Bridging the Gap

5th Annual First Responder Vendor Outreach Forum

OTTAWA
October 16 & 17, 2012
Ottawa Sheraton Hotel

SUPPORTER PROSPECTUS
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 fifth 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.
Two Days – Two Tracks

**TRACK 1 – PLENARY SESSIONS**
- Presentations shared by leading authorities in Emergency & Public Safety Response
- Capped with a 2-hour Town Hall Discussion
- Presentations focused on industry-relevant issues and advice

**TRACK 2 – ‘DRAGONS DEN’ BOARDROOMS**
- Vendors obtain private 25 minute+ sessions with 25-30 ‘Dragons’ comprised of tri-service and public safety procurement decision-makers
- Immediate success indicators provided through post-presentation feedback survey
- Invaluable Q&A opportunity
Testify!

“These Forums have proven a powerful and effective vehicle for bringing vendors and First Responders together for a rich exchange of intelligence. They are a must-attend for technology vendors looking to serve Canadian First Responders.”

~ Inspector Lance Valcour, Executive Director, Canadian Interoperability Technology Interest Group

“The Forums allow us to engage across a wide swath of organizations and really go to the community and help figure out how to bring innovation into our organization.”

~ Michael Doucet, Chief Information Officer, Royal Canadian Mounted Police

“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, Inter-Op Canada
First Responder Vendor Outreach Forum

Benefits to Vendors & Responders

**VENDORS**

- Develop new prospects and strengthen existing ones
- Reduce sales cycles and accelerate time-to-market
- Receive unfiltered feedback from the decision makers responsible for product and solution purchases
- Build brand recognition and immediate mindshare for next-phase growth and sales
- Point-of-sale outcomes are achievable

**PUBLIC SAFETY COMMUNITY**

- Maximize time and efficiency by meeting with vendor management teams in one place at one time among your peers
- Learn about the newest innovations in technology-based solutions available for deployment
- Influence the direction and decision-making of leading vendors by giving direct feedback on their products/services
First Responder Vendor Outreach Forum

Excellence in Satisfaction & Delivery

Cumulative ratings of all post-Forum assessment results based on a scale of 1 – Poor to 7 - Excellent
Repeat Attendance

100% of all First Responders surveyed would recommend the Forum Experience to their peers!

Will you participate in future VOFs?
- Yes: 53%
- No: 18%
- Depends on the city: 18%
- Uncertain: 4%
- Blank: 7%
Cumulative ratings of all post-Forum Supporter feedback based on a scale of 1 – Poor to 7 - Excellent
Past Speakers & Dragons

- Addis, Lloyd, Telecommunications Manager, Peel Regional Police
- Adler, Brendan, Systems Analyst, Calgary Police Service
- Allerton, Trevor, Senior Systems Project Manager, RCMP
- Amoroso, Eldon, Sr. Director, Support Services, London Police Service
- Armstrong, Tim, Fire Chief, New Westminster Fire and Rescue Services
- Barkley, Mark, Officer in Charge, Toronto Police Service
- Barratt, Bonnie, Fire Prevention Officer, Victoria Fire Department
- Battiston, Lou, Province of Ontario
- Beers, Clay, Manager R&E, Toronto Police
- Bell, Martin, President, Canadian Volunteer Fire Services Association
- Bhari, Albert, EMO Coordinator, West Hants
- Black, Tom, Senior Technical Policy Analyst, Public Safety Canada
- Boudreau, Robert, Manager, EHS MFR Services, Emergency Health Services
- Brochu, Curtis, Manager, Public Safety Communications, The City of Calgary
- Broste, Gary, Deputy Chief, Saskatoon Police Service
- Bull, Kevin, Interoperability Officer, Emergency Management Ontario
- Burrell, Bruce, Chief, Calgary Fire Department
- Canning, Terry, Emergency Communications Coordinator, Public Safety & Field Communications
- Chambers, Carol-Lynn, Operations Mgr/Chief, Office of the Fire Marshal
- Chu, Jim, Chief, Vancouver Police Department
- Clark, Barry, Superintendent RTOC, Calgary Police Service
- Clarke, Bryan, Assistant Deputy Chief, Halifax Regional Fire and Emergency
- Clinton, Stephen, Executive Director, BC Ambulance Service
- Cook, Jeff, Manager (A), Police Quality Assurance Unit
- Crowe, Dennis, Inspector, OIC, RCMP
- Depeu, Mike, Telecommunications Coordinator, Rocky View County
- Dingwell, Ron, Atlantic Region Informatics Officer, RCMP
- Doucet, Michael, CIO, Royal Canadian Mounted Police
- Dubé, Mike, Chief, Canadian Fire Chiefs Association
- Dunn, Corey, Technical Services Manager, Calgary Police Service
- Easton, Andrew, Director, Security Directorate / Dept. of Public Safety - NB
- Elliott, Dan, Manager Radio & Wireless Telecom, Greater Toronto Airports Authority
- Emerson, Shelley, JEOC Manager, NS Emergency Management Office
- Evans, John, Project Manager, Canadian Police Research Center
- Finlay, Michelle, Coordinator - Military MedTech, JIBC - School of Health Sciences
- Finn, Richard, O.I.C. Information Services, York Regional Police
- Fisher, Les, Chief Operating Officer, BC Ambulance Service
- Frampton, Stuart, Director, IT & Telecomm, Emergency & Health Services Commission
- Fry, Karen, Deputy Chief, City of Surrey Fire Services
- Galway, Rick, Second Vice President, National Emergency Number Ass’n.
- Garland, Jim, Director, Dispatch Services, Alberta Health Services
- German, Peter, Deputy Commissioner, RCMP
- Godin, Marc, Chief of Operations, Montreal Fire Service
- Goodwin, Allan, Emergency/Disaster Preparedness, AHS / EMS
- Guscott, David W., President and CEO, E-Comm
- Harrington, Mike, Manager, PCS/CTSB, Ontario Provincial Police
- Harvey, Darrell, Management Services Officer, Halifax District RCMP
- Hefkey, Dan, Chief, Emergency Management Ontario
- Hollett, Roy, Deputy Chief Director, Halifax Regional Fire and Emergency
- Hornby, Jim, Deputy Chief, Calgary Police Service
- Hudson, Glen, Informatics Client Services, Royal Canadian Mounted Police
- Ing, Steven, Inspector, Victoria Police Department
- Jeffrey, Michael, Manager, Telecommunications, Calgary Police Service
- Kosierb, Rick, Canadian Nuclear Safety Commission
- Latham, Andy, EMO, EMO NS
- Lavigne, Rock, Staff Sergeant, Ottawa Police Service
- Lloyd, Colin, Executive Director, AB Emergency Management Agency
- Lyle, Heather, Director Integrated Public Safety, Emergency Management BC
- Marr, David, Operations Officer - EMO, Halifax Regional Municipality
- McCallum, Kirk, Staff Sergeant, Calgary Police Service
- McCormick, Joanne, Inspector, Vancouver Police
Past Speakers & Dragons

