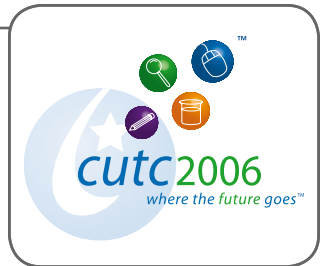




Canadian Undergraduate Technology Conference  
January 12-14, 2006.

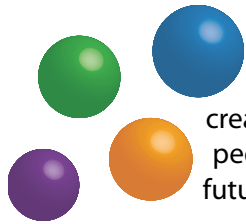
*Be a part of*  
*the future..*

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# An Introduction to CUTC



Our vision at CUTC is to bring together the brightest young minds our country has to offer, creating a space for them to exchange ideas, opinions, and energy. Through exposure to their peers, as well the brightest minds in technological industries and academia, CUTC nurtures the future leaders of Canadian innovation.

## The Past....a history of success and accomplishments

CUTC began as the brainchild of a few visionary students at the University of Waterloo. From its humble roots, it has grown to be the largest student run conference in Canada. With students attending from institutions spanning coast to coast, and with prominent speakers attending from all over the world, CUTC has become an unequalled success.



## The Present....a new beginning

CUTC has and will always be the biggest and most defining platform for students to meet and learn from experienced industry and academia professionals. Our new logo represents our renewed vision, as the four individual bubbles showcase how CUTC has grown to encompass all aspects of our delegates' disciplines and the unique driving forces of technology.

After six straight sold out conferences, CUTC is back for 2006, from January 12-14, to stir up a storm in Canada's very own high tech-capital and 'Silicon Valley of the North', Markham.

Learning from our past, CUTC 2006 will showcase the new improved platform that has been derived from the bases of what made all our previous conferences a sold out success.

## The Future....begins at CUTC



Today CUTC stands as an internationally renowned conference that attracts delegates from a variety of universities and educational disciplines across Canada. The conference is the 'Technology Showcase of today', a flagship event where thinkers, innovators and entrepreneurs alike meet and build bonds that will define the technology of the future. A display of the most cutting edge technological works and research of the day, CUTC is truly where the future begins.

As the organization committee for CUTC 2006, we invite you to join us for a one of kind experience in shaping the direction and execution of Canada's biggest student run technology conference.

If you have any comments or questions regarding any aspect of the conference, please feel free to contact us via the listed contact information on Page 9 of this package.

We thank you again for your interest in CUTC and look forward to having you and your company be a part of this stellar conference.

**"It's the most fun I've ever had at a conference, I'll definitely be back again."**

*Dr. Jim Mitchell, VP of Sun Labs,  
Sun Microsystems*

# Special Events



CUTC is by no means a traditional style conference. Each year, delegates participate in a range of different events. These events are designed to both broaden the reach of the conference and to create more direct connections between our speakers and delegates. Setting CUTC apart from the average conference, special events, combined with the keynote speeches and our seminars, are what define the CUTC experience. To learn how to be a part of these events, please contact us at [special.events@cutc.ca](mailto:special.events@cutc.ca).



**TechExpo** The TechExpo is a yearly technology exposition showcasing the developments of leading firms, academia and student organizations. Several hours are set aside to network, familiarize our delegates with various high-tech gadgets and see demonstrations. Past participants include Microsoft, Research in Motion, Bell Canada, X-Box, the world record holding University of Waterloo Solar Car team and MD Robotics.



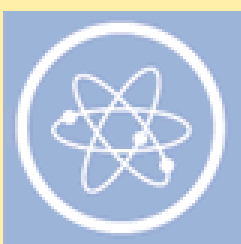
**TechShops** Techshops are designed to further the delegates' learning experiences at CUTC using a hands-on approach. Workshops on a variety of topics are hosted at an on-site computer lab. Past workshops have included an Eclipse Web Tools tutorial by IBM, a negotiation workshop by Dr. Daniel Shapiro (an Associate of the Harvard Negotiation Project) and a 3D Animation crash-course using Alias Maya.



