

# PTAC - CRIN INNOVATION SHOWCASE



Make your innovative technology or service stand out to oil and gas producers, investors, researchers, and many other industry experts via the PTAC - CRIN Innovation Showcase.

[INNOVATIONSHOWCASE.PTAC.ORG](https://innovationshowcase.ptac.org)

# PLATFORM BENEFITS

Available on-demand 27/7 from anywhere in the world, the videos in this library provide insight into up and coming technologies and are useful tools that will engage and expand your audience.

Features of the video library include:

## Technology Feed

- The videos are hosted on a feed that is similar to LinkedIn's style of scrolling posts.
- The feed can be filtered by "Trending" videos (i.e. the most liked and shared), or by "Most Recent" (i.e. the latest uploads).

## Search Function

- Using Tags and Keywords, visitors can search for videos on topics they are most interested in.

## Sharing & Liking Videos

- The platform features a social sharing tool that simplifies the process of sharing videos via social media. If you want to share a video on your own social networks, simply copy the URL and paste it into your social posts.
- To get instant feedback from viewers, the platform allows likes on each video in the feed. This is similar to liking other social media posts on LinkedIn, Facebook, or YouTube, etc.

## Exhibitor Profile

- In a separate tab from the Technology Feed, each exhibitor has their own Exhibitor Profile containing key company information, website, contact information, and company logo.

## Other Benefits

- You will have a professional video hosted on a PTAC and CRIN site that you can share with potential leads and current clients.
- You will be offered marketing opportunities from CRIN and PTAC including our newsletters and social media channels.



POWERED BY



CRIN

Clean Resource Innovation Network

# GETTING STARTED

## REGISTRATION

- Participating exhibitors must complete the Registration Form and produce a maximum 5-minute video outlining their organization and technology/service offered.
- The showcase team will review and provide comments on a first draft of each exhibitors' video.
  - This step is optional but recommended for first-time exhibitors.
  - Returning exhibitors may wish to skip this step as they have already been through the process.

## COST

There is no cost to participate in the PTAC - CRIN Innovation Showcase. It is being offered free of charge to members as a way to accelerate clean technologies and to foster collaboration and connections within the energy sector.

## HOW DO I SUBMIT A VIDEO?

Our intake is open year round.



**REGISTER HERE > [SUBMIT YOUR APPLICATION USING THIS LINK.](#)**

# EXHIBITOR TIPS & TRICKS

- Create a five minute video (there is no need to hire a videographer, but please use a good quality camera or new smartphone so the video is not fuzzy).
- Minimize the amount of motion. Too much movement can be disorienting.
- The video can be filmed by your staff, recorded with a webcam, or recorded as a virtual presentation with screen sharing (i.e. recorded from Zoom, Teams, etc.).
  - Visit the [PTAC - CRIN Virtual Innovation Showcase](#) site to see some examples.
- You can include supplemental marketing materials in your video (i.e. inserted from current company product videos, images, presentations, etc.).
- Avoid jargon and acronyms. Don't assume your viewers know what you know.
- Make it accessible. Add captions (or subtitles) and text-to-speech options.
- Keep it simple and resist the temptation to pack the video with information. Too many details can make your product or service seem overly complicated.
- Avoid filler words like "umm" or softeners like "sort of." They dilute your message and increase uncertainty.
- Keep information clear, precise, and to the point.
- Content tips for inclusion:
  - Answer the "4P's Marketing Mix": Price, Product, Promotion, and Place
  - What opportunity, problem, need, or gain are you trying to solve?
  - What are the most important value-added features?
  - What are your differential advantages?
  - What is your long-term vision?

# FREQUENTLY ASKED QUESTIONS

## **WHAT IS THE SETUP OF THE VIRTUAL PTAC - CRIN INNOVATION SHOWCASE?**

Visitors access the PTAC - CRIN Innovation Showcase Technology Feed where they can scroll through all exhibitors' videos, including company descriptions, website links, and contact information. This feed has a similar look and feel to LinkedIn's feed, with enhanced capabilities like social media sharing, "liking" videos, searchability of videos by keyword, etc.

## **HOW LONG WILL VIDEOS BE AVAILABLE TO THE PUBLIC?**

All year-round. Videos can be removed upon request from the technology company.

## **DO YOU HAVE TO BE IN CALGARY OR CANADA TO PARTICIPATE?**

No. We encourage participation from around the world.

## **WHO OWNS THE VIDEO THAT IS PRODUCED?**

The video is owned by the company that produces it.

## **IS THERE MARKETING SUPPORT?**

PTAC and CRIN will promote your video via social media, newsletters, and other communications. Other promotional events or communication channels may be used in the future. Participating companies are asked to accept the video consent notice (part of the registration form) to ensure they understand CRIN and PTAC can use the video as needed for promotional purposes.

## **WHAT KIND OF VIDEO ARE YOU LOOKING FOR?**

We're looking for a video you would not hesitate to show current or prospective clients. PTAC and CRIN can work with you to make sure your video and its content is of high quality.

## **IS THE FORMAT LIVE?**

No. The video needs to be pre-recorded.

## **DO I NEED TO SPEND MONEY ON CREATING A VIDEO?**

No. Please use the technology you already own (smartphone, tablet, video recorder) to create this video.

## **WILL THERE BE A NETWORKING SESSION?**

No.

## **WILL PARTICIPATING COMPANIES BE PROVIDED WITH A LIST OF PEOPLE WHO WATCHED THE VIDEOS?**

No. We do not require site registrations from visitors.

## **WILL THERE BE A WAY VISITORS CAN REACH OUT DIRECTLY TO ME?**

Yes, visitors will be encouraged to contact companies via your email which will be provided as part of the "connect" button feature on your exhibitor profile.

## **WHAT IF WE DON'T HAVE A PRODUCT BUT ARE CURRENTLY WORKING TOWARDS BUILDING ONE?**

The PTAC - CRIN Innovation Showcase is meant for companies at all Technology Readiness Levels.



**STILL HAVE QUESTIONS?**

Reach out to [innovationshowcase@ptac.org](mailto:innovationshowcase@ptac.org) or [info@cleanresourceinnovation.com](mailto:info@cleanresourceinnovation.com)