- McIsaac, Peter, Deputy Chief, Cape Breton Regional Police
- McKearney, John, Chief, Vancouver Fire Rescue Service
- McNeil, Robin, Superintendent, Halifax Regional Police
- Moore, Bill, Superintendent, Halifax Regional Police
- Morris, Jeff, Superintendent / Paramedic, Foothills Regional EMS
- O’Sullivan, Susan, Deputy Chief, Ottawa Police Service
- Pagotto, Jack, Portfolio Manager - Emergency, Centre for Security Sciences
- Palmer, Steve, Executive Director, Canadian Police Research Centre
- Pantofaru, Irina, Manager, Toronto Emergency Medical Services
- Pappone, Frank, Division Chief, Toronto Fire Services
- Perrin, Jim, Superintendent, Halifax Regional Police
- Philley, Tim, Director of Operations, BC Ambulance Service
- Phillips, Steve, IT Infrastructure Manager, Peel Regional Police
- Pickrell, Susan, Supervisor Maritime SAR, Canadian Coast Guard
- Randall, Tania, Defence Scientist, Defence R&D Canada - Atlantic
- Robert, John, Chair, Canadian Volunteer Fire Services Association
- Roberts, Scott, Staff Sergeant, Toronto Police Service
- Rodier, Pascal, Superintendent, BC Ambulance Service/EMSCC
- Rogers, Craig, Superintendent, York Regional Police
- Roussel, Andre, IT Manager, Royal Canadian Mounted Police
- Sarreshtehdari, Hamid, Industrial Technology Advisor, NRC
- Schreiner, Bob, Assistant Chief - Operations, North Vancouver City Fire Department
- Schrier, Bill, CTO, City of Seattle
- Service, Dan, Staff Sergeant, Edmonton Police Service
- Silinski, Shany, Project Manager, Animal Emergency Working Group, CRTI
- Stevens, Daniel, Manager, Emergency Planning, City of Vancouver
- St-Jean, Raymond, Acting Dir, Mobile Comms, RCMP
- St-Laurent, Bernard, Project Manager 700 MHz, Public Safety Canada
- Suckling, Allan, Manager, Communication Systems, RCMP E-Division

