

CALL FOR CONCEPTS IN AI

Application Rules (the “Rules”)

APPLICATION AND REGISTRATION PERIOD

The Société du Palais des congrès de Montréal (the “**Organizer**”) is launching a “**Call for Concepts in AI**,” through which the Organizer is inviting all companies or individuals to submit to the Palais des congrès de Montréal product or service concepts using artificial intelligence (AI) aimed at enhancing the event experience at the Palais des congrès de Montréal, in relation to the hosting of conventions, conferences, exhibitions, business meetings and other professional events held there.

The application submission period begins on June 18, 2025, at 12:00:01 a.m. Eastern Time (ET) and ends on August 31, 2025, at 11:59:59 p.m. ET (the “**Submission Period**”). The Organizer’s clock will be the official timekeeper for determining the date and time of receipt of an Application (as defined below).

At the end of the Submission Period, eligible Applications will be evaluated during the Jury Selection, according to the criteria set forth herein, to select a potential Winner. The Winner will have the opportunity to enter into a service and licence agreement (which includes an exclusivity period) with the Organizer for the purpose of awarding the Prize and implementing their Concept in collaboration with the Organizer’s partners TKNL Inc. and Divertir IA, as these terms are defined below.

ELIGIBILITY

To submit an Application to the Call for Concepts in AI, the applicant must be either a natural person or a business operating in Québec. Each eligible individual or business that submits an Application is hereinafter referred to as a “**Candidate**” and, collectively, they are referred to as the “**Candidates**.”

Excluded from participation are members of the jury for the Call for Concepts in AI, as well as employees, officers, directors, shareholders, agents and representatives of the Organizer and its partners, advertising and promotional agencies, and the members of their immediate families (father, mother, sisters, brothers, children), legal or de facto spouses, and any individuals residing with them, whether or not they are related.

HOW TO SUBMIT AN APPLICATION

During the Submission Period, a Candidate must:

- Access the [Organizer’s website](#) (the “**Website**”).
- Complete all sections of the expression of interest form (the “**Form**”) and confirm acceptance of the terms and conditions of the Rules in the designated section.
- Submit the Form to the Organizer by clicking the “Submit” button.
- Follow the procedure outlined in the Organizer’s response email to submit the complete Application package.

By following the steps outlined in the Organizer’s email to submit a complete Application, the Candidate will obtain one (1) application to the Call for Concepts in AI (an “**Application**”). This Application will be eligible if it meets all the terms and conditions outlined herein.

Limit. There is a limit of one (1) Application per Candidate.

The Application must comply with these Rules and meet all “**Application Requirements**,” as defined below. An Application cannot be modified once it has been submitted to the Organizer. The Candidate’s complete Application must be submitted before the end of the Submission Period.

Any Application that is mechanically reproduced, falsified or altered, counterfeited or copied is void. The

Organizer is not responsible for Applications that are lost, delayed, undelivered or invalid, all of which will be disqualified. All Applications become the exclusive property of the Organizer; they will not be returned to Candidates.

Any attempt by a Candidate to submit more than one Application using multiple user profiles, email addresses, identities, registrations, login credentials or any other method will result in the cancellation of all of the Candidate's Applications, and may lead to disqualification at the sole discretion of the Organizer.

The use of any automated system (including but not limited to entries submitted using bots, scripts, macros or any other automated service) to participate is prohibited and will result in disqualification. In the event of a dispute regarding the identity of a person who submitted an Application, the authorized account holder of the email address will be deemed the Candidate. The "authorized account holder" is the person assigned to the email address by the Internet access provider, online service provider or organization responsible for assigning the email account. Selected Candidates may be required to provide proof that they are the authorized account holder of a given account.

APPLICATION REQUIREMENTS

Each Application must present a concept in artificial intelligence (the "**Concept**") and must address, but is not limited to, the following elements:

- **Concept parameters:**
 - **Objective:** Improve the event experience at the Palais des congrès de Montréal.
 - **Budget constraints:** Be capable of being developed within the budgetary parameters of the Prize or, if applicable, secure the necessary additional funding, provided that the terms and conditions of any additional funding are approved by the Organizer.
 - **Ministère de la Cybersécurité et du Numérique:** Comply with all directives and requirements of the Ministère de la Cybersécurité et du Numérique, including the current limitation on the use of virtual assistants, which may limit or regulate, from time to time, the use of artificial intelligence and which, given the evolving nature of the technology, may change over time.
 - **Collaboration with TKNL:** The implementation of the Concept must be able to be carried out collaboratively with the Organizer's partner, TKNL Inc.
 - **Collaboration with Divertir IA:** The developed project must be capable of being launched during the E-AI event in 2026 with the Organizer's partner, Divertir IA, subject to the Organizer's discretion to instead launch the Concept during the E-AI event in 2027.

