

CATAAlliance



3rd Annual First Responder Vendor Outreach Forum

Facilitating Vendor – First Responder
Collaboration to End Canada's Interoperability
Crisis

SUPPORTER PROSPECTUS

Four Points by
Sheraton in
Halifax, NS

Sept. 28 – 29, 2010



"These Forums have proven a powerful and effective vehicle for bringing vendors and First Responders together for a rich exchange of intelligence. The Halifax event will be a must attend for ICT vendors looking to serve Canadian First Responders."

~ Inspector Lance Valcour,
Program Manager for the
Canadian Interoperability
Technology Interest Group

The First Responder Vendor Outreach Forums

Background

The Canadian Advanced Technology Alliance (CATA), the Canadian Police Research Centre (CPRC), and the Canadian Interoperability Technology Interest Group (CITIG) have been working together since February 2006 to close the gap between First Responders and their procurement of advanced and appropriate information and communication technologies (ICT). This collaboration has involved numerous national research projects aimed at understanding and addressing Canadian First Responder ICT challenges, the cumulative findings of which identified the need for a Vendor Outreach Forum (VOF).

For the third consecutive year, CATA, CPRC, and CITIG are hosting a uniquely formatted and innovative First Responder VOF. Once again, the Forum will provide ICT and advanced security vendors and First Responder/Public Safety and Security (PSS) leaders with an opportunity to engage with one another to shape the direction of industry R&D, address current issues through cooperative action, and commence developing a Technology Roadmap for Canadian First Responders.¹

Building on the successful model and results realized during the 2008 Toronto Forum², the 2009 Calgary Forum³ and the intelligence documented in the resulting *Summary Reports*, this year's VOF will seek to gather regional intelligence around the ICT needs of Maritime First Responder's, and will once again include excellent national and international representation.

"The CATA First Responder Vendor Outreach Forum has proven to be an ideal place for networking and understanding operational problems and vendor solutions. Moreover, it has served well as a forum to discuss interoperability amongst first responders."

~ Peter MacKinnon, Executive Director - WiSense Project, University of Ottawa

¹ CATA with its partners are developing a Technology Roadmap (TRM) for the First Responder industry that will seek to, among other items: define the current state of the chosen technology; provide a vision of future First Responder technology needs and requirements; map the various technology pathways and seek to prioritize them; forecast the skill needs and core competencies required by First Responders and industry; and recommend the necessary technology procurement needs and processes.

² http://www.cata.ca/Media_and_Events/FR_VOF/

³ http://www.cata.ca/Media_and_Events/FR_VOF/Calgary/default.html

The Road to Halifax 2010

The inaugural launch of this planned series of national VOFs was hosted in Toronto on October 8 – 9, 2008 in Toronto. This groundbreaking event brought North American ICT companies together with Canada's First Responders and PSS representatives to help shape the future direction of industry R&D efforts and lay the foundation for a Technology Roadmap for First Responders.

Feedback from First Responder and vendor attendees dictated that it was critical that CATA host another similar Forum to continue to build on the intelligence gathered, and to facilitate further interaction between these two groups as this communication is considered a key means to solving Canada interoperability issues. Thus, on October 21 – 22, 2009, the second First Responder VOF was held in Calgary, Alberta.

Over both of these two-day Forums, leading Canadian and international ICT and advanced security technology providers/solution consultants met with key influencers on First Responder and public safety science and technology procurement needs and practices for an interactive session offering information sharing, discussion, and networking.

Both Forums included a series of information sessions led by some of Canada's leading First Responder and PSS authorities, including from organizations such as the Canadian Association of Chiefs of Police, Canadian Association of Fire Chiefs, and Emergency Medical Services Chiefs of Canada, as well as representation from China. A town hall forum was held where a lively debate addressed the opportunities and challenges shared during this quorum of business and emergency services leaders.