**TechTour** TechTours kick up the CUTC experience a notch by bringing our delegates to the front lines of technology. Delegates are given the opportunity to visit one of several companies' facilities. In previous years delegates have experienced Virtual Reality at DXNet, witnessed the Broadband home at Bell Sympatico and toured MD Robotics, developer of the Canada Arm.



**TechShow** The TechShow is an informal comedy talk-show style event where delegates can relax and enjoy a different perspective on technology. The show will include one-on-one interviews with industry leaders, demonstrations of the latest technological gadgets, and a number of mini-competitions for delegates to win some great prizes. Past guests have included Microsoft's Mark "Gadget Man" Relph and Michael Furdyk of TakingITGlobal.



**ThinkTank** The ThinkTank is one of the flagship events of CUTC. At ThinkTank delegates work in intimate groups with industry mentors to discuss and analyze pertinent technological and societal issues. The ThinkTank is an excellent opportunity for our delegates to network with students and professionals at the conference.



# Seminar Streams



At CUTC, we create an atmosphere of interaction and dialogue wherever possible. CUTC 2006 invites delegates to interact with top notch speakers from industry and academia in our technology seminar streams. This year presents exciting topics that are sure to energize and inspire all who attend. If you have any questions on seminar streams, or would like to participate, please contact the Academic and Industry Relations team at [air@cutc.ca](mailto:air@cutc.ca).

## NEW FRONTIERS

Get a head-start on next generation technologies that will revolutionize our world. Identify, explore, and discuss upcoming trends in technology that will change our way of life. See how these new frontiers will drastically change how we observe, adapt, and interact with our world.

Possible Topics: Nanotechnology • Computer-assisted surgery • Quantum computing • Cloning • Mechatronics • Adaptronics • Proteomics • Prosthetics • Pervasive computing • RFID tags • GRID computing • Data mining • Cell simulation • New applications of robots • Genetically modified foods

## CULTURE AND CONNECTION

Technology is playing an ever more central role in our communication and culture. Come hear, feel and see how technology increasingly connects and entertains people. This is a place where we examine new trends of technology and how they're changing the culture of our society.

Possible Topics: Gaming • Broadband networking • Wireless • Bluetooth • Household Robots • Speech recognition • VoIP • eLearning • Virtual reality • Tablet PCs

*"I was surprised to find this was one of the most well-organized conferences I have ever attended, since most conferences I go to are organized by professionals. It is now clear that undergrads' enthusiasm more than makes up for any lack of experience, and it went off without a hitch. Even better, the attendees asked great questions after the talks and at the round-table discussions. Their fresh perspectives are useful to me. Thanks for including me in this memorable conference."*

**Dr. Steve M. Potter**  
Neuroengineering Laboratory  
Georgia Institute of Technology  
and Emory University

## THE MARKET

In the 21st century, business and technology go hand in hand. Business drives technology and technology drives business. Learn about the technology market climate and current investment trends from great industry leaders. This is the place to explore new ways of driving innovation and productivity in today's economy.

Possible Topics: iBanking • Investment Trends • Financial Instruments for the Technologist • M&A • Science Behind Securities • E-Trading • Negotiation • Six Sigma • Software Maturity • CRM • Outsourcing

## A WORLD FOR OUR TECHNOLOGY

There are some technologies that only affect individuals, while there are others that have repercussions on all of society. Developments in fields such as space exploration, military technology, and energy utilization

have had positive and negative effects around the globe. Join this global village to explore the worldwide impact of technologies.

Possible Topics: Alternative energy • Solar car • Car robotics • Global development • Digital Divide • Positioning & Navigation • Nuclear fusion

## INTELLIGENT SYSTEMS

Discover how computers grow more adept at protecting information, solving sophisticated problems, and imitating our natural abilities. As machines become more lifelike and skilled, experience how new developments in artificial intelligence and securities are revolutionizing life as we know it.