Application content: The Candidate may present their concept in the format of their choice: written document, video, interactive presentation or other relevant electronic medium. The presentation must include:

- **Title of the concept**
- **Concept summary**, including the nature of the Concept, the main proposed elements, the items to be funded and the anticipated outcomes.
- **Context and objective:** Explain how the Concept meets the Organizer's Objective
- **Approach, methodology and innovation:** Provide more detail on the approach, methodology, technologies used and innovations introduced by the Concept.
- **Candidate or candidate's team:** The Application must describe the experience and qualifications of the Candidate or their team, including expertise, complementarity and accomplishments, and the CV of each team member.
- **Budget:** Explain how the Candidate plans to use the Prize to fund and implement the Concept, with estimated amounts allocated to relevant budget items. If applicable, an estimate of any additional budget required for full development of the Concept should also be included.
- **Implementation timeline:** Provide a summary timeline for the implementation of the Concept.

- **References:** The Candidate may include references and documentation related to the Concept or the team members in support of the Application.
- If applicable, the Attestation de Revenu Québec or the SIN of the winning Application will be required.

By submitting their Application, a Candidate must ensure compliance with the following conditions:

- The person or company completing and submitting a Form and an Application must have the authority to (i) disclose the information contained in the Form and the Application, (ii) commit the Candidate to the process proposed by the Organizer, particularly with respect to the implementation of the Concept, and (iii) bind the Candidate to these Rules.
- The Candidate must answer all questions and provide all information and documentation required by the Organizer as part of their Application. The Organizer encourages Candidates to submit complete Applications to facilitate the jury evaluation.
- The Application and its content must not contain any of the Candidate's confidential information or trade secrets, taking into account the licence granted under these Rules regarding the Organizer's use of the Licensed Material.
- The Candidate must be able to provide an Attestation de Revenu Québec. This attestation must be valid at the time the Application is submitted and at the deadline date and time for receipt of Applications. Furthermore, it must not have been issued after the Application deadline date and time. This attestation indicates that, as of its issue date, the Candidate has filed the returns and reports required under tax laws and does not have any outstanding supplier account with Revenu Québec, in particular where recovery has been legally suspended or where payment arrangements have been made and are being honoured.

Also, the Application Form, the Application, the Concept and the Licensed Material, as defined below, must meet the following requirements:

- Comply with applicable laws.
- Comply with the Organizer's Privacy Policy, available [on this page](#).
- Be the Candidate's entirely original creation, not based on underlying material or any other content owned by third parties, except as disclosed to the Organizer.
- The Candidate must be the sole owner of all related rights, including, without limitation, all associated intellectual property rights, except as disclosed to the Organizer.
- Not infringe on the intellectual property rights and/or any other rights of a third party (individual or entity).
- Not include content that: (i) infringes, misappropriates or violates any patent, copyright, trademark, trade secret, moral right or other intellectual property rights, or the rights of publicity or privacy belonging to a third party; (ii) violates or encourages conduct that would violate any applicable law or regulation, or result in civil or legal liability; (iii) is fraudulent, false, misleading or deceptive; (iv) is defamatory, obscene or offensive; (v) promotes discrimination, bigotry, racism, hatred, harassment, or violence against any individual or group (including but not limited to race, gender, belief, ethnicity, religious affiliation, family status, sexual orientation, gender identity or language); (vi) is violent, or threatens or promotes violence or threatening actions toward another person; (vii) is violent, or threatens or promotes violence or threatening actions toward another person; (viii) encourages illegal or harmful activities or substances; (ix) contains information or content displaying the names, images, likenesses, voices or other identifying factors of any third party (living or deceased), such as personal names, email addresses or postal addresses, including but not limited to celebrities or other public figures, living or deceased; (x) uses trademarks, logos, trade names or source identifiers belonging to third parties; or (xi) at the sole discretion of the Organizer, does any of the following: insults, attacks, harasses, intimidates, threatens, degrades or impersonates another; contains "hate speech" targeting an individual or group based on membership in certain categories; promotes products or services deemed dangerous or inappropriate; includes content that is shocking, sensational or disrespectful, or that displays violence; is otherwise obscene, offensive or inappropriate; provides a link to or promotes a website; makes available any unsolicited or unauthorized advertising, commercial presentation, promotional

material, junk mail, spam, pyramid schemes or any other form of solicitation; or is otherwise inadmissible because it is not in line with the Organizer's values.

