

# The Future of **WiMax** in Canada

**5 Exclusive  
Case Studies!**

Wednesday November 5<sup>th</sup> and Thursday November 6<sup>th</sup>, 2008  
Hilton Toronto Airport | Toronto, ON



✓ **Business Models** ✓ **Strategic Alliances** ✓ **Effective Deployments**



Sally Wesorick,  
Wireless City Project Manager,  
**City of Grand Rapids, MI**



Mike Dixon,  
VP Wireless Networks,  
**Motorola Canada**



Ravi Kalavakunta,  
Director Technical Marketing,  
**Qualcomm**

## Learn from WiMax Market Leaders:

- ▶ Rogers
- ▶ Bell
- ▶ Motorola
- ▶ Qualcomm

## Deployment Case Studies:

- ▶ Hanna, Alberta
- ▶ Grand Rapids, Michigan
- ▶ Quesnel, BC
- ▶ City of Milton Keynes, UK

Sponsored By:



Media Partner:



Supported By:



To register call: 1-866-298-9343 • E-mail: [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com)



# WiMAX is coming— how will you benefit?

## There are significant opportunities and challenges in the coming wide scale deployment of WiMAX networks.

The emerging 4G standard is going to revolutionize how business is conducted, how consumers communicate, and how cities provide wireless services to their citizens.

In this rapidly shifting environment, it is vital to familiarize yourself with anticipated trends in the adoption of WiMAX technology. Attending this conference is your first step! Benefit by hearing from important case studies, analysts, and those at the forefront of providing broadband wireless service.

## Eight SOLUTIONS you will take away from this event:

1. Deploying a cost-efficient WiMAX network
2. Building ISP-Municipal partnerships with mutual benefits
3. Determining how rollout will impact your business
4. Utilizing the resources of the public sector to maximize benefits
5. Measuring the competing standards and potentials for convergence
6. Judging current market trends to ensure informed decision-making
7. Analyzing international deployment case studies to better understand the unfolding market
8. Developing strategies to ensure effective community participation in your WiMAX deployment

## Take away practical solutions from these deployment case studies:

- ▶ Grand Rapids, Michigan
- ▶ Hanna, Alberta
- ▶ City of Milton Keynes, UK
- ▶ Quesnel, BC
- ▶ ComCentric Networking (Perth/ Huron County)

## Take advantage of multiple networking opportunities:

Join other high-level professionals, industry experts and stakeholders for valuable opportunities to expand your networks and build strategic partnerships. Attending the event gives you access to multiple networking breaks, luncheons and sponsor exhibits designed to bring you together with the people who can help make WiMAX work for you.

## About this Conference:

As the first Canadian event of its kind, **“The Future of WiMAX in Canada”** aims to bring prime case studies from municipalities and ISPs together with information sessions led by recognized experts in broadband wireless. Building on our experience in creating industry-leading events for wireless technology, this conference will help you evaluate the benefits of WiMAX deployment in Canada, and prepare for the future of 4G broadband internet.



**Register today! Ensure your involvement in a vital information event.**

Hear from leading case studies, broadband experts, telecom companies, and leading ISPs across North America and globally. Register for our limited spaces by calling **1-866-298-9343** or e-mailing [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com) today.

## This event is specifically tailored for the following:

### Internet Service Providers

Owners/CEOs | VP Business Development | VP Sales and Marketing

**Grow Your Business:** meet with cities, vendors, and integrators who will present new business opportunities to capitalize on

**Understand the Market:** get up-to-date, analysis-driven information on the broadband wireless market and what to expect in the future

**Enhance Revenue:** learn key strategies from case studies that demonstrate how to improve your ROI

### Municipalities

IT, Public Works | Project Managers | Transportation | City Managers

**Expand Growth Opportunities:** place your municipality at the forefront of emerging 4G wireless standards

**Develop Collaborations:** hear from and interact with leading ISPs, technology and network providers who can move your city's IT plans forward

