

ICF Immersion Lab

North America 2008



**Visit five of the world's top
Intelligent Communities
May 12–22, 2008**

Also available in two modular programs, May 12-16 and May 14-22

Philadelphia, USA,
ICF Smart21 Community
2006

New York, USA
Intelligent Community of the Year
2001

Waterloo, Canada
Intelligent Community of the Year
2007

Cleveland, USA
Top 7 Intelligent Community
2007

Toronto, Canada
Top 7 Intelligent Community
2005



A PROGRAM OF



ICF Immersion Lab – NORTH AMERICA 2008

Explore the promise of the broadband economy. Learn from five of the world's leading Intelligent Communities. Join this exclusive learning laboratory in the USA and Canada and accelerate your community's development.

What

A unique business and networking opportunity traveling with a select group of peers from innovation hubs around the world. Up to eleven days, five cities and executive exchanges with senior government leaders and private sector partners in four of the world's most advanced intelligent communities. On-site visits to leading technology parks and R&D Labs. Hands-on experience of eGovernment, digital democracy, rural and educational programs, and smart card applications massively deployed.

The program offers unmatched insights into:

- Government incentivizing the private sector to create technology leadership
- Broadband projects transforming civic life and creating business opportunities
- Effective collaboration between government, business, institutions and academia
- Knowledge workers being created from primary school through continuing education
- The digitally-excluded being brought into the broadband economy

Who Should Participate

- Elected and administrative officials from local, state and national government
- Executives of IT, telecom, real estate and investment companies who need to understand the business opportunities rising from the broadband economy
- Leaders of nonprofit and educational organizations pioneering or funding economic and social development in the global economy

Traveling With You Are:



John Jung
Chairman, ICF



Louis Zacharilla
Development
Director, ICF



Glynnis Renger,
Managing Director,
The Immersion Lab

Can't spare time for the full program?

Take advantage of modules that offer high value in a shorter span:

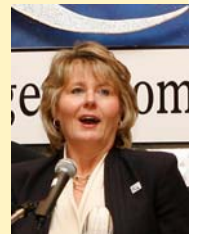
- **Module One:** Philadelphia and New York – May 12-16
- **Module Two:** New York, Cleveland, Waterloo and Toronto, May 14-22

Why Participate

The experiences and insights you gain from the ICF Immersion Lab will enable you to:

- Identify opportunities for trade and collaboration with top growth markets overseas
- Bring innovative new strategies to bear in your own community
- Discover what works and what doesn't in broadband-based development
- Understand how information technology and broadband can reshape your your community
- Identify the technology growth sectors of the next decade
- Gain insight into the demand drivers for municipal IT and telecom markets

"It was an experience beyond my expectation. In addition to the learning experience, which helped Waterloo shape its strategy, it provided me with an opportunity to meet with leaders in four Asian countries for discussions. Our visits to broadband and technology sites, the daily discussions with each other and the opportunity to share ideas and plans with one of the co-founders from the ICF who accompanied us as they will accompany you – and the royal treatment and respect shown by the communities – contributed to a highly productive experience. The relationships have been fruitful and have supported our economic development efforts. I returned to my office energized and with new ideas and plans, invigorated by all we have seen."



Mayor Brenda Halloran, Mayor of Waterloo on her experience of the ASIA 2007 ICF Immersion Lab

ICF Immersion Lab – NORTH AMERICA 2008

Four Intelligent Communities plus a Half Day in Toronto

Program Overview

May 12: Philadelphia - Arrive in Philadelphia for meetings with city leaders, the Mayor's Commission on Technology and executives spearheading the award-winning Wireless Philadelphia Digital Inclusion program. Visit local schools and private sector partners to experience first-hand the success of the program. Dinner with our hosts, the City of Philadelphia.



May 13: Philadelphia – Meet top companies in the region – Earthlink, Comcast, Unisys - as well as some of Philadelphia's most successful IT start-ups. Experience the broadband economy in action with site visits to the University Technology Park and to the world-renowned University City Science Center, its R&D labs and Accelerator Center.

May 14: New York -

Discussions with The City of New York and sector leaders like Google, Microsoft, IBM and HP on key issues impacting the future of cities and the transformative role of broadband technology. Visit the MOUSE center to see innovative application of IT in creating a knowledge workforce among the city's underprivileged youth. Return for the ICF's alumni dinner marking the start of ICF's *Building the Broadband Economy* 2008 summit.



May 15-16: ICF BBE 2008, New York – Complimentary participation in the *Building the Broadband Economy 2008* summit offering unprecedented opportunities to engage with renowned thinkers and senior policy makers from some of the world's smartest cities.

May 17: New York - Day at own leisure in one of America's most exciting cities.

May 18: Cleveland – Reception and cultural tour courtesy of our hosts. Visits to Cleveland Museum of Art and Cleveland Museum of Natural History, key partners of the OneCommunity nonprofit organization building an ultrabroadband network as a platform for regional economic development. Dinner with our hosts.

