



# ***SEMINAR SHOWCASE*** ***2012***

**CANADIAN INDEPENDENT TELECOMMUNICATIONS ASSOCIATION**

**Presents**

## **2012 CITA TELECOMMUNICATIONS SHOWCASE & SEMINARS**

February 19 to 21, 2012

*at the*

**HILTON SUITES TORONTO / MARKHAM**  
Donald Cousen's Conference Centre

***"Realizing Our Potential"***

### **SEMINAR PROGRAM**

*Seminars on a variety of management and telecommunications topics are presented by leading specialists.  
See details in this brochure*

### **MARKETING AWARDS**

*CITA Marketing Awards for Best in Customer Newsletter,  
Single Target Print Piece and Complete Marketing Campaign*

### **EXHIBITORS' SHOWCASE**

*The Showcase features a wide range of telecommunications products and services including  
switching, transport, access wireless, VoIP, customer equipment and outside plant*

### **Past SPONSORS INCLUDE**

*3M, Calix, Clearcable, Fonex, Genband, Hickory Tech, Juniper Networks, Metaswitch,  
Nexicom Systems, NISC, North FrontenacTel, Optelian, Shields Environmental, Superior Essex, Trispec*

# 2012 CITA TELECOMMUNICATIONS SHOWCASE & SEMINARS

## PROGRAM SCHEDULE

### SUNDAY, FEBRUARY 19

12 noon to 6:30 pm	Registration
4:00 pm to 5:00 pm	CITA Annual General Meeting
5:00 pm to 7:00 pm	Welcome Reception For all Seminar Delegates and Exhibitors

### MONDAY, FEBRUARY 20

8:00 am to 5:00 pm	Registration
7:30 am to 8:45 am	Breakfast
9:00 am to 9:45 am	Keynote Address
10:00 am to 11:45 am	Management & Technical Seminars
12 noon to 1:00 pm	Luncheon For Conference Registrants Only
1:00 pm to 5:00 pm	Showcase Viewing
6:30 pm to 9:00 pm	Reception and Dinner An evening of fun, entertainment, Supplier of the Year Award and Marketing Awards For 2 day Seminar Delegates Only - Sponsored by CITA

### TUESDAY, FEBRUARY 21

8:00 am to 4:00 pm	Registration
7:00 am to 8:00 am	Breakfast
8:00 am to 10:45 am	Management & Technical Seminars
11:00 am	Exhibits Open
11:45 am to 1:15 pm	Luncheon For Conference Registrants Only
	Dessert and Refreshments served in Exhibit Lounge
11:00 am to 4:00 pm	Showcase Viewing
3:00 pm	Grand Prize Draw

#### SHOWCASE VIEWING

Monday, February 20, 1:00 pm to 5:00 pm

Tuesday, February 21, 11:00 am to 4:00 pm **NEW**

Donald Cousen's Conference Centre

# 2012 CITA TELECOMMUNICATIONS SHOWCASE & SEMINARS

## SEMINAR TOPICS

### MONDAY FEBRUARY 20

9:00 am to 9:45 am	<b>GENERAL SESSION</b>	
<b>TOPIC</b>	KEYNOTE <b>The Regulatory Environment We Are Living In</b>	
Speaker	Jonathan Holmes, Executive Director, OTA	
Company	Ontario Telecom Association	
10:00 am to 10:45 am	<b>MANAGEMENT/MARKETING</b>	<b>TECHNICAL</b>
	<b>Inspire, Invest &amp; Involve: Three Keys For Creating Highly Engaged Employees</b>  Creating an environment of high employee engagement in today's competitive environment  <b>Scott Campbell - Speaker, Trainer, Author</b>	<b>Session Border Controllers</b>  Metaswitch
11:00 am to 11:45 am		
	<b>Inspire, Invest &amp; Involve: - Part II</b>  Scott Campbell	<b>Disaster Recovery &amp; Prevention</b> A panel discussion with: Nexicom, Wightman Telecom & Sogetel

**Monday Night Dinner:** Introduction of the new board, Supplier of the Year and Marketing Awards

**Entertainment by:** Simon Cotter, Comedian - Winner of "Canada's Comedian of the Year" award. Cotter is a storyteller delighting audiences with his razor sharp wit and unique perception of life's day-to-day events and many absurdities