- Sullivan, Michael, Division Chief, Canadian Association of Fire Chiefs
- Surani, Almin, CIO, Canadian Red Cross
- Sziklai, Les, Deputy Chief, Vancouver Fire Rescue Service
- Tetu, Daniel, IT Manager, Service de Police de la Ville Montreal
- Toman, Mark, System Operations Support Sup., Toronto EMS
- Torunski, Eric, Communications Advisor, Canadian Police Research Centre
- Tryptten, Tim, Manager, Telecommunications, Emergency Management BC
- Valcour, Lance, Inspector (Ret.) & Executive Director, Canadian Interoperability Technology Interest Group
- Wallinger, Kevin, Director of Emergency Mgmt., City of Vancouver
- Wandek, Jan, Interoperability Advisor, National Safety Agency
- Ward, Brad, Superintendent / CIO, Edmonton Police Service
- Webb, Mike, VP of Technology, E-comm 911
- Webber, John, Operations Manager, Halifax Regional Police
- Weighill, Clive, Chief, Saskatoon Police Service
- Wiebe, Daryl, Superintendent, Vancouver Police Department
- Wilkinson, Tim, Deputy Chief, Richmond Fire Rescue
- Worger, Blaine, Telecommunications Coordinator, Calgary Fire Department
- Wunder, Kathy, Director Info Technology, Vancouver PD
Supporter Core Benefits

• A ‘Dragon’s Den’ Boardroom session
• Significant Branding
  – Logo inclusion on all on-site promotion materials, including event banner, directional signage, delegate kits, post-event survey, report, display ad in agenda
  – CATA’s reach estimated to be over 1 million readers
• VIP Dinner Invitation (‘Forum’ level Supporter or above)
• Extensive networking opportunities
• Exclusive event – only 125 total invited guests

NEW
Two minute ‘elevator pitch’ to entire audience
Small Business Supporter - $2,500

• The Vendor must have fewer than 10 employees and annual revenue under $1 million
• Only $ 4 of these Boardrooms available
• 25-minute ‘Dragon’s Den’ 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
• ¼ page ad in Forum Guide
Diamond Supporter

$12,000

- Exclusivity – only one Supporter opportunity at this level
- 40-minute ‘Dragon’s Den’ 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
- May provide arrival gift at delegate tables
- 2 VIP Dinner invitations
- 3 additional free registrations
- Full page ad in Forum Guide (prime position)

NO LONGER AVAILABLE

SPONSORED BY GENERAL DYNAMICS

FOR THE 2ND CONSECUTIVE YEAR!
Gold Supporter - $10,000

- Two One Supporters (non-competing) at this level
- 35-minute ‘Dragon’s Den’ session
- Logo under & of equal size to Diamond
- 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
- Full page ad in Forum Guide

SPONSORED BY HARRIS

Only 1 remaining
First Responder Vendor Outreach Forum

Reception Supporter - $10,000

• Exclusivity – only one Supporter opportunity at this level
• Creative input into event’s entertainment, food choices, etc. – scalable to contribution
• 35-minute ‘Dragon’s Den’ session
• Branding of logo equivalent to Gold Supporter
• Display table in plenary room throughout the Forum
• Signage with logo during Reception
• Promotional material included in delegate bags
• Logo on all communication material/hand-out kits
• 1 VIP Dinner invitation
• 2 additional free registrations
• Full page ad in Forum Guide

NO LONGER AVAILABLE
SPONSORED BY MOTOROLA
FOR THE 5TH CONSECUTIVE YEAR!
Silver Supporter - $7,500

- Three Supporters (non-competing) at this level
- 30-minute ‘Dragon’s Den’ session
- Logo under & slightly smaller size to Gold tier
- 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
- ¾ page ad in Forum Guide
First Responder Vendor Outreach Forum

Forum Supporter - $5,000

- Non-exclusive – open to any organization
- 25-minute ‘Dragon’s Den’ session
- Logo under and of slightly smaller size to Silver tier
- 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
- 1 additional free registration
- ½ page ad in Forum Guide
Meal Supporter

- 2 1 breakfast ($3,500) & 2 lunch ($4,500) available
- 25-minute ‘Dragon’s Den’ session
- Logo under and of slightly smaller size to Forum tier
- 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 before or after the meal
- ¼ page ad in Forum Guide
VOF Resources

• These links provide further background on the VOF:
  – Vancouver Forum Portal
    http://www.cata.ca/Media_and_Events/FR_VOF/BC/
  – Atlantic Canada Forum Portal
    http://www.cata.ca/Media_and_Events/FR_VOF/AltCan/
  – Calgary Forum Portal
    http://www.cata.ca/Media_and_Events/FR_VOF/Calgary/default.html
  – Toronto Forum Portal
    http://www.cata.ca/Media_and_Events/FR_VOF/
  – Webinar offering Responder and Supporter experiences: including Royal Canadian Mounted Police, Canadian Police Research Centre, General Dynamics Canada, and Inter-Op Canada
    http://www.cata.ca/Media_and_Events/Press_Releases/cata_pr06221101.html
Become a Supporter Today!

To obtain one of the limited ‘Dragon`s Den’ Boardrooms, contact:

• Kevin Wennekes – VP Research
  – kwennekes@cata.ca
  – 613.236.6550 x 3
  – 613.769.8614