Possible Topics: Trusted Computing • Encryption • Hacking • Steganography • Intellectual Property • Open source • Digital rights management • System security • Network security • Robots • Autonomic computing • AI • Neural networks • Cognitive neuroscience • Voice recognition • Fuzzy logic • Pattern recognition • Computer vision

# Media Coverage



CUTC has always enjoyed great exposure by the press and has been lauded by media from all over the country. Every year CUTC generates a huge response from industry, academia and the general public. CUTC based success stories have been featured and produced in all forms of media. Featured below are snippets of press coverage from past conferences.. For more information concerning CUTC's media coverage, please contact Public Relations at [public.relations@cutc.ca](mailto:public.relations@cutc.ca).

## Media Features

- The Toronto Star
- Maclean's Magazine
- Space Channel
- Report on Business Television
- Discovery Channel



## Jean Chretien

"This year's event provides an excellent opportunity for personal development while offering important insights into the dynamic and fast-paced world of new technologies. The planned workshops and presentations will surely spark a number of interesting discussions, thereby enhancing your education. Each of you is committed to excellence, and I am certain that this conference will assist in preparing you for the challenges of the future."



"Here what you find is the opportunity for students not only to share their experiences and aspirations for technology but you have really

got the ground for new companies, the ground for new entrepreneurs, the ground for new thinking about where are we going to take this technology, what kind of companies can it be applied to, what kind of benefits can it bring, how can it benefit overall the company mentality of driving more and more applications and more and more business and that's why we [RedKnee] like to be involved."

Duncan Ratcliffe, CEO of RedKnee  
(interviewing along with Sylvia Ng, CUTC Co-Chair, on CP24)

## findBiometrics.com

"CUTC is about innovative ideas and the people who turn those ideas into a reality. The conference gives undergraduate students the opportunity to discuss technology with some of today's most influential leaders."

## The Globe and Mail

called CUTC "a forum that aims to shape the future of technology in Canada."

## Bob Young on Bottom Line:

"This is a great conference! I love all conferences that are user driven. And these are a bunch of undergraduates who are just high energy people showing a huge amount of initiative... And you can't resist coming out here to support what they are doing, 'cause they are doing great things."

"... it was the most successful (CUTC event) ever. Students were hopeful that some of the people and ideas to which they were exposed would translate into future careers."

Spacecast.com, "Stars Of The Future: The Best And The Brightest"

"[CUTC's] presentations and thinktanks on everything from ethics to wireless devices - are intended to help students think about and influence future technologies."

The Toronto Star

# Sponsorship



CUTC is a great opportunity for companies to make an impact on the Canadian undergraduate community. As a sponsor, you would help establish a link between undergraduate students and the world of expanding technology and its leaders.

Sponsors also gain exposure to the eyes and ears of our delegates, all of whom are interested in all things tech-related. At CUTC, we are interested in building long-term relationships with companies who believe in the value and potential of Canadian youth and their education.

Come help us to shape the future of technology leadership by sponsoring and gain exposure to our delegates through all our events! If you are interested please contact our sponsorship team at [sponsorship@cutc.ca](mailto:sponsorship@cutc.ca).

## **PARTNER**      \$16,000 and above

Partner level is the highest in our sponsorship tier. At this level, our sponsors are considered Conference Charter Partners and are a major driving force behind the realization of the CUTC vision. Partner sponsors gain tremendous exposure at the conference in the form of banners and TechExpo exhibitions. They receive all the benefits of the lower levels plus some hidden benefits. In the past, partner sponsors have appeared with CUTC organizers on talk shows and other media spots, promoting the conference and their connections to it.

## **PLATINUM**      \$12,000

Platinum is the next sponsorship level. At this level, our sponsors get high exposure at our conferences and in all our promotional material. As well, platinum sponsors are given opportunities to interact with our delegates via exhibitions, and receive numerous passes to all CUTC events. Platinum sponsors are very generous, and their contributions of both funds and other materials help us create an amazing experience each year.

