



AI CONCEPT ARTWORK / NOT A PAVILION RENDERING

AI UNVEILED: 2027 STARTUP PAVILION

THE AI TRAILBLAZERS

FROM UNDISCOVERED TO VISIBLE

Put your AI product in the spotlight. Connect through live product conversations, with proposed online showcase and audience-choice recognition opportunities.

MAY 19-20, 2027 | TORONTO, CANADA

CAD \$499

+ applicable taxes

One table. One chair.

Free to apply. Payment only after acceptance.

[APPLY TO SHOWCASE YOUR AI →](#)



THE OPPORTUNITY

Your Product. Real Conversations.

A business-focused AI showcase designed around adoption, commercialization and growth.

YOUR CONFIRMED PARTICIPATION

CAD \$499

+ applicable taxes

One table + one chair

Within the AI UNVEILED startup pavilion. As set out in your signed agreement.

PROPOSED SHOWCASE OPPORTUNITIES

PRODUCT DEMONSTRATIONS

Live product demos and potential pavilion-stage reveals.

ONLINE SHOWCASE

A company profile, working-product video and shareable link.

TRAILBLAZER RECOGNITION

Audience-choice recognition and participant credentials.

PROMOTIONAL VISIBILITY

Potential collective exposure through the Summit and AIECT.

PROPOSED AI CATEGORIES

Healthcare

Financial Services & FinTech

Retail

Telecom & Infrastructure

Marketing

Human Resources

Accounting & Finance

Business Automation

Customer Service & Experience

Other — Special Consideration: propose a category when your product does not fit the list.

Categories, participation levels and additional program elements may be adjusted by Xeo. Only inclusions expressly stated in the signed agreement are guaranteed.



PARTICIPATION & THE CONTEST

Apply. Showcase. Get Discovered.

Applications are free. Acceptance, the signed agreement and payment confirm your booking.

01

APPLY FREE

Share company details, your primary category, a product write-up and planned reveal.

02

ELIGIBILITY REVIEW

Xeo reviews eligibility, product validity, category relevance and program needs.

03

CONFIRM YOUR SPACE

Sign the participation agreement and pay CAD \$499 plus tax by FreshBooks invoice.

04

PREPARE TO SHOWCASE

Prepare your table demo. Submit a video if taking part in the proposed online program.

WHO QUALIFIES?

Independent companies registered and incorporated on or after May 19, 2025, developing their own AI-centred product. A working product or paid/external pilot is required. Rebranding does not reset company age. Resellers, white-label sellers, services-only firms, MSPs and systems integrators do not qualify; mixed product/services applicants are reviewed individually. Majority-owned divisions and Xeo, its staff and its clients' products are excluded. Select a primary category or Other – Special Consideration.

PROPOSED TRAILBLAZER CONTEST

The proposed program combines an online demo gallery and verified-email audience voting. Category and overall honours, plus participant credentials, are subject to confirmed program arrangements and published rules.

DEMO VIDEO / JANUARY 31, 2027

English-language working-product video, up to three minutes. Later accepted applicants may receive a different deadline. Missing the deadline does not remove a confirmed table-and-chair booking.

Proposed voting close: noon, May 20, 2027 (Toronto time). Opening dates, award details and final rules will be published before contest entries open. No cash prize is promised.



PARTICIPATION TERMS

Terms & Conditions

Read with the signed participation agreement. Subject to applicable law.

01. Agreement and organizer

Xeo Marketing & Strategic Consultancy Inc. ("Xeo") is the organizer. These terms form part of a booking only when incorporated into the signed participation agreement. That agreement and applicable law prevail over this prospectus.

02. Admission and eligibility

Xeo may accept, reject, waitlist, reclassify or remove applicants or participants at its sole discretion for program, eligibility, capacity, safety or conduct reasons, subject to applicable law. Applying does not reserve space. If Xeo withdraws a confirmed booking without participant breach, the participation fee and applicable tax will be refunded.