All the requirements set forth in this section are collectively referred to as the **"Application Requirements."** Applications that do not meet these Requirements may be excluded, and any decision to that effect is made by the Organizer at their sole discretion.

CANDIDATE DECLARATION

By submitting their Application to the Call for Concepts in AI, each Candidate declares, acknowledges and guarantees the following: (i) their Application and its content, including but not limited to the Form, the Concept, and the Licensed Material, are original creations, created exclusively by the Candidate, except as disclosed to the Organizer; (ii) no other party has any rights, titles, claims or interests in the Application and its content, including the information contained in the Form, the Concept and the Licensed Material, except as disclosed to the Organizer; and (iii) the Candidate, the Application and its content fully comply with the Application Requirements and these Rules.

Furthermore, each Candidate acknowledges that (i) their Application and its content may include documents or ideas in the public domain; (ii) other persons, including employees of the Organizer or its clients and partners, may have submitted in the past or may submit in the future material similar to that contained in their Application, to the Organizer. The Organizer and its affiliated companies may use such similar material and will have no obligation toward the Candidate regarding such similar material, in light of its similarities with the material submitted in their Application, and the Candidate will not be entitled to any form of compensation related to any such use.

JURY SELECTION

To be a potential winner of the Call for Concepts in AI Prize, a Candidate must be selected by the Jury, as further described below. In the event that no Application meets the present Rules and the Requirements established therein, nothing in these Rules shall be interpreted as obligating the Jury to select a Candidate as a potential winner.

The **"Jury Selection"** will take place between September 1, 2025, and September 30, 2025, in Montréal. The Jury's decision regarding the Candidate selected as the potential winner will be made on September 2, 2025.

During this period, a jury composed of five (5) members chosen by the Organizer (the **"Jury"**) will evaluate all eligible Applications received during the Submission Period.

All Applications eligible for the Call for Concepts in AI will be evaluated on the basis of the information and documents provided, according to the following five (5) criteria (the **"Criteria"**):

1. **Transformation of a space:** The Concept must fit into a defined space within the Palais des congrès de Montréal and offer an innovative experience with the potential to change existing practices or create new opportunities. (Weighting: 30%)
2. **Technical feasibility:** The Concept must be feasible and adaptable to an event context. (Weighting: 20%)
3. **Impact and originality:** The Concept must stand out through its creative and engaging approach. (Weighting: 20%)
4. **User experience and accessibility:** The Concept must elicit human interaction (visual, sound, tactile or multisensory). The experience should be engaging and intuitive for users. (Weighting: 15%)
5. **Team engagement and vision:** The team behind the Concept must demonstrate an ability to execute their vision and benefit from support to implement it and take it further. (Weighting: 15%)

The Candidate whose Application receives the highest score is selected as the potential winner, at the sole discretion of the Jury.

PRIZE

There is a prize available to be won as part of the Call for Concepts in AI initiative (the “**Prize**”), at the sole discretion of the Jury, which may also reject all received Applications. The Prize consists of the following, taking into account the parameters of the selected Application’s Concept:

- The Concept of the selected Application will be developed in collaboration with the Organizer and its Partners and implemented in a space at the Palais des congrès de Montréal.
- The Organizer will pay an amount of \$25,000 for the development of the selected Concept.
- The Organizer’s partner, TKNL, will provide the Candidate with professional support in the development of the Concept, as well as technical guidance and appropriate equipment for its implementation at the Palais des congrès de Montréal, up to a total value of thirty-five thousand Canadian dollars (CAD \$35,000).
- The Organizer’s partner, Divertir IA, will enable the launch of the developed Concept as part of its E-AI 2026 event, subject to the Organizer’s discretion to instead launch the Concept during the E-AI event in 2027.
- In the event the budget estimate of the submitted Concept exceeds the above-mentioned amounts, the Organizer may offer additional funding or support in seeking additional financing, partnerships and/or sponsorships aimed at supporting the implementation of the Concept. In such a case, additional terms and conditions, including without limitation regarding intellectual property rights in the Project and/or financial exploitation terms and/or exclusivity periods, may apply to any additional funding and must be approved by the Organizer.

Subject to the conditions set forth in the next section regarding the awarding of the Prize and the specific terms of the Service and Licence Agreement, the Prize may be claimed and TKNL’s services may be provided only during the period between September 3, 2025, and February 28, 2026. In the event that the Organizer decides to launch the Concept in 2027, the timeline may be extended at the Organizer’s discretion. In the event that the selected Candidate wishes to retain additional services from TKNL and/or the Organizer, the standard process for submitting and concluding a service and licence agreement will apply.