## **GOLD**      \$8,000

Gold sponsors get mid-level exposure at the conference and in PR materials, with their logos featured throughout the 3-day event. Gold level is also the lowest level that offers certain key benefits, such as inserts in delegate packages, and access to our most important resource: the delegates. Gold sponsors are the last level to receive access to the CUTC Delegate Resume Collection, a resource beyond compare.

## **SILVER**      \$4,000

Silver sponsorship is the next level in our tier. Silver sponsors have the opportunity to show their products via TechExpo exhibitions, and they are the lowest level to receive a special abstract about their company in the CUTC Conference Guide, as well as other highlighted types of exposure. We appreciate the generosity of our sponsors and definitely work to make it known how much they help us in creating the conference.

## **BRONZE**      \$2,000

The Bronze sponsorship level is the lowest tier to get a TechExpo booth, as well as key exposure benefits that are not available below this tier. Bronze sponsors get access to all CUTC events, however, only logos (small sized) are featured throughout the conference. We also try to feature innovative resources and people from our sponsors in the conference itself to increase the exposure level.

## **FRIENDS**      Less than \$2,000

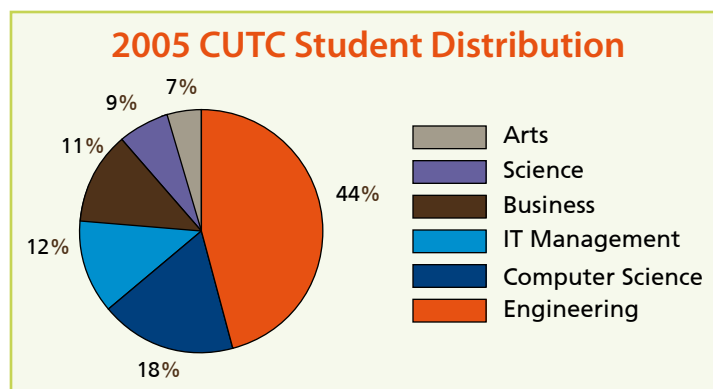
Our final sponsorship tier is the Friends level. Here our sponsors get exposure on the CUTC website and are mentioned in our secondary promotional materials as well as our Conference Guide. We appreciate our Friends as they understand the needs inherent in creating CUTC, and provide us with much needed resources.

# Sponsorship



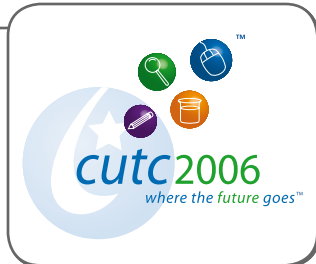
Company Exposure	Sponsorship Level	PARTNER	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
	Booth at Tech Expo	1st Choice & Large-size	Large-size	Small-size	Small-size	Small-size	--
	Company Commercial on Video Screen	Yes	Yes	--	--	--	--
	Abstract in CUTC Program Guide	Full Page	Full Page	Half Page	Half Page	--	--
	Promotional Ad in CUTC Program Guide	Full Page	Full Page	Half Page	--	--	--
	Promotional Inserts Included in CUTC Delegates Package	Yes	Yes	Yes	--	--	--
	Company Logo on CUTC Website	Large-size Logo	Large-size Logo	Mid-size Logo	Small-Size Logo	--	--
	Company Hyperlink on CUTC Website	Yes	Yes	Yes	Yes	Yes	Yes
	Logo on CUTC Promotional Materials	Large-size Logo	Large-size Logo	--	--	--	--
	Logo on CUTC Secondary Promotional Materials	--	--	Mid-size Logo	Mid-size Logo	Small-Size Logo	Name in Text
	Corporate Passes to CUTC Events	6	6	4	4	2	2
Passes to Closing Formal Dinner	4	4	2	2	2	--	