Key findings from the discussions, as documented in the *Summary Report*, include:

- Lack of Interoperability continues to be a major obstacle to First Responder utilization of technological advances in their field
- Understanding the Interoperability Continuum is critical for all stakeholders: The five main issues in order of importance are Governance, Standard Operating Procedures, Technology, Training and Exercises, and Usage
- A lack of funding was seen as the greatest barrier in preventing First Responders from adopting premier technology and advanced security products/services – individually, stakeholder should contact their local MPs to bring this issue to the forefront

- A lack of funding itself does not prevent First Responders from working together to improve interoperability via enhanced governance and regional/provincial/international cooperation
- Vendors identified that as First Responder procurement specialists cannot meet with them one-on-one (to avoid perceptions of the procurement process being tainted) they are hard pressed to understand their needs or point to existing solutions
- The Forum was identified by both Vendors and First Responders as a powerful and effective vehicle for bringing vendors and First Responders together in a neutral setting and enabling for a rich and impactful exchange of intelligence, strong networking, and identifying solutions for immediate and future technological needs

Two important next steps (among others) as identified by those in attendance at the Forum include:

- In collaboration with government and other stakeholders, CATA should continue to hold a regular series of similar Forums across the country as they enable Vendors and First Responders a unique opportunity to meet and share information and ideas in an open and neutral environment.
- Develop a Technology Roadmap for First Responders: identify technologies Canadian First Responders agree are most critical and use multi-stakeholder consultations to assist in the prediction of future technology and product needs. The process should also help identify technology gaps, assist in driving R&D decisions, and through the sharing of ideas and information by recognized thought leaders, help to establish the necessary partnerships and stakeholders required to advance the strategic direction of the Roadmap itself.

“By attending this forum, one finds out quickly how an organization can fall behind the current trends.”

~ Mike Depue, Telecommunications Coordinator, Rocky View County

Vendor Outreach Forum Overview

Participant Demographics

Based on the past VOFs, which have seen attendance of over 100 registrants, the audience will consist of approximately 60 per cent private sector participants, 30 per cent First Responder representatives, and 10 per cent representing other members of the Public Safety and Security community (i.e. government, NGO, academic, and not-for-profit groups).

Format

The Forum will offer two unique conference tracks running concurrently to one another.

Track 1	Track 2
<p>An exclusive, limited series of Executive Boardrooms where individual Canadian ICT vendors will meet with a panel of key First Responder procurers and IT decision makers to present their unique product/service solutions. A rare and valuable opportunity for both groups.</p>	<p>A running series of 40-minute Plenary Sessions on such topics as research results, "how-to" sessions on selling to First Responders, Tri-Service Interoperability needs and success stories, and global/export opportunities, followed by town hall and panel discussion sessions.</p>

The Forum will also include:

- Opening Keynotes
- Interactive Townhall Session
- Technology Roadmap Kitchen table style discussion
- Cocktail Reception
- Frequent networking breaks
- Full meals – refreshment breaks

Track 1 – Boardroom Sessions

The boardrooms will provide vendors a unique opportunity to demonstrate their product/service to an exclusive panel of approximately 30 First Responders and related PSS representatives. Each session will be precisely 25 - 40 minutes in length (depending on Supporter Level) and will allow for demos, A/V presentations, and Q&A. **There are only 15 - 18 Boardrooms available.**

The Boardroom Program's unique format is structured to facilitate substantive vendor and key First Responder/PSS interaction in a group setting, minimize time away from the office, and maximize return on investment for every participant.

Vendor benefits include:

- Developing new alliances and strengthening existing ones through exclusive access to an audience of First Responder decision makers
- Accelerating time-to-market by presenting product and service solutions to a core group of decision makers in two days of concentrated business activity
- Receiving unfiltered feedback from the decision makers responsible for product and solution purchases
- Building brand recognition and immediate mindshare for next-phase growth and sales

First Responder benefits:

- Maximizing time and efficiency by meeting with vendor management teams in one place at one time
- Being part of a group that could maximize the potential of public and safety security technology in Canada and the World
- Influencing the direction and decision making of leading vendors by giving direct feedback on their products and programs

"To have key first responders evaluate your ideas and provide instant feedback was a great benefit. Being able to build relationships and be at the forefront of public safety is crucial to our company's success."

