



Technology

APRIL 7 – 9, 2008
METRO TORONTO CONVENTION CENTRE, NORTH BUILDING

MEDIA FACT SHEET

IT360° Conference & Expo 2008

EVENT DATES & HOURS

April 7 – 9, 2008

Tutorials:

April 7, 9:00am – 12:00pm AND 1:00pm – 4:00pm

Conference:

April 8, 8:30am – 5:30pm

April 9, 8:30am – 6:00pm

Trade Show:

April 8, 11:00am – 5:00pm

April 9, 11:00am – 4:00pm

Exhibit Keynotes:

April 8, 10:00am - 11:00am AND 2:00pm – 3:00pm

April 9, 10:00am - 11:00am AND 2:00pm – 3:00pm

LOCATION:

Toronto, Canada

VENUE:

Metro Toronto Convention Centre - North Building – Hall B
255 Front Street West, Toronto, Ontario

WEB SITE:

www.it360.ca

EVENT:

IT360° Conference & Expo 2008 is an interactive experience for IT professionals and business executives. Faced with the challenge of shrinking budgets and limited time to test or evaluate, IT360° provides a conference of 80+ educational sessions and an informative exposition where professionals can compare applications and solutions while learning first-hand from leading companies and their experts in this immersive arena.



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IT360° 2008 is the major IT event in the third largest region in North America for IT activity following New York and San Francisco - Toronto, Canada. Addressing critical issues facing the industry, IT360° 2008 is cultivating innovation, while providing realistic strategies and cost efficient solutions.

Through the powerful combination of education and vendors, the conference offers exceptional non-commercial, educational programming conducted by renowned authors, academics and end users. Sessions include case studies and tutorials which demonstrate real-life applications and solutions. The trade show features experts, from 100+ leading companies, providing an opportunity to see products in action. All this under one roof makes for a truly experiential event.

CTCA NATIONAL SPRING CONFERENCE 2008:

IT360 2008 is hosting the Canadian Telecommunications Consultants Association's (CTCA) national Spring conference, the premier forum for bringing together CTCA members and those interested in unified communications. The CTCA is Canada's only professional association of independent telecommunications consultants. Their services are increasing in demand as Unified Communications have strengthened in the IT marketplace.

For the official press release:

http://www.it360.ca/2008/pdfs/OpeningRelease_CTCA_SpringConference.pdf

For more information:

<http://www.it360.ca/2008/CTCAConference.cfm>

ASTERISK & OPEN TELEPHONY CONFERENCE 2008:

IT360° 2008 hosts the annual Asterisk & Open Telephony Conference (AOTC) in Canada for the second consecutive year. Asterisk is an open source telephony solution that enables users to have a more economical voice-over-IP solution within an organization. By incorporating an Asterisk focus into the agenda, IT360° continues its leadership in the information technology arena.

For the press release about AOTC's keynote speakers from Digium Asterisk:

http://www.it360.ca/2008/pdfs/Asterisk_OpenTelephony_keynotes.pdf

For more information:

<http://www.it360.ca/2008/asterisk.cfm>

ITIL CERTIFICATION(S):

Obtain the EXIN ITIL Foundation Certificate in IT Service Management, joining one of the fastest growing communities of IT professionals. EXIN (the Examination Institute for Information Science) works closely with the ISEB, the CCTA and the itSMF to ensure a common standard for internationally recognized certification in IT Service Management.

IT360° 2008 offers a 2-day full program and a 1-day upgrade program. For more information:

<http://www.IT360.ca/itil.cfm>



TECHNOLOGY:

IT360° 2008 zeros in on the technology hot spots for applications, solutions and hardware. IT360° is dedicated to all aspects of the Network, including:

- Security
- Networking
- Virtualization
- Information Architecture
- Professional Development
- ITIL & Compliance
- Microsoft Technology
- Business Management
- Service Management
- IT Green
- VoIP / Telephony
- Unified Communications
- Open Source
- SaaS
- Database Management
- Web 2.0