Recognition	Sponsorship Level	PARTNER	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
	Sponsorship Plaque in Recognition of CUTC Participation	Partner Level	Platinum Level	Gold Level	Silver Level	Bronze Level	Friend Level
	Recognition as Conference Charter Partner on CUTC Homepage	Yes	--	--	--	--	--
	Company Logo Displayed Throughout the 3-Day Conference	Yes, with additional banner	Yes	Yes	Yes	Yes	Yes
	Company Recognition on ALL Newsletters	Yes	Yes	Yes	--	--	--
	Company Logo in CUTC Program Guide	Yes	Yes	Yes	Yes	Yes	Name in Text
	CUTC Delegates Resume Book	Yes	Yes	Yes	--	--	--





# Past Contributors



CUTC could not exist without the external support and help we obtain from leading companies, speakers and universities. Our sincere gratitude and admiration goes out to all the companies, speakers and universities that have made CUTC what it is today.

## Past Speakers

Donating their time and experience to our delegates, our speakers have always been the lifeblood of the conference. Here's a short list of some of CUTC's past speakers -

- Frank Clegg** President, Microsoft Canada Co.
- Nancy Martin** Operations Manager, Global Research, GE
- Patrick Hackett** VP of Research, National Research Council of Canada
- Lucas Skorczkowski** Founder & COO, Redknee
- Mike Lazaridis** President & co-CEO, Research In Motion
- Michael Neuman** President, Bell Mobility
- Bob McDonald** Host of Quirks & Quarks, CBC Radio
- Simon Graham** Research Physicist, Director, Sunnybrook, Cyber-Psychology Lab
- Dr. David Kirk** Chief Scientist, VP of Architecture, Nvidia
- Joel Spolsky** Co-founder, Fog Creek Software
- Jim Mitchell** Sun Fellow & VP, HPCS Research Program, Sun Microsystems Labs
- Dr. Nils Petersen** Director General, NRC - National Institute of Nanotechnology

*"It's a rare opportunity to be able to get exposure to this much quality in such a short time. I highly recommend CUTC to any aspiring undergrad student."*

*- Tim Wang,  
CUTC Delegate*

## Past Sponsors

Our sponsors are the holding framework of CUTC, without whom we simply could not create the quality experience that we deliver each year. Some of our past sponsors have been -

PARTNER

PLATINUM

GOLD

**Microsoft**



SILVER

BRONZE

FRIENDS



## Universities

Acting as a bridge between our delegates and the conference, Universities from across the country (listed below) assist CUTC by aiding their students in attending the conference.

- |                      |                                    |                               |
|----------------------|------------------------------------|-------------------------------|
| Acadia University    | Queen's University                 | University of Toronto         |
| Athabasca University | Ryerson University                 | University of Waterloo        |
| Brock University     | Simon Fraser University            | University of Western Ontario |
| Carleton University  | University of Alberta              | University of Windsor         |
| Concordia University | University of British Columbia     | Wilfred Laurier University    |
| Dalhousie University | University of Calgary              | York University               |
| McGill University    | University of Guelph               |                               |
| McMaster University  | University of Prince Edward Island |                               |

*"I had a wonderful time meeting the many students who took an interest and seriously considered their role in Canada's innovation system."*

*- Dr. Peter Hackett,  
VP Research, NRC Canada*

# Contact Info



CUTC 2006's executive organization team comprises of exceptional student leaders from a variety of universities and programs. As CUTC organizers we are united by our passion for technology and proud to be organizing the largest student run conference in Canada.

[chair@cutc.ca](mailto:chair@cutc.ca) **Chair – Rahul N Bhardwaj**  
CUTC Upper Management would love to hear from you and assist in any manner possible.