**Examine Technology Options:** see what the market has to offer and what fits best for your unique needs

### Corporate End Users

CEOs | CFOs | VP of Business Development | Director of Sales

**Gain a Technology Advantage Over Competitors:** see how the next generation of wireless technology can place you ahead of the curve

**Create Effective Collaborations:** find partners who can provide the appropriate technology solution at the right price for your corporation

**Do Your Homework on Changes to IT Infrastructure:** learn what changes to expect in your IT departments and how to prepare for them

### Industry Suppliers and Vendors

VP Sales | VP Product Development | VP Business Development  
Product Marketing Manager

**Place Your Products:** meet key players in the industries where your products will be most demanded

**Build Personal Relationships:** ensure your company's long-term growth by making face-to-face contact with future clients

**Gauge the Market:** see what products will be most needed as the 4G wireless market unfolds

## Ensure Your Leadership with a Customized Sponsorship/Exhibit Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known—be visible at this premier event! Select sponsorship packages are still available. To learn more, contact George Pollard at 1-866-298-9343 ext. 272, or email [pollard@strategyinstitute.com](mailto:pollard@strategyinstitute.com).



## Attendees from our past telecom conferences, 2007:

“Your conference helped me better understand a rapidly changing, complex topic”

*Brad Emond, ITS Administrator, City of Grande Prairie*

“An enormous amount of high quality knowledge transfer”

*Gavin Clark, IT Manager, City of North Vancouver*

## Send your entire team!

Take advantage of our team discount: send five or more members and save 25%. Team attendance is recommended to ensure complete knowledge and a shared action plan across interrelated functional areas.



# Day One

## Wednesday November 5<sup>th</sup>, 2008

7:30 AM Registration Opens

8:20 AM Opening Remarks From The Chair

8:30 AM

### WiMAX and White Spaces: Technology and Development at the Communications Research Centre

The Communications Research Centre plays a key role in the Canadian telecommunications landscape. As a federal agency and centre of excellence for communications R&D, CRC can play an integral role in the adoption of WiMAX as the broadband wireless standard. Hear about:

- ▶ CRC's R&D activities relating to WiMAX
- ▶ Development of the 802.22 standard for the use of white spaces
- ▶ The Canadian telecom landscape and how CRC will aid full-scale WiMAX deployment

Gerry Chan, *Vice President, Terrestrial Wireless Systems Branch*  
Communications Research Centre Canada

9:15 AM **Case Study: Hanna, Alberta**

The strengths of 4G wireless networks are visible in fixed broadband access for rural areas. One of WiMAX's early success stories in Canada is presented, with updates to the deployment two years on.

- ▶ Examine scalability and performance evaluations of a pioneering Canadian application
- ▶ Develop strategies for your deployment based on a local community context
- ▶ Determine obstacles to avoid and shortcuts to effective implementation

Hear from a pioneer in Canadian WiMAX deployment on how to roll out your network effectively.



Terry Duchcherer, *President,*  
Netago Wireless

10:00 AM Networking Break

Interact with conference speakers and fellow attendees.

10:30 AM **Cisco WiMAX and the Connected Life**

Broadband wireless technologies such as WiMAX will enable new forms of connectivity in both developed and developing markets. As a key player in the field, Cisco plans to leverage its position to use IP and enhance the links between businesses, customers, markets and services.

- ▶ How the Connected Life will impact subscriber use of broadband wireless
- ▶ The effect on devices and levels of service
- ▶ Working towards aligning with Service Providers

Christopher Emery, *Director Business Development, Cisco Canada*

11:15 AM

### Getting Ready for Rollout: How to Prepare for the Emergent Technology

With full-scale deployment of WiMAX broadband in Canada predicted to take place, viable deployment strategies and delivery capabilities will make up a key component of future success. Attend this presentation and gain the insight needed to position your company as a leader in WiMAX service and technology.

- ▶ Examine the latest developments in chip manufacturing
- ▶ Develop the tools needed to adapt to the new context and effectively compete
- ▶ Understand how to upgrade your operations before the onset of full scale deployment

Attend this panel to hear from prominent industry figures on what to expect when national deployment becomes a reality.