~ Jim Peter Safar, President / Sales Manager, Inter-Op Canada

Boardroom Schedule

Boardroom Presentation precisely timed with no extensions provided. CATA will assign Vendors their Boardroom presentation time and will provide them with the list of First Responders/PSS reps that will be in the Boardroom one week prior to the event. There are five minutes between each Boardroom session, this will give First Responders/PSS reps time to take in the presentation they just witnessed or to refresh, while allowing the next group of vendors to set up and prepare to present.

Communications Strategy

The communications strategy for the seminars will be more fully developed upon determining the exact level of funding that is provided. The following are some of the mediums and channels that can be considered in its development:

- **CATA Networks** – over 30,000 registered subscribers
- **Supporters' networks** – CATA to provide communication templates for partners to use in mail-outs to their own subscriber databases
- **Media relations** – a comprehensive media awareness campaign seeking to promote the seminars and generate interviews, news stories, and acceptance of op-ed articles
- **Word-of-mouth** – registered participants will spread the word among their networks; make use of online social networking sites/blogs, twitter, etc.
- **Media advertising** – strategic media advertising purchasing in major dailies (dependent on funding levels)

"Hearing what is important to first responders is of great value to vendors."

~ Mike Barker, Manager, Government Projects, West, Motorola

Track 2 – Plenary Sessions

These sessions are intended to help shape the future direction of industry R&D efforts and offer a unique opportunity to lay the foundation for a technology roadmap for First Responders. They will be led by high profile members of the First Responder community, renowned Canadian ICT business leaders, and experts in the field of public safety and security.

The sessions will be further used to address a variety of subjects and topics, including:

- “how-to” sessions on selling into specific First Responder communities/organizations
- panel discussions or noted leaders discussing current issues impacting First Responders
- presentations from embassies/foreign dignitaries on opportunities for Canadian businesses in global markets.
- development plans for a national research centre for First Responders
- vendor success stories
- developing a Technology Roadmap for First Responders
- identifying the most critical technologies for First Responders

The Proposed Agenda

September 27 – Exclusive VIP Dinner for Supporters, Speakers, and key partners

Day 1 – September 28

7:30 a.m.	Registration – Networking Breakfast
8:00 a.m.	Official Conference Introduction (CATA) Morning Keynote Speaker
9:00 a.m. - 5:00 p.m.	Plenary and Boardroom Tracks (breaks and lunches in between)
6:00 p.m.	Cocktail Reception