[public.relations@cutc.ca](mailto:public.relations@cutc.ca) **Public Relations - Ken Ip & Aly Masud**  
To learn more about CUTC or to obtain media privileges for the conference, please contact Public Relations at [public.relations@cutc.ca](mailto:public.relations@cutc.ca)

[air@cutc.ca](mailto:air@cutc.ca) **Academic and Industry Relations - Dmitriy Mitchev, Gaurav Jain & Stephen Chan**  
For inquiries regarding being a speaker or if you would like to take part in TechPanel or ThinkTank at CUTC, please email [air@cutc.ca](mailto:air@cutc.ca)

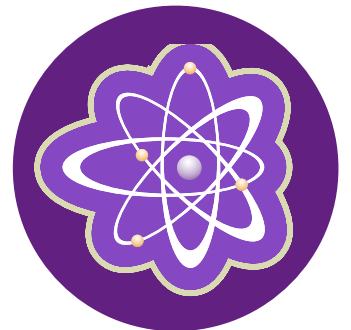
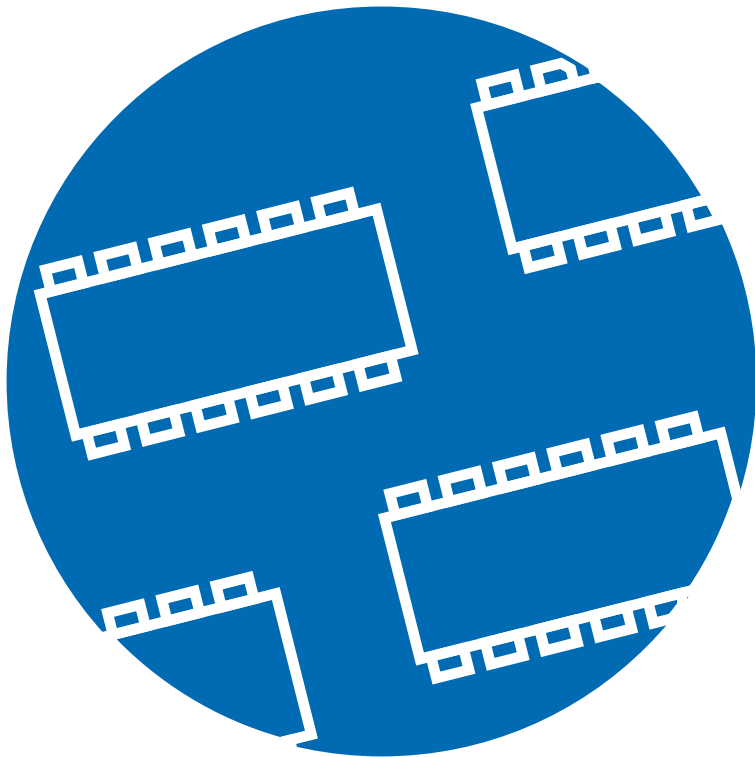
[sponsorship@cutc.ca](mailto:sponsorship@cutc.ca) **Sponsorship Team – Kevin Li & Vikas Singla**  
If you are interested in becoming a CUTC 2006 sponsor or for more information about sponsorship opportunities, please email [sponsorship@cutc.ca](mailto:sponsorship@cutc.ca).

[student.relations@cutc.ca](mailto:student.relations@cutc.ca) **Student Relations - Shruti Satsangi & Naveen Nigam**  
For inquiries regarding delegate recruitment and promotion at your university campus, please email [student.relations@cutc.ca](mailto:student.relations@cutc.ca)

[special.events@cutc.ca](mailto:special.events@cutc.ca) **Special Events – Dmitriy Mitchev, Kimberly Luu & Sheel Shah**  
To be a part of any of CUTC's Special events such as the TechExpo, TechShow etc., please email [special.events@cutc.ca](mailto:special.events@cutc.ca).

[info@cutc.ca](mailto:info@cutc.ca) **General Info**  
For all other questions please email [info@cutc.ca](mailto:info@cutc.ca)





*where the future goes™*