The Organizer and TKNL have no obligation to achieve any specific results and offer no guarantees regarding the deployment and implementation of the Concept of the selected Application, and disclaim all liability in this regard.

Under no circumstances shall the Organizer be obligated to award a Prize to any Candidate, with the Jury retaining full discretion to reject all received Applications. The Prize cannot be exchanged for money, other services from the Organizer and/or TKNL, or applied to any invoice issued by the Organizer to the selected Candidate for services normally provided to the Candidate outside of this initiative.

NOTICE AND AWARDING OF THE PRIZE

The Organizer will notify the Candidate whose Application qualifies during the Jury Selection by email or phone within twenty-four (24) hours following the end of the Jury Selection period.

In the event that the Organizer is unable to contact the selected Candidate for any reason whatsoever, the selected Candidate will be disqualified, and the Organizer may, at its sole discretion, select the next highest-scoring Application following the Jury Selection in order to attempt to award the Prize to another Candidate, who will be subject to disqualification in the same manner.

To be declared the “**Winner**,” the selected Candidate must, in addition to meeting the eligibility criteria and complying with these Rules:

- Respond to the Organizer's notice within twenty-four (24) hours after it is sent by the Organizer.
- Confirm within a period of ten (10) days that they wish to accept the Prize and commit to negotiating a formal service and licence agreement with the Organizer to oversee the implementation of the Concept, the execution of the associated services, and delivery and use of the Prize (the "**Service and Licence Agreement**").
 - The potential Winner and the Organizer may negotiate the terms of the Service and Licence Agreement privately, with neither party being obligated to conclude this Agreement.
 - The Service and Licence Agreement must necessarily set out the following minimum conditions:
 - **Collaboration.** The Candidate's commitment to collaborate with TKNL, or any other partner of the Organizer, within the framework of the deployment and implementation of the Concept
 - **Licence and exclusivity.** A licence to use the Concept and the results of the services for the benefit of the Organizer, providing exclusivity for a minimum of twenty-four (24) months
 - **Declaration.** A liability waiver declaration concerning the Prize, and
 - **Rules.** The Candidate's confirmation that they have read these Rules, and that they, their Application and the Concept comply and will comply in all respects during the execution of the Contract
- If the Winner is a company, provide the Organizer with a valid Attestation de Revenu Québec when submitting the Application and at the deadline for receiving Applications.
- If the Winner is an individual, provide the Organizer with their SIN in order to receive payment of the Prize and for any other tax purposes.

If the selected Candidate cannot satisfy these conditions, they cannot be declared a Winner, and the Organizer, at its sole discretion, may then apply the procedure to reselect a Candidate, who may be disqualified in the same way.

If no Candidate is declared a Winner by the Jury, the Organizer reserves the right to cancel the Prize.

PRIZE SUBSTITUTION BY THE ORGANIZER

At any time and for any reason whatsoever, the Organizer reserves the right to replace the Prize as described in these Rules with a prize of the same nature and of equivalent or greater value, at its sole discretion.

RIGHT TO USE THE APPLICATION FOR THE PURPOSES OF THE CALL FOR CONCEPTS AND THE EVALUATION OF APPLICATIONS

By submitting their application to the Call for Concepts in AI, each Candidate authorizes the Organizer and its representatives to use their name, their Application and its content, including the Form and the Concept, for the purposes of this Call for Concepts in AI and the evaluation of Applications (collectively, the "**Licensed Material**"). For clarity, the Licensed Material includes, without limitation, any written material, emails and audiovisual material included in the Application.

The Candidate remains the owner of the rights to the Licensed Material related to their Application. By submitting an Application, each Candidate irrevocably grants the Organizer and its affiliated companies, for the Duration of the Call for Concepts in AI and the Jury Selection period, a worldwide, non-exclusive, transferable and royalty-free licence, without restriction regarding copyright, that allows the use of the Licensed Material for the purpose of administering this Call for Concepts in AI and evaluating each Candidate's Application (collectively, the "**Granted Rights**"). The Granted Rights may be exercised by the Organizer as well as its assignees or licensees. The Candidate also waives the exercise of their moral rights related to their Licensed Material in favour of the Organizer, its assignees or licensees, with respect to any use authorized within the scope of the Granted Rights.

GENERAL TERMS AND CONDITIONS

Personal information. The Organizer and its authorized agents will collect, use and disclose personal information provided by the Applicants during their Application to the Call for Concepts in AI to manage and administer the Call for Concepts in AI initiative and the awarding of the Prize.

Applicants may refer to the [Organizer's Privacy Policy](#) for more information on how their personal data is handled.