Day 2 – September 29

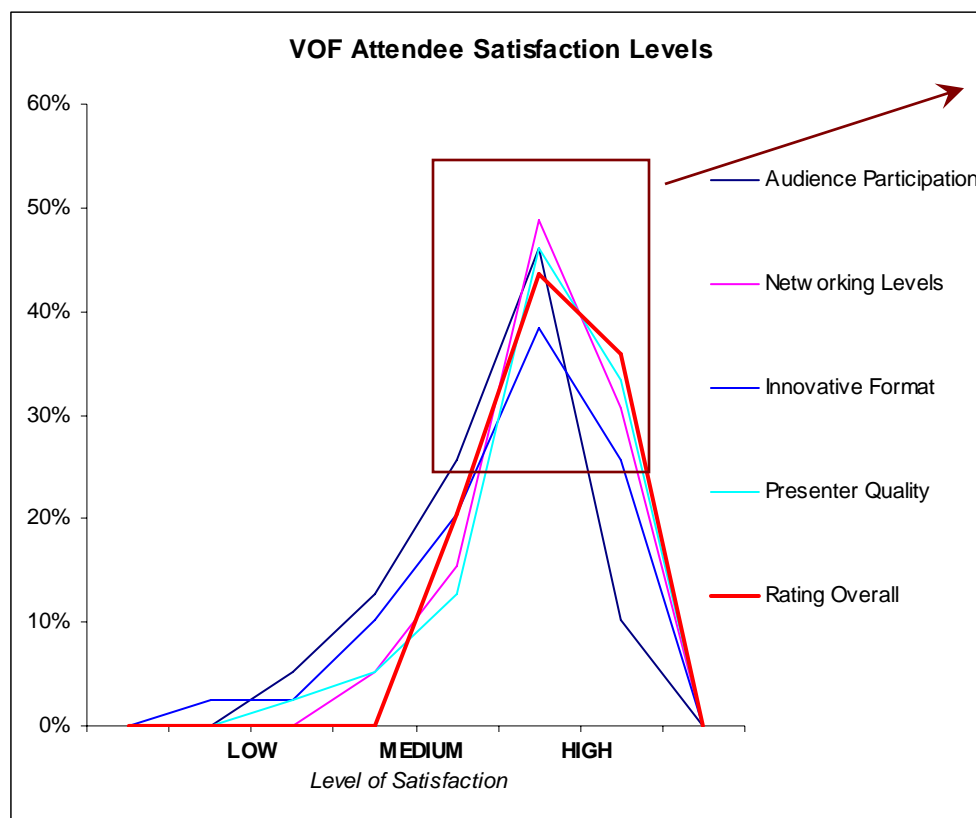
7:30 a.m.	Registration - Networking Breakfast
8:00 a.m.	Welcoming Remarks Morning Keynote Speaker
9:00 a.m.	Plenary and Boardroom Tracks continue (mid-morning break)
12:05 p.m.	Lunch
1:00 p.m.	Townhall Session
2:30 p.m.	Break
3:00 p.m.	Technology Roadmap Panel Discussion

The Vendor Outreach Forum Socially Responsive – Excellent ROI

The VOF provides supporters with a very unique opportunity: high-profile visibility and branding of a socially responsive event that supports those who voluntarily put their lives on the line every day for each Canadian Citizen by seeking to share a better understanding and eventual adoption of cutting-edge technologies – while also receiving tremendous returns on your investment.

Supporting a Dynamic, Interactive Forum

CATA conducted post-Forum evaluation surveys of VOF participants and supporters from both Toronto 2008 and Calgary 2009 – the feedback was overwhelmingly positive!

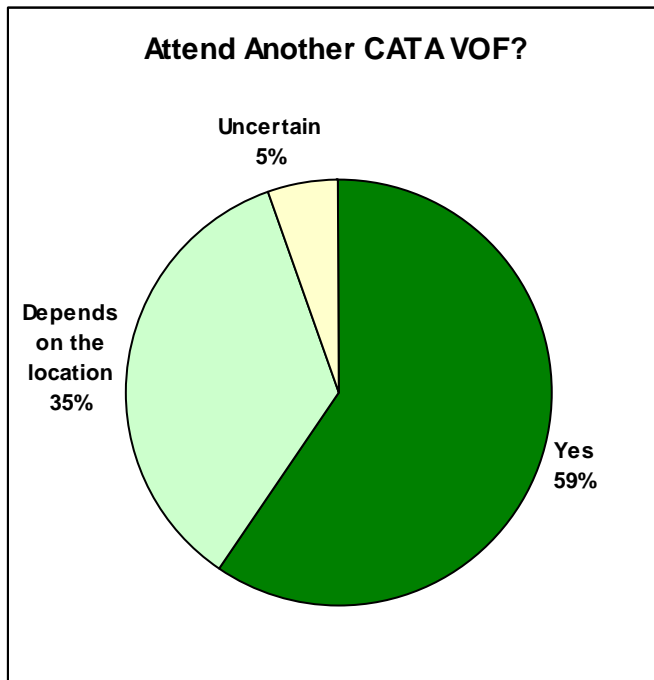


Forum attendees provided consistently strong ratings across all key performance indicators!

"Hats off to CATA for hosting a very well organized VOF. I have nothing but good things to report back to my management on the value-added that this event provided."

