



International Invention Innovation Competition in Canada
iCAN-TORONTO, CANADA

THE FINALS

THE FINALISTS' EXHIBITION, SEMINAR & AWARDS

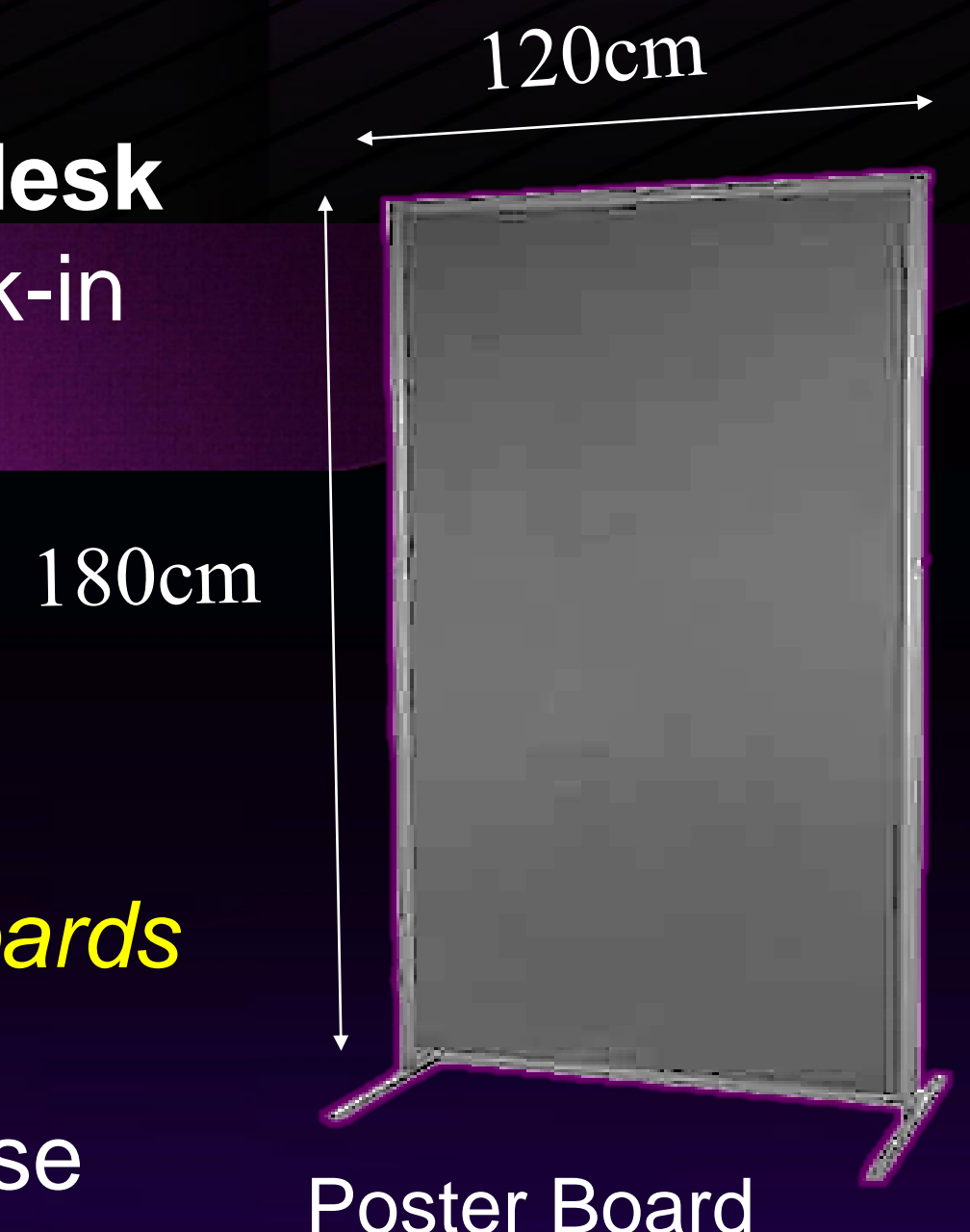
I. GENERAL INFORMATION

- **Date/Time:** **August 24th** from 10am ~ 6:30pm (exhibit set-up starts from 9:30am)
- **Location:** **North York Memorial Community Hall** (A/D: 5100 Yonge St., North York)
- *Located 1 level below North York Central Library within North York Centre*



II. EXHIBITOR PROCEDURES

- Set-up starts from 9:30am, **please check in first at the reception desk**
 - Pick up your exhibitor badges and event materials upon check-in
- Exhibit area will be assigned upon check-in (wall or poster board)
 - Includes: vertical space for poster, table space and chairs
 - **Poster size:** **A1 (recommended)** or A0 poster size
 - Tapes for walls and Velcro dots for boards will be provided
- *Please do not use any other tapes/glue that may damage walls & boards*
- Exhibit space for group exhibitors may be amalgamated together
- Electricity (110V) and free Wi-Fi connection available for collective use