EVENT FEATURES

- 1) GestureTek ~ Innovation at your Fingertips!
- 2) IT GREEN ~ Exhibits and conference sessions
- 3) University of Toronto Bookstore

All information, details please go here: http://www.it360.ca/2008/event_features.cfm

EVENT SPONSORS:

(as of April 1, 2008)

Exhibit Sponsors:

- Gold: Acend Corporate Learning
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- Platinum: CATAAlliance
- Supporting: <http://www.it360.ca/sponsors.cfm>

Conference Sponsors

- CIO Canada, IDC Canada

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KEYNOTE PRESENTATIONS:
(Includes keynotes for IT360, CTCA and Asterisk Conferences)

+++ For pictures, abstracts and bio's: <http://www.it360.ca/2008/Keynotes.cfm>

Keynote #1

Date: Tuesday Apr. 8, 2008
Time: 10:00am - 11:00am
Speaker: David Rice
Title: Director
Company: Monterey Group
Session Name: Geekonomics: The Real Cost of Insecure Software

Keynote #2

Date: Tuesday Apr. 8, 2008
Time: 12:00pm – 1:00pm
Speaker: John Reid
Title: President & CEO
Company: CATAAlliance
Session Name: Social Networking for Business: Value or No Value?

Keynote #3

Date: Tuesday Apr. 8, 2008
Time: 2:00pm - 3:00pm
Speaker: Keith Parsonage
Title: Director General, Information Technologies & Telecommunications
Company: Industry Canada
Session Name: Canada's Networked Economy: The Way Ahead

Keynote #4

Date: Tuesday Apr. 8, 2008
Time: 3:00pm – 4:00pm
Speaker: Kevin Fleming
Title: Director of Software Development
Company: Digium Inc.
Session Name: Asterisk Virtualization

Keynote #5

Date: Wednesday Apr. 9, 2008
Time: 8:30am – 9:30am
Speaker: Kimberley Reynolds
Title: Enterprise Product Marketing
Company: Bell Canada
Session Name: Do No Call: A New Reality for Canadian Businesses



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Keynote #6

Date: Wednesday Apr. 9, 2008
Time: 10:00am – 11:00am
Speaker: Matthew Glotzbach
Title: Product Management Director
Company: Google Inc.
Session Name: Meet Google's Matthew Glotzbach

Keynote #7

Date: Wednesday Apr. 9, 2008
Time: 12:10pm – 1:00pm
Speaker: Mark Spencer
Title: Founder & CTO
Company: Digium Inc.
Session Name: The Future of Open Source Telephony

Keynote #8

Date: Wednesday Apr. 9, 2008
Time: 2:00pm – 3:00pm
Speaker: Vito Mabrucco
Title: Senior VP, Worldwide Consulting & Managing Director
Company: IDC Canada
Session Name: How Will Technologies Change the Way You Work, Live and Play

TARGET AUDIENCE:

CIO, CEO, COO, CFO, President, VP - senior management decision makers responsible for policy, strategic approval and final purchasing power.

IT/IS/MIS, Software Engineers & Developers, Systems Integrators, ISPs, Data Center Management, Systems Programmers, Network Managers and Information Systems Architects.

Technical decision makers that develop, implement and review company policy and procedures for technology products and systems.

Business Development, Business Analysts, e-Business, Policy, Program & Procurement, Directors of Finance and Consultants - influencers responsible for reviewing company operational policy and procedures and making recommendations that result in purchases.

Middle Managers in Operations, Quality, Marketing, Administration, Sales and Logistic Staff - influencers that have contribution into the process as it affects their departments.

VAR's - the resellers and distributors from the channel.



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CORPORATE INFORMATION:

IT360° is produced by Plum Communications Inc., a leading Canadian producer of cutting-edge events since 1984. Plum is committed to creating unique interactive experiences where industry participants exchange critical information about purchasing decisions, implementation and deployment issues. Based in the greater Toronto area, principals Bruce Cole and Jai Cole are recognized leaders in the exposition industry. Plum Communications is a proud member of CAEM and SISO.

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