Program Overview

May 19: Cleveland – Executive dialogues with top officials of One-Community. Meetings with leading private-sector partners including Cisco, Sprint Nextel and Case Western Reserve University. Afternoon electives include visits to select schools and universities to experience the K-12 technology-enabled education system, OneCommunity's e-government solutions systems, or revolutionary healthcare solutions through One-Community Health Care system including the Regional Health Information Organization and distance learning programs. Overnight at **Niagara Falls** with scenic tour before departure for Waterloo.

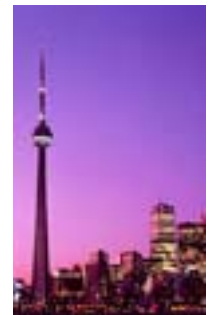


May 20: Waterloo – Full morning briefings and sessions with key public sector partners to learn about Waterloo's success as an Intelligent Community and future vision. Briefings will cover wireless and Intelligent Community topics. Meet Waterloo's WREPNET system partners including Allstream, TELUS, Execulink, Sentex, Terago and Atria. Dialogue with the Centre for International Governance Innovation (CIGI), Canada's Technology Triangle and Communitech about best practices in broadband economy development.



May 21: Waterloo - Meet Waterloo-based global leaders including Research in Motion (creator of the famous BlackBerry), DALSA, Sybase, Open Text, iAnywhere and Maplesoft. Witness how broadband can create equal opportunities for skills development through its Canada's Community Access Program (CAP). Visit the University of Waterloo's Technology Park and Accelerator Centre

**** BONUS May 22: Toronto** – Early morning departure to Toronto for a visit to MaRS - gateway to Canada's largest concentration of scientific research - anchored by major teaching hospitals, the University of Toronto and more than two dozen affiliated research institutes. Learn about the Toronto iWaterfront project, a massive revitalization program that includes the implementation of broadband systems, intelligent community data systems, electrical distribution networks, and the provision for a vacuum waste collection system.



Social and Cultural Program: In each region, you will experience the beauty and culture of these incredible cities including an overnight stop at Niagara Falls.

Join us for the full program or select **Module 1 (Philadelphia-New York)** or **Module 2 (New York-Cleveland-Waterloo-Toronto)**

ICF Immersion Lab – NORTH AMERICA 2008
Philadelphia-New York-Cleveland-Waterloo-Toronto

Discount Registration for Pacific Telecommunications Council Members

Please register me for the ICF Immersion Lab NORTH AMERICA 2008 at the applicable rate:

- Regular Rate - complete program: US\$ 9850 US\$ 7880
Module 1: May 12-16 – Philadelphia and New York: US\$ 4500 US\$ 4050
Module 2: May 14-22 – New York, Cleveland, Waterloo and bonus program in Toronto: US\$ 5500 US\$ 4950
Please send me more information and contact me to discuss further.

Discount Prices for PTC Members

Program Fee includes:

- Complete program in two countries facilitated by ICF experts John Jung and Lou Zacharilla.
Free registration for ICF's Building the Broadband Economy 2008 conference.
Comprehensive program documentation including preparatory material.
Single-person accommodation in business class hotel in Philadelphia, New York, Cleveland and Waterloo.
Economy-class airfare and ground transportation (Philadelphia – New York – Cleveland – Waterloo - Toronto), with inbound travel to Philadelphia or New York and outbound from New York or Toronto, Canada to be organized by participants directly.
All meals (dinner, breakfasts and lunches), all ground transportation and all follow-up program materials including presentations, group session notes and materials received during program.

Form fields: PREFIX, FIRST NAME, MIDDLE INITIAL, LAST NAME, TITLE/POSITION, ORGANIZATION, ADDRESS, CITY, STATE/PROV, POSTAL CODE, COUNTRY, TEL, EMAIL, WEB SITE, SIGNATURE, DATE

Payment Information:

A deposit of USD \$1,000 is required at time of registration. You will be invoiced for the remaining balance, which must be paid by March 31, 2008. All registrations received after January 31 require payment in full immediately.

I will pay the deposit by:

- Check mailed with registration form
Check follows registration form
Credit Card

Credit Card: AMEX MASTERCARD VISA Security Code: _____

Number: _____ Exp Date: _____ / _____

Cardholder Name: _____ Signature: _____

Cardholder Address (if different from above):

Address: _____ City: _____

State/Province _____ Postal Code: _____ Country: _____

Kindly return this form by fax, email or mail to:

Fax: +1 416-406-2250 / Email: immersionlab@intelligentcommunity.org

Mail: Intelligent Community Forum 55 Broad Street, 14th Floor, New York, NY 10004 USA

Terms and conditions and a full information package will be provided shortly thereafter.

The Intelligent Community Forum (ICF) www.intelligentcommunity.org is a nonprofit think tank that focuses on job creation and economic development in the broadband economy.

The Immersion Lab www.immersionlab.com designs international custom learning experiences for high impact individuals and organisations and facilitates best practice business programs globally.