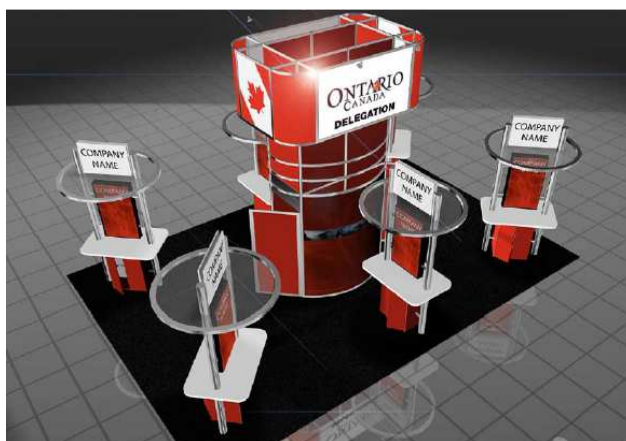


- The International Trade Branch of the Ministry of Economic Development and Trade (MEDT) organizes trade programs to the US. The 2008-2009 trade missions to the U.S. were ranked with an overall satisfaction rating of 88%.
- **Spaces go fast - Early Bird in effect.** A non-refundable payment is required to reserve space. Eight companies per program. Priority is given to first time participants.
- Trade programs usually include turn-key exhibit space in the award-winning Ontario pavilion, an opportunity to make a one-minute elevator pitch during a business reception, up-to-date databases of local distributors, meetings with major VARs and a market report.
- **CONTACT:** Mauricio Ospina, Area Director USA – ICT  
[mauricio.ospina@ontario.ca](mailto:mauricio.ospina@ontario.ca), Tel (416) 325 6151



## Sectors: **Simulation, Security, e-Learning**

**I/ITSEC 2009 • Nov. 30 – Dec. 3, 2009 • Orlando, FL**

For the second time, eight Ontario-based IT companies will have the opportunity to exhibit in the award-winning Ontario Pavilion at I/ITSEC ([www.iitsec.org](http://www.iitsec.org)) and receive several value-added benefits. The event attracts 16,000 attendees from over 40 countries and 500 exhibiting companies from the IT security, training and simulation sectors including U.S. prime contractors, large integrators and distributors such as SAIC, Lockheed Martin, L3Comm, Adobe, HP, CAE, Rockwell and BAE systems. The 2008 Ontario mission to I/ITSEC received a 90% satisfaction rating.

**COST:** US \$2,200 per company (Early bird registration \$2,000 valid to October 23, 2009)

## Sectors: **Internet telephony, Cloud Computing**

**ITEXPO 2010 • January 20-22, 2010 • Miami Beach, FL**

Eight companies with VoIP and related technologies will exhibit in the award-winning Ontario Pavilion (# 512) at Internet Telephony Expo 2010 - ITEXPO ([www.tmcnet.com/voip/conference](http://www.tmcnet.com/voip/conference)) and receive several value-added benefits. ITEXPO attracts over 6,000 executives from companies in the Internet voice application, wireless, video and Internet TV, instant messaging and social media sectors. The 2009 Ontario mission to ITEXPO received a 96% satisfaction rating.

**COST:** US \$2,200 per company (Early bird registration \$1,800 valid to November 30, 2009)

## Sectors: **Wireless, Telecommunications**

**CTIA • March 23-25, 2010 • Las Vegas, NV**

Eight wireless companies will exhibit in the Ontario Pavilion at CTIA Wireless ([www.ctiawireless.com](http://www.ctiawireless.com)) and receive several value-added benefits. CTIA attracts about 100,000 executives and 1,000 exhibitors from companies representing all facets of the wireless and communications sectors.

