

ICF Immersion Lab

North America 2008



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

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

Discover first-hand how innovative governments incentivize the private sector to create jobs, develop technology leadership and transform civic life.

A PROGRAM OF



ICF Immersion Lab – NORTH AMERICA 2008

Explore the promise of the broadband economy. Learn from four 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. Eleven days, four cities and executive exchanges with senior government leaders and private sector partners in four of the world's most advanced intelligent communities. Onsite 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

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 technology can reshape your organization and your community
- Identify the technology growth sectors of the next decade
- Gain insight into the demand drivers for municipal IT and telecom markets

Traveling With You Are:

- John Jung – Chairman, ICF
- Lou Zacharilla – Director of Development, ICF
- Glynnis Rengger - Program Organizer and Managing Director, The Immersion Lab

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 some of Philadelphia's most successful IT startups. 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 to ICF's Building the Broadband Economy (BBE) 2008

May 15-16: ICF BBE 2008, New York – Complimentary participation in the *Building the Broadband Economy 2008* conference 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.

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 OneCleveland program.

May 19: Cleveland – Executive dialogues with top city officials of the OneCleveland project. 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 OneCommunity Health Care system including the Regional Health Information Organization and distance learning programs.

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, 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

May 22: Toronto – Early morning flight to Toronto for closing discussions with key city officials and celebrated broadband champions. Wrap up session and depart Toronto at own leisure

Social and Cultural Program

In each region you will have an opportunity to experience the beauty and culture of these incredible cities.

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Philadelphia, New York, Cleveland, Waterloo: May 12-22, 2008

REGISTRATION

Please make your selection:

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

Early Bird Rate: for reservations received on or before January 31, 2008 : US\$ 8850.00

Regular Rate: for reservations received beginning February 1, 2008: US\$ 9850.00

Please send me more information and contact me to discuss further.

Program Fee includes:

- Eleven-day 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.
- Ten nights single-person accommodation in business class hotel in Philadelphia, New York, Cleveland and Waterloo.
- Economy-class airfare (Philadelphia – New York – Cleveland – Waterloo - Toronto), with inbound travel to Philadelphia, USA and outbound from 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.

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|----------------|------------|----------------|-----------|
| 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 February 28, 2008. All registrations received after February 28 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.