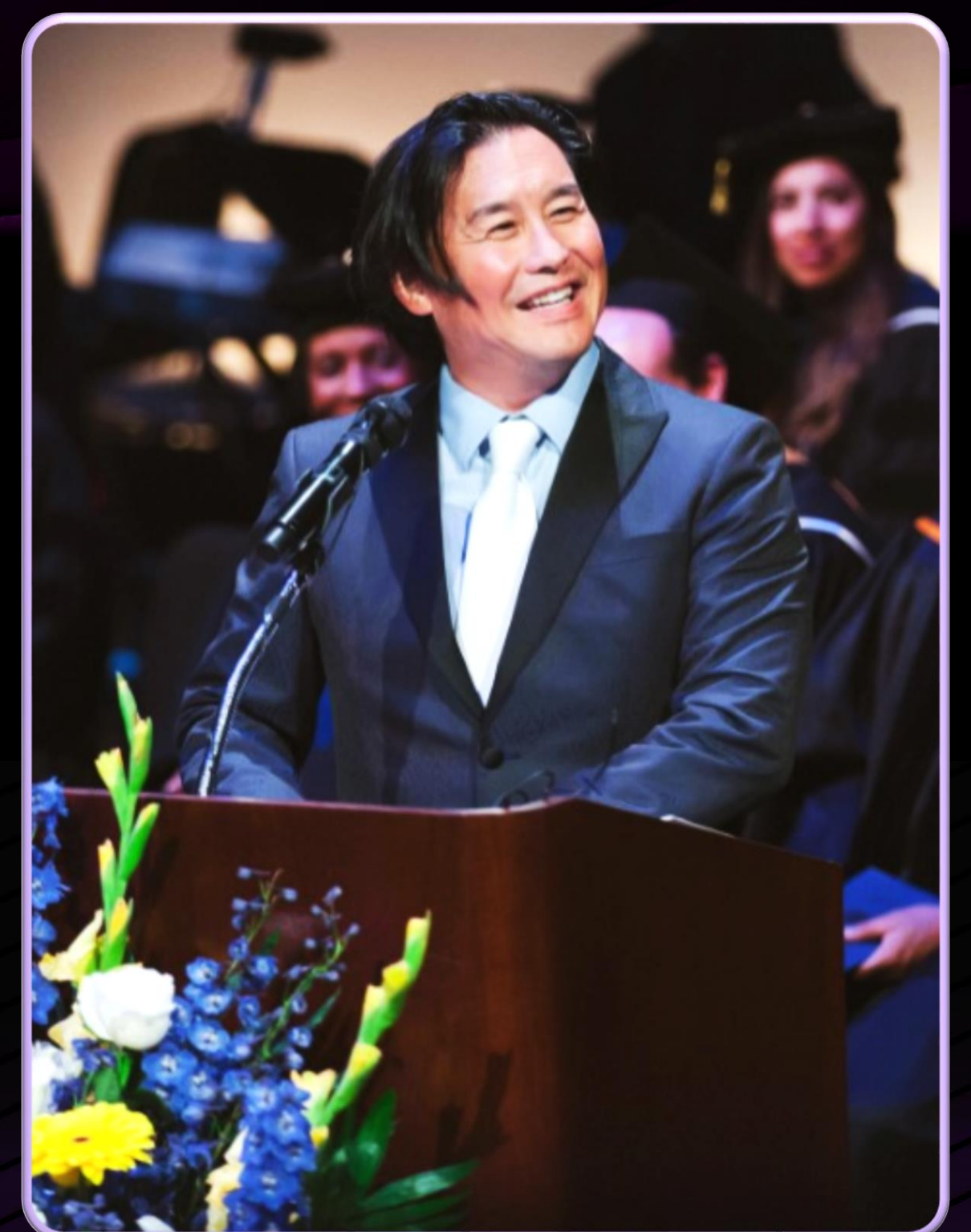


III. SEMINAR

"BREAKING BOUNDARIES FOR AN IRRESISTIBLE CUSTOMER BRAND EXPERIENCE"

ARE YOU thinking too small when it comes to your brand? As the foundation of your company, your brand has the power to influence sales, shareholder value, and relevancy. Your brand is a key factor to build your business for long-term success. Fortune 500 branding and business expert Howard A. Lim will show you how to exponentially attract customers, strategic partners, and investors. You'll gain insights on how to leverage your brand and business--regardless of what product or service you sell – to give you a competitive edge and maintain a winning strategy.

Howard A. Lim is an award-winning business & branding strategist, and the author of Authentic Branding®. His clients include entrepreneurs, business owners, and Fortune 500 brands including Apple, Disney, Oracle, and HBO, to name a few. Since 1987, Howard Lim has earned his reputation as a disruptive innovator, and his boutique firm, HOW Creative. He presents actual before-and-after case studies that have influenced billions of dollars in revenue, and value for companies he has served.



HOWARD A. LIM

President of HOW Creative
iCAN Co-Chairman of the Jury



IV. TENTATIVE PROGRAM

09:30 – 10:30	Participants Arrival & Check-in
09:30 – 11:00	Setting Up Exhibits & Posters
11:00 – 12:00	Opening & Jury's Introduction
12:00 – 12:30	Short Break & Jury Meeting
12:30 – 16:00	Exhibition & Judging On-Site
16:00 – 17:00	Featured Speaker Seminar
17:00 – 18:30	iCAN 2019 Award Ceremony
18:30 – 19:00	Group Photo & Tear Down

* The schedule may have slight time changes *

V. AWARD CEREMONY

- Gold/Silver/Bronze Medals
- International Special Awards
- Best Invention Awards
- Semi-Grand & The Grand Prize

VI. EVALUATION RUBRIC

- Oral Presentation Clarity & Coherence
- Key Innovation and its Significance
- Originality and Complexity
- Proof and Supporting Data