Mike Dixon, *VP Wireless Networks,*  
Motorola Canada

12:00 PM Exhibition Area – Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM **Case Study: Quesnel, B.C.**

Early applications of WiMAX have found success in B.C., where ABC Communications has partnered with the city of Quesnel to provide a broadband network for municipal services. Hear from both the city and the ISP on:

- ▶ Finding the right equipment to suit your municipality's needs
- ▶ Unique applications of broadband wireless for security and policing
- ▶ Efficiency gains over older network architectures

Hear about an innovative WiMAX partnership between a local municipality and a major regional ISP.

Brenda Bouchette, *Project Engineer, ABC Communications*



**Register Today!**

Call 1-866-298-9343, or e-mail [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com).

2:15 PM

### **LTE: Challenges and Competitive Positioning**

A vital question for anyone involved in 4G wireless networks is how the competing standards will develop and what this will mean for broadband service provision as a whole. This session tackles the defining issue in the 4G wireless debate head-on.

- ▶ Which is more viable?
- ▶ Analyzing cost-efficiency, time-to-market, industry adoption trends
- ▶ Making the best decision for your interests

*Gauge the relative positioning of WiMAX and LTE as competing standards, along with opportunities to co-function.*



Ravi Kalavakunta, *Director of Technical Marketing,*  
Qualcomm

3:00 PM Networking Break

3:30 PM

### **Revolutionizing Portable Devices**

One of the most exciting areas in which WiMAX can have an impact is the use of portable devices such as PDAs, smartphones and digital media players. This session takes a serious look at what 4G wireless may enable you to do in the near future:

- ▶ What devices will be supported, and what benefits will PDAs and other portable devices gain?
- ▶ Can the imagined features be realized in the near-term?
- ▶ What device companies are onboard?

*Explore the potential that WiMAX can bring to portable device users in your municipality and the quality of life improvements it affords.*

4:15 PM

### **How ISPs, Municipalities and Other Players Will Benefit from New Developments in Broadband Wireless Capabilities**

Developments in wireless broadband applications is happening at an exponential rate and industry suppliers and end-users are benefiting. This session will review how end-users such as consumers, SME's and large corporations are buying into the changes and the future potential this means for the industry. Take away practical knowledge on:

- ▶ The potentials of mobile TV and other interactive and multi-platform technologies
- ▶ New products suppliers are creating to serve the public and other end-users
- ▶ What consumers are using and what they will pay for



Prof. Charles Davis, *Research Chair in*  
*Media Management and Entrepreneurship,*  
Ryerson University

5:00 PM Conference Adjourns To Day Two

# Day Two

Thursday November 6<sup>th</sup>, 2008

7:30 AM Registration Opens

8:15 AM Recap Of Day One By The Chair

### **8:30 AM Regulatory Update: Latest Developments in Spectrum Licensing and its Implications for Broadband Service**

This session will feature an official from Industry Canada who will provide a full debriefing on the government's spectrum policies. Attend this crucial presentation and take away key facts on:

- ▶ The current regulatory model and its implications for deployment
- ▶ Spectrum ownership and details of remaining auctioning
- ▶ Whether current spectrum will be used for mobile or fixed broadband
- ▶ Most recent status of different bands and the potential for frequency interference

*Determine what the federal government intends to do to ensure spectrum licensing enables effective wireless broadband deployment in the country.*

Doug Sward, *Senior Director Spectrum Planning & Engineering,*  
Industry Canada

9:15 AM **Case Study: Grand Rapids, Michigan**

Projected to be the first city in the US to offer citywide mobile WiMAX coverage, the partnership between Clearwire and the City of Grand Rapids is an essential learning tool for ISPs and other municipalities preparing for 4G wireless. Gain valuable insight on:

- ▶ The potential to exchange service for access to antenna sites and subsidized provision to low-income residents
- ▶ Ensuring timely deployment through an effective public-private consultative process
- ▶ Increasing municipal revenue through wireless service provision

*A must-attend case study to see what the future of municipal-corporate collaboration on WiMAX will look like.*



Sally Wesorick, *Wireless City Project Manager,*  
City of Grand Rapids

**Agenda Continues**  
(see next page) 

**Register Today!**

Call 1-866-298-9343, or e-mail [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com).

