



EXPRESSION OF INTEREST

Collision Toronto June 21-23, 2022

Collision Conference Toronto – June 21-23, 2022, Toronto, Ont.

Saskatchewan Trade & Export Partnership (STEP) is recruiting companies to participate in a trade mission to Collision Toronto 2022, being held in person June 21-23 in Toronto at the Enercare Centre.

At this event, you will have new conversations with your target market, while having multiple opportunities to participate in high-profile networking and engagement, aligning with innovative technologies and established entrepreneurs from all over the tech industry leading to sales and partnership opportunities. For more information see the [event website](#).

The event organizers are expecting over 33,000 people in attendance this year, including experts in their respective industries. 66% of the attendees are senior managers and/or decision makers from over 140 countries. There will be opportunities to meet with multiple qualified potential buyers, as well as access education presentations, view exhibits and meet potential strategic partners as well as press in attendance.

The goal of this event is to meet qualified buyers and potential partners, so we will aim to generate leads and meetings. To do so, STEP will be renting a private room for our attending companies at the Beanfield Centre, directly across the street from the main conference space on the second or third day of the event. This room will be a Saskatchewan Showcase space, where STEP companies can demo their products and services to potential buyers while having a private space for B2Bs. Leading up to and during the event, STEP staff will work with attending companies to find and contact qualified attendees to meet with. STEP will also be working with an in-market advisor who will directly support our companies to find qualified buyers, partners, agents/distributors and foreign direct investment to grow to new markets, all depending on companies' individual needs. Lastly, we will leverage the event's networking platform, as well as the B2B platform being shared with Canadian companies by Global Affairs Canada and will of course network at the show.

Please note that the intent of this mission is for STEP companies to generate export sales outside of Saskatchewan. Therefore, companies should treat this event as a sales trip, rather than an opportunity to gain investment.

Please complete and submit the attached form by May 6, 2022, if you are interested in participating. Should you have any questions please contact me at (306) 539-4895 or by email at adoan@sasktrade.sk.ca.

Andrew Doan, Trade Specialist, Manufacturing & Technology

P.O. Box 1787

#320 - 1801 Hamilton Street

Regina, Saskatchewan S4P 3C6

Tel: 306.539.4895 Fax: 306.787.6666

E-mail: adoan@sasktrade.sk.ca

Website: www.sasktrade.sk.ca

Saskatchewan Exports Information: 1.888.XPORTSK (976.7875)

SASKATCHEWAN  CANADA

Collision Toronto June 21-23, 2022

COST FOR EXHIBITING

STEP has partnered with Innovation Saskatchewan, who has graciously provided financial support for this mission. Because of Innovation Saskatchewan's support, this event's costs have been significantly reduced, providing significant savings for our participating companies.

The cost to just attend this event on one's own is \$672 for a pass per person. However, the cost to participate as a delegate on this STEP mission is just \$500 for two passes, plus the cost of travel and accommodations. This includes two passes to the event, access to our Saskatchewan Showcase space, as well as STEP and in-market advisor support with finding qualified buyers for B2Bs.

Additional funding support for travel costs is potentially available through STEP's MAP and MRP services.

STEP Market Access Program (MAP) - STEP Members may be eligible to apply for STEP Market Access Program funding for this mission. Program criteria and application can be found at https://www.sasktrade.com/services/details/market_access_program_map.html

STEP Market Re-engagement Program (MRP) – STEP members may be eligible to apply for STEP Market Re-engagement Program funding for this mission. Program criteria and application can be found at https://www.sasktrade.com/services/details/market_reengagement_program.html

Agenda

June 20 – Travel to Toronto

June 21 – Day 1 of Conference – Participate in [Collision After Hours](#) events for those interested

June 22 – Day 2 of Conference – Participate in [Collision After Hours](#) events for those interested

June 23 – Day 3 of Conference – Saskatchewan delegation reception after conference day (details TBD)

June 24 – Return to Saskatchewan (if have not already done so on the evening of June 23)

Andrew Doan, Trade Specialist, Manufacturing & Technology

P.O. Box 1787

#320 - 1801 Hamilton Street

Regina, Saskatchewan S4P 3C6

Tel: 306.539.4895 Fax: 306.787.6666

E-mail: adoan@sasktrade.sk.ca

Website: www.sasktrade.sk.ca

Saskatchewan Exports Information: 1.888.XPORTSK (976.7875)

SASKATCHEWAN  CANADA



EXPRESSION OF INTEREST

Collision Toronto June 21-23, 2022

- I would like to participate as a delegate at this event
- I am unable to attend but would like you to represent me at the show. Please contact me.
- I will book my own accommodations
- I am interested in booking in a STEP block of rooms if available
- I have further questions about this show. Please contact me.

Company Name: _____

Contact Name/Title: _____

Telephone: _____ Fax: _____

E-mail: _____ URL: _____

Signature: _____

Your signature confirms your company's intention to participate in this program. No refunds are offered unless a replacement participant is found.

Expression of interest deadline: **Friday, May 6, 2022. Please return to Andrew Doan, Trade Specialist, Manufacturing & Technology: adoan@sasktrade.sk.ca**

Andrew Doan, Trade Specialist, Manufacturing & Technology

P.O. Box 1787

#320 - 1801 Hamilton Street

Regina, Saskatchewan S4P 3C6

Tel: 306.539.4895 Fax: 306.787.6666

E-mail: adoan@sasktrade.sk.ca

Website: www.sasktrade.sk.ca

Saskatchewan Exports Information: 1.888.XPORTSK (976.7875)

SASKATCHEWAN  CANADA