### TUESDAY FEBRUARY 21

8:00 am to 8:45 am	<b>MANAGEMENT/MARKETING</b>	<b>VENDOR PRESENTATIONS</b>	
<b>Topic:</b>	<b>Branding Out From The Crowd: Strategies for selling more, for more</b>  Businesses that successfully differentiate themselves do better where it matters most - on their top and bottom lines. This fast- paced presentation will entertain, energize & educate  <b>Chris Ward, A high energy speaker, facilitator &amp; consultant</b>	8:00 am to 8:20 am	<b>Adtran</b>
		8:25 am to 8:45 am	<b>Calix</b>
9:00 am to 9:45 am			
	<b>Branding Out - Part II</b>  <b>Chris Ward</b>	9:00 am to 9:20 am	<b>Clearfield</b>
		9:25 am to 9:45 am	<b>Juniper</b>
10:00 am to 10:45 am			
<b>Topic:</b>	"Marketing campaign, packaging or promotion that resulted in increased sales"  Wightman Telecom, Sogetel	10:00 am to 10:20 am	<b>Comtrend</b>
		10:25 am to 10:45 am	<b>Zhone</b>

# 2011 CITA TELECOMMUNICATIONS SHOWCASE & SEMINARS

## CONFERENCE REGISTRANTS' FEES

Fee includes Welcome Reception, Delegates Dinner for (2 day Conference Registrants only). Lunch for each day registered, and an opportunity for CITA Active members to win the Grand Prize Draw.

	CITA MEMBER	NON-MEMBER
1 DAY ATTENDANCE	\$ 250.00 + HST	\$ 395.00 + HST
2 DAY ATTENDANCE	\$ 350.00 + HST	\$ 495.00 + HST

REGISTER NOW BY FILLING OUT THE ENCLOSED REGISTRATION FORM AND SEND IT WITH YOUR CHEQUE PAYABLE TO CITA

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Canadian Independent Telephone Association  
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## GRAND PRIZE INFORMATION

**Limited to Seminar Delegates only, some restrictions apply.**

One draw card will be issued to each Seminar delegate. Once the draw card is completed with four (4) different stamps obtained from various points in the exhibition hall, it then qualifies for the draw and can be placed into the Grand Prize Draw Drum. Winning cards will be draw on Tuesday, February 21, 2012 at 3:00 pm in the Exhibition area. Prizes totaling over \$ 2,000.00 will be drawn !

**Winners must be present at time of drawing to claim their prize.**

## HOTEL ARRANGEMENTS

**DEADLINE IS JANUARY 18, 2012**

Plan to stay at the Hilton Suites Toronto/Markham during the Showcase & Seminar  
Call in your reservation, be sure to mention that you are with the CITA conference to ensure you get the conference rate. The cutoff date is January 18, 2012

Room Rates: Single or Double \$ 155.00

Hilton Suites Toronto/Markham: 905 470 8500 Or go to [www.cita.ca](http://www.cita.ca), click events  
Hotel is located at 8500 Warden Ave., Markham, ON L6G 1A5

## SHOWCASE

**Plan to visit the tradeshow Monday 1:00 pm to 5:00 pm and Tuesday 11:00 am to 4:00 pm.** Current Exhibitors include:  
3M, Adtran, A-D Technology, AMAC, ANIXTER, BTI Systems, Calix, Capella ,Centina Systems, Channel, Clearcable Networks, Clearfield, Commercial Truck, Comtrend, Connect Telecom, Eastern Independent Telecom, EXALT, FONEX, GENBAND, Graybar Canada, Hall Telecom, Hickory Tech, Hutton Canada, Ideal Industries, Innovative System, Juniper Networks, Mapcom, Metaswitch, Modern Enterprises, Multilink, Nexicom, NIPCO, NISC, NTG Clarity Networks, Optelian Networks, Ovislink, Pencil Plastics, Pickard, Power & Telephone Supply, Preformed Line Products, PROLABS, REDCOM, SAK Data Products, Shields Environmental, Superior Essex, TII Network Technology, Trispec Communications, TVC, Williams Telecom, Zhone Technology

## EXHIBITOR INFORMATION

For exhibitor information, contact  
CITA Exhibit Manager, c/o Creative Events Management  
T: (519) 940 0935  
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