who votes will be entered into a draw to win one of three prizes (to be announced closer to event).

Previous winners include: Udderly Ridiculous, Avidrone Aerospace and My Healthy Kitchen

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Sponsorship has the power to emotionally engage with people in a way that other marketing channels cannot; it enables brands to engage directly and experientially with their target market. With the transition to online, e-commerce and virtual, supporting entrepreneurs and their businesses while staying in front of them is as important and as valuable, if not more now, as it ever has been. Innovation Guelph thanks those who recognize the importance of supporting the innovation ecosystem by investing in sponsoring this amazing event.



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