03. Participation fee and confirmed booking

For CAD \$499 plus applicable taxes, Xeo will provide the accepted participant with one table and one chair within the AI UNVEILED startup pavilion during its scheduled operating hours, subject to these terms. A booking is confirmed only after the agreement is signed and payment is received.

04. Proposed categories and participation levels

Categories and participation levels are proposed. Xeo may add, combine, change or remove categories and increase or decrease entries in any category or overall to reflect demand and program needs. Xeo is not required to fill any category or the pavilion. Adjustments remain subject to venue and safety limits and do not remove a confirmed table-and-chair booking.

05. Placement and additional features

Xeo determines table size, placement, layout and operating arrangements, with reasonable exhibitor access to the booked space. Power, internet, extra furniture, stage time, online features, publicity and contest participation are included only if expressly confirmed in the signed agreement.

06. No attendance or outcome guarantees

No minimum attendance, exhibitor participation, category size or category exclusivity is guaranteed. Xeo does not guarantee investor participation, audience profile, footfall, exposure, votes, awards, leads, meetings, sales, funding or other business outcomes.

07. Withdrawals, postponement and cancellation

Participant withdrawals, no-shows and removals for breach are non-refundable, except as required by law. Xeo may postpone, relocate, change or cancel the event at its sole discretion, including for circumstances beyond its control. Material changes will be notified. A postponed booking transfers to the replacement event; if the participant cannot reasonably attend, or Xeo cancels the paid pavilion without a comparable replacement, the participation fee and applicable tax will be refunded. Xeo does not cover travel, accommodation or other participant costs, except as required by law.



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08. Contest and recognition

The proposed contest uses audience voting, not a jury assessment. Contest entry opens only after final rules are published, covering awards, eligibility, voting dates, verification, ties and winner selection. Xeo may adjust or cancel contest elements for operational reasons or integrity, with material changes notified and applied fairly. Bots, paid votes and manipulation may result in disqualification. No cash prize is promised.

09. Demo submissions and deadlines

Participants must meet the demo requirements and deadlines in their written offer. The initial video deadline is January 31, 2027. Missing a deadline may remove online-showcase or contest eligibility, but does not remove a confirmed table-and-chair booking.

10. Content ownership and promotional use

Participants retain ownership of their materials and must hold all necessary rights and consents. They grant Xeo a non-exclusive, worldwide, royalty-free licence to use their names, logos and submitted materials to promote, administer and report on this event. Xeo may edit for length or format or decline publication.

11. Privacy, photography and recordings

Xeo may use submitted information for applications, invoicing, event operations and lawful communications under its privacy notice and applicable law. Showcase materials may be public. Event areas may be photographed or recorded, subject to required notices and consents. Personal information is not promised to exhibitors and will not be shared without a lawful basis.

12. Conduct, equipment and risk

Participants are responsible for their staff, equipment, demonstrations, property and insurance. They must make accurate claims and comply with venue rules and applicable law, including safety, privacy and intellectual-property requirements. Xeo may stop unsafe or unlawful activities and remove participants for material breaches.

13. Liability and third-party claims

To the extent permitted by law, Xeo is not liable for indirect or consequential loss, lost profit or lost business opportunity. Its aggregate liability arising from a participant's booking is limited to the amount paid for that booking. Participants indemnify Xeo against third-party claims arising from their breach, negligence, infringement or misconduct, excluding loss attributable to Xeo's negligence or wilful misconduct. Nothing limits liability for fraud, wilful misconduct or liability that cannot lawfully be excluded.

14. Governing law and notices

Ontario law and applicable Canadian federal law govern. The parties will first seek good-faith resolution, with disputes brought before Ontario courts subject to mandatory jurisdiction rules. Material updates will be sent to the participant's designated email. If a provision is unenforceable, the remaining provisions continue. Nothing excludes rights that cannot be waived by law.