# Day Two (continued)

## Thursday November 6<sup>th</sup>, 2008

### 10:00 AM Networking Break

Interact with conference speakers and fellow attendees.

### 10:30 AM **Regional Broadband Strategy: Centre for Smart Community Innovation**

The use of WiMAX as a component in an overall community networking strategy depends on the network design, standards of implementation and the users' expected outcomes from broadband services. The necessary considerations of a regional broadband strategy will be presented to advance the capability of communities in their WiMAX deployments.

- ▶ Key components for consideration in a regional broadband strategy
- ▶ Network provisioning in relationship to technology use
- ▶ Impacts of the use of selected networks in certain geographic areas

*Learn to develop a broadband strategy for your region as a component of your infrastructure planning.*



Dr. Todd Sands, *Executive Director, Centre for Smart Community Innovation, University of Windsor*

### 11:15 AM

### **Legal Perspectives on Spectrum Ownership and the Canadian Regulatory Environment**

Hear a legal expert on Canadian telecommunications discuss the relevant issues to consider in the Canadian ecosystem:

- ▶ How Canadian ISPs operate and the Canadian wireless consumer's mindset
- ▶ Regulatory considerations and processes of gaining access
- ▶ The scope of the market and areas with greater growth potential

Stephen Whitehead, *Partner, Fasken Martineau*



### 12:00 PM Networking Luncheon

Compare notes with your colleagues and conference faculty over a relaxing lunch.

### 1:30 PM

### **Public Policy and Community Perspectives on Broadband Access: Ensuring Community Participation in WiMAX Deployment**

As broadband technology grows more robust, concerns about the effects of disproportionate access should be at the forefront for municipalities and other stakeholders. A significant part of public policy dialogue on this matter focuses on the role that community networking may play in technology deployment and policy development.

- ▶ Gauge the implications of mobile broadband use for everyday life
- ▶ Consider how sound governance of the industry can enable broader access
- ▶ Determine the potential of public participation in information infrastructure development

*Take away key information on maximizing the social benefits of WiMAX deployment in Canada.*



Prof. Andrew Clement, *Faculty of Information Studies, University of Toronto*

### 2:15 PM

### **Working with the Provincial Government: Ontario's Digital Strategy**

This session will introduce Ontario's Digital Strategy and the investments and work already underway in the province to enhance broadband availability. Gain insight into the partnerships and relationships among diverse players that is needed to:

- ▶ Work with municipalities and other committed stakeholders to continue closing broadband connectivity gaps
- ▶ Enable citizens and businesses to gain the skills and technology to fully participate in the digital economy and knowledge society
- ▶ Enhance Ontario's digital infrastructure so that it can meet the needs of a changing economy now and in the future
- ▶ Enable all citizens to access online government services and participate in a digital society regardless of geography, income level, disability, language skills and education

*Analyze Ontario's public sector involvement in 4G wireless with this informative session.*



Rob Dowler, *Corporate Chief Strategist, Ontario Ministry of Government and Consumer Services*

**Register Today!**

Call 1-866-298-9343, or e-mail [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com).

3:00 PM

TBD

3:45 PM Closing Remarks/Networking

4:00 PM Conference Adjourns



### About Strategy Institute:

For years, Strategy Institute has been a proud facilitator of information sharing for the wireless technologies sector. We strive to strengthen the foundation of Canada's wireless industry through regular events that provide practical solutions to the challenges of implementing and operating broadband wireless networks, for municipalities, ISPs and others.

Our aim is to provide mayors, ISPs, vendors, and corporate end users with the knowledge and tools they need to make the most of broadband wireless technology.