Process and disqualification. The Organizer reserves the right, at its sole discretion, to cancel an Application or disqualify an Applicant from the Call for Concepts in AI initiative and/or exclude them from any other future initiative or promotion held by the Organizer if (1) they fail to comply with each of the conditions of these Rules; (2) they participate or attempt to participate in the Call for Concepts in AI using a method contrary to these Rules or likely to be unfair to other Applicants; or (3) they are suspected of having i) directly or indirectly tampered with the conduct of the Call for Concepts in AI initiative, ii) made a false statement regarding their Application, or iii) breached these Rules. In such cases, the Organizer reserves the right, at its sole discretion, to conduct a new Jury Selection from among the eligible Applications received under the same conditions.

Any attempt to deliberately damage any component related to the application or administration of the Call for Concepts in AI or to sabotage its legitimate conduct constitutes a violation of civil and criminal laws. If such attempts are made, the Organizer reserves the right to report the Applicant or any other person directly or indirectly involved to the competent judicial authorities and to seek legal recourse.

The Organizer's decisions regarding any aspect of the Call for Concepts in AI are final. The Call for Concepts in AI is subject to all federal, provincial and municipal laws in effect. The invalidity or unenforceability of any provision of these Rules does not affect the validity or enforceability of any other provision contained herein. If any provision of the Rules is found to be invalid or otherwise unenforceable, these Rules will remain in effect and must be interpreted as if the unenforceable provision were not part of these Rules. Paragraph titles are for reference only and must not affect the interpretation of the Rules.

Limitation of liability. No obligation or liability is incumbent upon the Organizer, TKNL and their subsidiaries, affiliated companies, advertising agencies, licensors, franchisees, partners, retailers, distributors or other parties involved in the Call for Concepts in AI, or on their directors, officers, employees, shareholders, agents, other representatives, successors and assigns (collectively, the "**Beneficiaries**") in connection with the Applicant's Application or any attempt to submit an Application to the Call for Concepts in AI.

The Beneficiaries disclaim all liability for any damage or loss caused by any technical problem or malfunction that could disrupt the Call for Concepts in AI initiative or its conduct, including, but not limited to, the malfunction of any computer component, software or communication line, loss or absence of network communication, or any faulty, incomplete or erased transmission or download by any computer or network. The Organizer does not guarantee in any way that all components related to the Application and administration of the Call for Concepts in AI, including the Website and/or any Organizer mobile application or any related site, will be accessible or functional without interruption during the Term, or that they will be error-free. Use of any component related to the Application and administration of the Call for Concepts in AI is at the Applicant's own risk. The Beneficiaries are not responsible for human, typographical, technical or computer errors, or for printing or network errors that may occur in the administration of the Call for Concepts in AI, the downloading or processing of Applications, the announcement of the Prize or documents related to the Call for Concepts in AI.

The Beneficiaries shall not be liable for any claim, action, damage, demand, cause of action, lawsuit, debt, duty, account, bond, agreement, warranty, indemnity, contract or liability of any kind arising out of or related to the Application or the attempt to submit an Application to the Call for Concepts in AI. The Beneficiaries will not be responsible for lost, incomplete, late or misdirected Forms and Applications.

By accepting the Prize, the Winner releases the Beneficiaries from any liability, obligation, claim, action, damage, demand, cause of action, lawsuit, debt, duty, account, bond, agreement, warranty, indemnity, contract or liability of any kind arising out of or related to acceptance and/or use of the Prize.

Modification. The Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend, in whole or in part, without prior notice or obligation, this Call for Concepts in AI initiative in the event of any event or human intervention that may alter or influence the administration, security, impartiality or conduct of this initiative, as provided in these Rules.

End of the Call for Concepts in AI Application. Without limiting the generality of the foregoing, if the Call for Concepts in AI initiative, in whole or in part, cannot be conducted as planned for any reason, including but not limited to a virus or computer bug, tampering, unauthorized intervention, fraud, programming errors or technical failures, which, at the Organizer's sole discretion, corrupt or affect the administration, security, impartiality, integrity or normal conduct of the Call for Concepts in AI initiative, the Organizer may, at its sole discretion, cancel any suspect Application and: (a) terminate the Call for Concepts in AI initiative, in whole or in part; (b) modify or suspend the Call for Concepts in AI initiative, in whole or in part, to correct the problem, then reinstate the initiative in a manner that better respects the spirit of these Rules and/or; (c) award the Prizes among the eligible Applications received before the discovery of the problem, according to the selection criteria set forth herein.

Language. In the event of any discrepancy between the French version and the English version of the Rules, the French version shall prevail.