~ Jack Pagotto, Portfolio Manager, Emergency Management & Systems Integration, Centre for Security Sciences

“A must attend for Vendors seeking business with First Responders”



A Certain Sell-Out!

Not a single respondent from either the Toronto or Calgary VOFs identified that they would not attend another Forum!

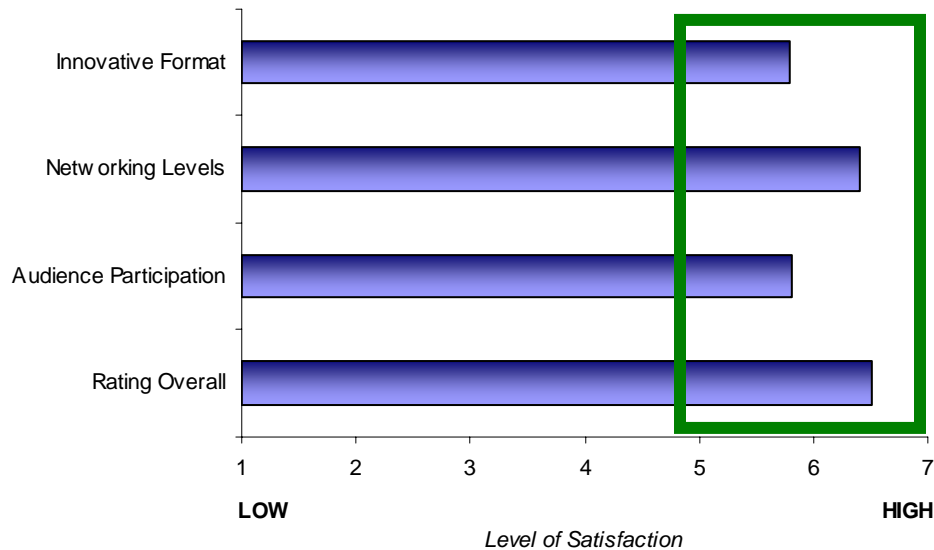
The two forms combined have realized over 180 attendees and provided for 40 Executive Boardrooms. *The Halifax VOF will only have 15 - 18 Boardroom sessions available.*

Provided on a first-come, first served basis.

“With the first Western session as successful as it was, we all need to spread the word so other vendors join and present their solutions. There are many excellent vendors in the market that are not getting their product/solutions to the end users.”

~ Blaine Worger, Telecommunications Coordinator, Calgary Fire Department

Proven Value and Impact for First Responders



First Responder and PSS attendees demonstrated similarly high satisfaction levels with the Forums

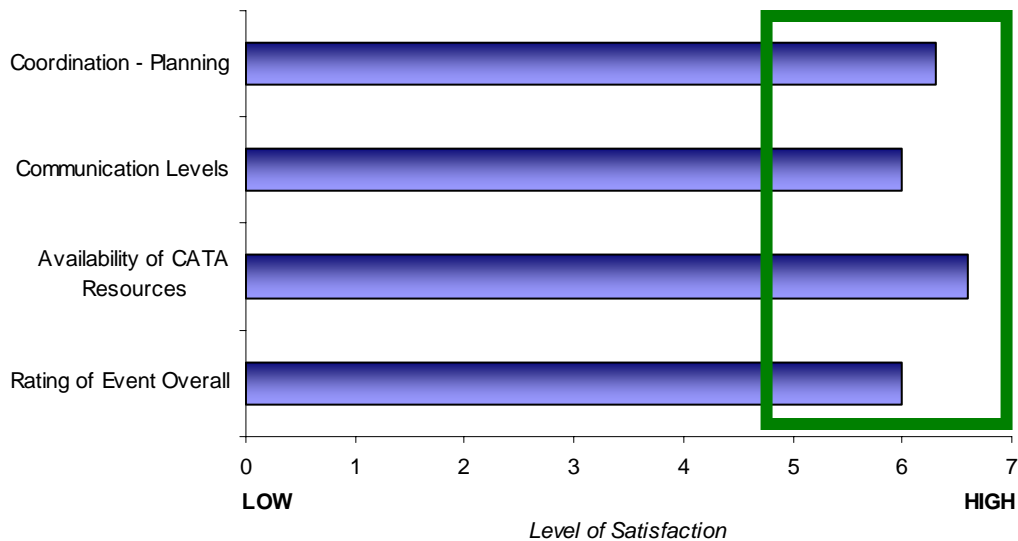
FUTHERMORE... 100% of FIRST RESPONDER & PSS REPRESENTATIVES:

- ✓ agreed that participating in the Executive Boardrooms was a valuable use of their time
- ✓ agreed that presenting in the Plenary sessions was a valuable use of their time
- ✓ would recommend the Forum to others from the First Responder / PSS community

"I'm bull on this event. The Boardroom representation was excellent and I received a purchase commitment before the event was over."

~ Kevin Dunal, President, Commercial Products, Oculus Info

Proven Value and Impact for Official Supporters



Supporters demonstrated high satisfaction with CATA's execution strategy and dedicated client service

FUTHERMORE...

- ✓ Not a single Official Supporter has been unsatisfied with there ROI from Supporting the Forum
- ✓ 75 per cent of event Supporters anticipate new business as a result of their Support and attendance
- ✓ Three out of every four Supporters indicated that they would be very likely to Support another CATA VOF

"We gained a better understanding of what our customers are doing. The Forum provided for excellent networking opportunities."

~ Suzanne Beyba, Director, Motorola Canada

Supporter Rate Card

All Supporters receive the following benefits:

- **Access to CATA networks, contacts and members**
 - An Executive Boardroom session at the Forum
 - Dissemination of event support to CATA Leadership Network (30,000 subscribers plus social media communities, i.e. LinkedIn, Twitter, RRS feeds, etc. for a total of over 125,000 contacts)
 - Exclusive access to Forum audience

- **Unity and Recognition to Supporters**
 - Verbal recognition of support throughout the event
 - Logo projection on big screen in plenary room

- **Branding and Image**
 - A high-profile event offering stature and credibility
 - Public Safety and Security is a high-profile, newsworthy item with significant levels of vested public interest
 - Consistent, professional use of logos, taglines, wordmarks, etc. in media, advertising, website, and event materials
 - Logo inclusion on all on-site promotion materials, including event banner, directional signage, delegate kits, post-event survey
 - Opportunity to provide stand-alone, customized signage
 - Logo on final summary report produced from the Forum

- **VIP Dinner Invitation(s)**
 - Available to Forum Level Supporter or higher. Invitations may be available for purchase, please inquire.
 - Dinner to be held at premier local dining and entertainment establishment to be determined at a later date

Supporter Categories & Benefits

Notes

The event is limited to 125 people. As such, free registrations will only be honoured until the maximum registrations are achieved. Supporters automatically receive one confirmed registration with their support: all others as identified in each respective Supporter level must be registered using the online process before the maximum is reached in order to be honoured. All remaining invitations will then be considered null and void.

Finalize your official supporter status before June 1, 2010 and receive a 10 per cent discount and one additional invitation to the Forum above and beyond identified limits⁴. Past Supporters are eligible for an automatic 10 per cent discount – please inquire.

Diamond Supporter

\$12,000

- ✓ Only one Supporter at this level
- ✓ 40-minute Executive Boardroom Session
- ✓ Logo stands alone – identified as Diamond Supporter
- ✓ Unique name badge identifying Diamond Supporter status
- ✓ Display table in plenary room throughout the Forum
- ✓ Free-standing/roll-up display behind Head Table and to the centre
- ✓ Promotional material included in delegate bags
- ✓ Logo on all communication material/hand-out kits
- ✓ May provide arrival gift at delegate tables
- ✓ 2 VIP Dinner invitations
- ✓ 3 additional free registrations