### Ensure Your Leadership with a Customized Sponsorship/Exhibit Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known—be visible at this premier event! Select sponsorship packages are still available. To learn more, contact **George Pollard** at 1-866-298-9343 ext. 272, or e-mail [pollard@strategyinstitute.com](mailto:pollard@strategyinstitute.com).



## Our Conference Venue: **Hilton Toronto Airport**

The newly renovated **Hilton Toronto Airport** hotel is conveniently located directly across from Pearson International Airport and away from any flight path, with easy access to all major highways.

Reserve your room by calling 905-677-9900 or 1-800-HILTONS prior to October 3rd. To receive our conference rate of \$150/night plus taxes, please mention Strategy Institute's WiMAX Conference.

5875 Airport Road | Mississauga, Ontario  
Reservations: 1-800-HILTONS  
[www.hilton.com](http://www.hilton.com)



*How to Register (see next page)* →

**Register Today!**

Call 1-866-298-9343, or e-mail [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com).

# The Future of WiMax in Canada

November 5<sup>th</sup> and 6<sup>th</sup>, 2008 | Hilton Toronto Airport | Toronto, ON


ATTENTION MAILROOM: If undeliverable to addressee, please forward to: Mayor, CEO, City Councilor, VP Business Development, Project Manager



## Why You Should Attend:

- ✓ Strengthen Business Models
- ✓ Form Strategic Alliances
- ✓ Drive Effective Deployments

## How to Register:

-  **E-Mail:** registrations@strategyinstitute.com
-  **Telephone:** 416-944-9200  
1-866-298-9343 (Toll-free)
-  **Fax:** 416-944-0403  
1-866-298-9344 (Toll-free)
-  **Mail:** Strategy Institute  
401 Richmond St. West, Suite 401  
Toronto, Ontario M5V 3A8

Register by **September 19<sup>th</sup>** and **Save \$100!**

## Special investment / ISPs, Government & NGO investment

is \$995 (Plus 5% GST). To be eligible for Special Public Sector Pricing you must work directly for a ISP, governmental institution, municipality, university, hospital, or other non-profit organization. Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.

**Regular Investment** is \$1595 (Plus 5% GST). This rate applies to industry suppliers and service providers including equipment vendors, application/software providers, distributors/VARS, consultants and analysts. Please abide by the pricing structure as this subsidizes the public sector in their attendance. Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.

**Registration Fee:** The registration fee includes luncheon, receptions, refreshments, networking breaks, continental breakfast, and original course materials. Payment is required in advance and can be made by company cheque, VISA, MasterCard, or American Express. Please make cheques payable to the Strategy Institute Inc. and write the registrant's name on the face of the cheque.

**Team Discount:** The discount is available not in combination with any other offer. To be eligible for the Team Discount, delegates MUST register at the same time. The total discount per delegate (including applicable team discounts, etc.) MUST not exceed 25% of the regular conference fee.

**Cancellations:** Cancellations must be received in writing by October 22nd, 2008. Cancellations received by this date will be eligible for a prompt refund less a \$495.00 administration fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

**CONFERENCE CODE: 108025**

## VIP Code: A

Please register this person for: **The Future of WiMax in Canada**

### 1 Conference Pricing

	Register by September 19 <sup>th</sup>	Regular Rate
ISPs, Cities, Corporations	<input type="checkbox"/> \$895*	<input type="checkbox"/> \$995*
Regular Investment	<input type="checkbox"/> \$1495*	<input type="checkbox"/> \$1595*
<i>*Conference Binder (\$495 Value) INCLUDED</i>		

### 2 Contact Details

Delegate Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company/Firm: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Prov/State: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Mobile: ( ) \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Approving Manager's Name: \_\_\_\_\_  
 Title: \_\_\_\_\_

### 3 Method of Payment

VISA    MasterCard    American Express  
 Payment Enclosed    Please Invoice Me (*Invoice due upon receipt*)   GST#R138790662  
 Card Holder's Name: \_\_\_\_\_  
 Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_