

## 2022 ALPHA CONTEST

### FOR SMES IN SAINT-LAURENT, AHUNTSIC-CARTIERVILLE OR MOUNT ROYAL

You have taken some good steps and realized some major successes in 2021-2022 in various areas (administrative, human resources or in energy management, marketing or research). You have stood out in your field of business. Register for the Alpha Contest which recognizes the excellence and dynamism of businesses for more than 35 years. Your firm or your branch is not required to be a member of the Chamber of Commerce and Industry of Saint-Laurent – Mount Royal.

#### Conditions

- Have your place of business in Saint-Laurent, Ahuntsic-Cartierville or Mount Royal.
- Have accomplished your successful actions between January 1<sup>st</sup>, 2021 and April 30, 2022.

Application deadline: June 10, 2022

#### Why register for the Alpha Contest?

- Credibility vis-à-vis suppliers and clients
- Local and regional visibility
- Pride on the part of personnel
- Increased ease in personnel recruitment
- Personal pride
- Obligation to make a self-assessment and to recognize accomplishments

#### BENEFITS

- Attendance of 450 business people at the Gala Contest well established and recognized in the business community for more than 34 years
- Presentation of finalists
  - Appear on the Chamber's Website and Social Media Postings
  - in an e-mail sent to all the members
  - on large screens during the gala evening
  - in the *Alpha Special Booklet* distributed at the gala
- Presentation of winners
  - Appear on the Chamber's Website and Social Media Postings
  - in an e-mail sent to all the members
  - in a press release sent to local media

#### 2022 ALPHA GALA

Thursday, October 20, 2022

Starting at 5:00 p.m.

# 2022 ALPHA CONTEST

FOR SMES IN SAINT-LAURENT, AHUNTSIC-CARTIERVILLE OR MOUNT ROYAL

## REGISTER NOW!

1. Register now. It will take only a few minutes to complete the registration form. You can then return it to the Selection Committee of the Chamber of Commerce and Industry of Saint-Laurent – Mount Royal. You don't have time? Someone else in your firm, a consultant or your financial institution can register your firm.
2. A selection committee will analyze your candidacy. Finalists will be retained in each category.
3. Finalists in the following sectors will be evaluated during a visit by business people: Retail, Distribution, Manufacturing, Services, Young Firms and Young Entrepreneurs.
4. Finally, the Grand Jury will select the Company of the Year.
5. On Thursday, October 20, 2022, join us for the most important economic activity in the region, the 2022 Alpha Gala.

## EXAMPLES OF SUCCESSES

- Change of service offerings related to the COVID-19 crisis
- Significant increase in sales
- Successful advertising campaign
- Obtaining of a prize in your sector of activity
- Increased sponsorships in the community
- Increased investment in personnel training
- Setting up of program of integration of cultural communities
- Setting up of Occupational Health and Safety Committee
- Increased research and development investments
- Expansion of premises or move to more spacious quarters
- Significant increase in profits
- Job creation
- Special program to maintain jobs
- Green economy and sustainable development initiative
- Integration of a new line of products
- Launching of a new product
- Obtaining of a long-awaited contract
- Opening of a branch
- Obtaining of international contract
- Implementation of a recycling program
- Introduction of group insurance or other employee benefits
- Introduction of profit sharing system
- Creation of a web page or site
- 5th, 10th, 15th, 20th, 25th anniversary, etc.
- Introduction of cost control system
- Obtaining ISO recognition
- Major investment in purchase of equipment
- Significant increase in contracts
- Opening of a new department

## 2022 ALPHA CONTEST

### COMPANY INFORMATION

NAME OF THE OFFICER	TITLE
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FIRM NAME	
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ADDRESS	CITY
<hr/>	
POSTAL CODE	WEBSITE
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CONTACT	TITLE
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PHONE NUMBER	E-MAIL

### BUSINESS CLASSIFICATIONS AND CATEGORIES

PLEASE CHECK YOUR BUSINESS CLASSIFICATION AND YOUR CATEGORY.

#### RETAIL (200 EMPLOYEES OR LESS)

All categories combined\*

#### DISTRIBUTION (200 EMPLOYEES OR LESS)

ALL CATEGORIES COMBINED\*

#### MANUFACTURING (250 EMPLOYEES OR LESS)

- Consumer products
- Electronic, Electric products and Information Technology
- Industrial products
- Other

#### SERVICES (200 EMPLOYEES OR LESS)

- Real estate and related services
- Professionals (profession and finance)
- Services to firms and individuals
- Other

#### R&D AND VARIOUS TECHNOLOGIES

All categories combined\*

#### YOUNG FIRMS (LESS THAN 3 YEARS)

All categories combined\*

#### YOUNG ENTREPRENEURS (35 YEARS OR LESS)

All categories combined\*

#### SPECIAL PRIZES

- Green Economy and Sustainable Development
- Community Involvement

\* Other categories possible

**NOTE :** The Chamber keeps right to cancel any category if there is only one candidate in this category. The Chamber accepts a minimum of two (2) finalists per category. Categories may be modified without any notice.

**DATE OF THE CREATION OF YOUR BUSINESS (MONTH/YEAR):**

\_\_\_\_ / \_\_\_\_

**DESCRIPTION OF YOUR ACTIVITIES: (MAX. 40 WORDS)**

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**EVOLUTION OF BUSINESS VOLUME IN RELATION TO PREVIOUS YEARS:**

2021 \_\_\_\_% 2020 \_\_\_\_% 2019 \_\_\_\_%

**NUMBER OF EMPLOYEES ON APRIL 30, 2022:**

Permanent: \_\_\_\_ Temporary: \_\_\_\_

**WHAT ARE THE MAIN ELEMENTS SUPPORTING YOUR APPLICATION AS A FINALIST?**

Tell us about how you stand out from the rest and use examples on how you manage your administration, personnel, finances, products and services, work health and safety, marketing, research and innovation. How you protect the environment, how you introduced new technologies, how you went international or expanded, your involvement in your community and your integration of various cultural communities. (You must identify at least one successful initiative that was realized between January 2021 and April 2022.)

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I was invited to register for the 2022 Alpha Contest or referred by:

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Please send us any other pertinent information that you feel would support your application (publicity, annual report, etc.). Furthermore, we ask that you send us your company logo (EPS and JPEG format) and a photo of your team (JPEG or GIF format) by e-mail. We must receive your completed form and additional documents before June 10, 2022.

**By e-mail:** [info@ccsl-mr.com](mailto:info@ccsl-mr.com)

For more information, see our website: [www.ccsl-mr.com](http://www.ccsl-mr.com)