**COST:** US \$2,200 per company (TBC).

## Sectors: **IT and security**

**U.S. System integrators • Spring 2010 • Ontario (TBD)**

A delegation of five US system integrators is interested in meeting with innovative Ontario-based suppliers of IT products and services. Details to come

**COST:** \$50 per person

## Sectors: **IT and Security**

**Washington DC • June 2010 • Washington, DC**

For the second time, eight experienced Ontario IT and security companies are invited to join a trade mission to Washington D.C. This mission offers participating companies valuable face-to-face market contacts, one-one-one meetings and information about selling to the U.S. government and private sector partners in the Washington D.C. area. The program includes the opportunity to spend about one hour with one hundred VARs hosted at the XChange Government Integrator plus their contact information, and outreach activities.

**COST:** US \$1,500 per company

## Sectors: **Security**

**ASIS • Oct. 12-14, 2010 • Dallas, TX**

For the second time, eight Ontario security companies will exhibit within the Ontario pavilion at ASIS 2009 ([www.asisonline.org](http://www.asisonline.org)) and receive several value-added benefits. ASIS is the premiere security event attracting more than 23,000 security professionals and hosting the largest marketplace of security technologies, products and services. Confirmed exhibitors at ASIS include Honeywell, Panasonic, ADT, Johnson Controls, ITT and Ingersoll Rand. The 2009 Ontario mission to ASIS received a 94% satisfaction rating.

**COST:** US \$2,200 per company (Early bird registration \$1,800 valid to July 31, 2009).

**CONTACT:** Mauricio Ospina, Area Director USA – ICT, T. (416) 325-6151, [mauricio.ospina@ontario.ca](mailto:mauricio.ospina@ontario.ca)

## ONTARIO TRADE MISSIONS: USA - ICT

Selected testimonials 2008-2009

### Mission to Washington DC (June 2009):

- **After participating in our first mission...**we were incredibly impressed by the scope, reach and impact of the mission. The planned agenda was full of value for our company and it was executed masterfully by our host, Mauricio Ospina and his team. These events and meetings enabled us to build relationships at key organizations **that may have taken years to establish otherwise**. We would not hesitate to participate again and strongly encourage other firms to also take advantage of the fast-track the missions provide to penetrate new markets.
- **Government-arranged meetings are more effective than our own arranged meetings**. We will come back again if another mission is planned.

### Mission to ITEXPO (February 2009):

- The exhibition was very good for my company. **We made over 50 strong sales leads and closed 5 deals on returning to Canada**. We also formed a partnership with one of the largest distributors of VoIP hardware in the USA. Our booth location was great and the elevator pitch was great.
- **This program is fantastic for us**. We would not have come if we had to get our own 10x10 (booth). Being in the Ontario pavilion gives us immediate credibility and visibility. The show has been fantastic for us – **we have secured two immediate large resellers and about ten more, plus two new partners** in a whole new type of channel for us that we had not had realized. Mauricio makes the whole organization of the event super smooth and he is so focused on the quality, effectiveness and value of the event to us. Please continue this program.

### Mission to I/ITSEC (Nov.—Dec. 2008):

- The Ontario trade representatives did a terrific job of introducing us to key local contacts and provided us with a strategically located kiosk at the show. We will be increasing our exports to the US quite substantially. **This is my second time coming to an Ontario-sponsored show and both times were productive, well organized and potentially lucrative to our Mississauga firm.**
- For small business, trade shows are very important part of our marketing activities. However, many times the show proves to be not cost-effective for us. This program really allows us the market exposure we are looking for at an affordable cost and the quality is excellent. The entire program is very well organized and **we really feel positive that this is the best program we have attended in a long time. Thank you Ontario government!** And thank you Mauricio on a job well done.

### Mission to ASIS (September 2009):

- We would not have exhibited at ASIS if we had not been on the Ontario booth. It really helped us to have several very large prospective customers come to the booth and enjoy the wine tasting. **Definitely helps with our growth in the US market.**
- Our objective was to find distributors in new markets. By second day, we found potential distributors for Europe, South and Central America, as well as the two largest security distributors in the US. Also, the ice wine tasting brought an incredible amount of traffic. Great idea! Mauricio did a fantastic job.