⁴ Does not apply to Breakfast or Lunch Supporter Levels

Gold Supporter

\$10,000

- ✓ Two Supporters (non-competing) at this level
- ✓ 35-minute Executive Boardroom Session
- ✓ Logo under and of equal size to Diamond – identified as Gold Supporter
- ✓ Unique name badge identifying Gold Supporter status
- ✓ Display table in plenary room throughout the Forum
- ✓ Free-standing/roll-up display behind Head Table adjacent to Diamond
- ✓ Promotional material included in delegate bags
- ✓ Logo on all communication material/hand-out kits
- ✓ 1 VIP Dinner invitation
- ✓ 2 additional free registrations

Silver Supporter

\$7,500

- ✓ Three Supporters (non-competing) at this level
- ✓ 30-minute Executive Boardroom or Session
- ✓ Logo under and of slightly smaller size to Gold – identified as Silver Supporter
- ✓ Unique name badge identifying Silver Supporter status
- ✓ Display table in plenary room throughout the Forum
- ✓ Free-standing/roll-up display behind Head Table adjacent to Gold
- ✓ Promotional material included in delegate bags
- ✓ Logo on all communication material/hand-out kits
- ✓ 1 VIP Dinner invitation
- ✓ 1 additional free registration

Forum Supporter

\$5,000

- ✓ Unlimited
- ✓ 25-minute Executive Boardroom Session
- ✓ Logo under and of slightly smaller size to Silver – identified as a Forum Supporter
- ✓ Unique name badge identifying Supporter status
- ✓ Display table in plenary room throughout the Forum
- ✓ Free-standing/roll-up display situated within the Plenary room
- ✓ Promotional material included in delegate bags
- ✓ Logo on all communication material/hand-out kits
- ✓ 1 VIP Dinner invitation (subject to availability)
- ✓ 1 additional free registration

Reception Supporter

\$TBD

- ✓ May be offered as an Exclusive Supporter if sufficiently funded
- ✓ Creative input into event (entertainment, food choices, etc. – scalable to contribution)
- ✓ 25-minute Executive Boardroom Session
- ✓ Identified as Forum Supporter
- ✓ Unique name badge identifying Forum Supporter status
- ✓ Display table in plenary room throughout the Forum
- ✓ Exclusive Signage during reception
- ✓ Promotional material included in delegate bags
- ✓ Logo on all communication material/hand-out kits
- ✓ 1 VIP Dinner invitation
- ✓ 2 additional free registrations

Lunch Supporter

\$4,500

- ✓ Two available
- ✓ 25-minute Executive Boardroom Session
- ✓ Logo under and of slightly smaller size to Silver – identified as a Forum Supporter
- ✓ Unique name badge identifying status
- ✓ Display table in plenary room during meal
- ✓ Promotional material included in delegate bags
- ✓ Unique stand-alone sign displayed during meal
- ✓ Vocal thanks offered before morning session ends for lunch

Breakfast Supporter

\$3,500

- ✓ Two available
- ✓ 25-minute Executive Boardroom Session
- ✓ Logo under and of slightly smaller size to Silver – identified as a Forum Supporter
- ✓ Unique name badge identifying Supporter status
- ✓ Display table in plenary room during meal
- ✓ Promotional material included in delegate bags
- ✓ Unique stand-alone sign displayed during meal
- ✓ Vocal thanks offered during welcoming remarks

Small to Medium Enterprise (SME) Supporter*

\$2,500

*The Vendor must have fewer than 10 employees and annual revenue under \$1 million.

- ✓ Five available
- ✓ 25-minute Executive Boardroom Session
- ✓ Special SME Supporter recognition
- ✓ Unique name badge identifying Supporter status
- ✓ Display table in plenary room during meal
- ✓ Promotional material included in delegate bags
- ✓ Unique stand-alone sign displayed during meal
- ✓ Vocal thanks offered during welcoming remarks

CONTACT

To follow-up on available support opportunities or to learn more about the Forum or CATA's other advanced security related research and events, please contact:

Canadian Advanced Technology Alliance

Kevin Wennekes

Vice President, Research

kwennekes@cata.ca

(613) 769-8614

www.cata.ca