



APRIL 8, 2009 - METRO TORONTO CONVENTION CENTRE, SOUTH BUILDING

---

FOR IMMEDIATE RELEASE

## **Maximizing Business Success in Toronto at next week's IT360 Conference & Expo!**

### **New products and developments in the technology marketplace**

**April 1, 2009... Toronto, ON:** Plum Communications Inc. along with media partner, IT World Canada, provides a preview of the new product announcements expected at next week's IT360, as well as a first look at the event's top attractions. This year the event hosts the third Asterisk & Open Telephony Conference, and the CIO Executive Council regional meeting. In this climate of ever-accelerating change, and the necessity to save dollars, technologies continue to evolve to meet the demands of companies big and small.

Telecom has infiltrated the IT landscape in a large way, while Asterisk is continuing to evolve as a telephony solution enabling users to have a more economical voice-over-IP solution. By hosting the Asterisk conference and incorporating their agenda, they bring even more members of the IT community together. In addition, hosting the CIO Executive Council meeting was a seamless decision as the role of the CIO is now an integral part of an organizations management team.

IT professionals from around Canada, the United States and globally will arrive at Toronto's Metro Convention Center next week to examine the latest products and solutions and hear about new developments in the industry. IT360 runs April 8, 2009 at the Metro Toronto Convention Center. The exhibit floor opens at 10:30 a.m. Exhibit hall passes are \$25 on or before April 6, 2009 – passes cost \$50.00 after April 6, 2009. Register for the event at <https://secure.e-registernow.com/cgi-bin/mkpayment.cgi?state=1236>.

The exhibit floor will feature key companies driving the future of innovation including Bell Canada, D-Link Networks, Samsung Electronics, ESET, Borderware, HP Canada, Hitachi, Dell Canada, EMC, and many more. The event also provides a forum for new companies entering the IT space.

This year's **Keynote Address** will be presented by celebrity speaker, Michael Calce aka Mafiaboy, with Craig Silverman. It begins at 9:30am – 10:20am and all attendees have access to the keynote.

**KELCOM** and **eDev Technologies** have provided a sneak preview of what they plan to show case at IT360.

#### **Booth #302**

KELCOM, a telecommunications company, will be exhibiting a brand new technology offered by Motorola called *TEAM*. In short, it can be described as a complete pocketable mobile office for employees inside the facility. While on the move, workers can have access to critical data, two-way radio capabilities, email and web access, PBX Telephony (extension of desk phone to *TEAM* handset) with no monthly fees. KELCOM will also be exhibiting barcode scanners, two-way radios and Motorola Air Defense Wireless Security Network Software.

#### **Booth #303**

eDev Technologies is showcasing the inteGREAT Requirements Studio, which interacts seamlessly with Microsoft SharePoint, Team Foundation Server and HP Quality Center. Learn how inteGREAT can save organizations both time and money.

#### **Featured Presentations**



APRIL 8, 2009 - METRO TORONTO CONVENTION CENTRE, SOUTH BUILDING

---

-----  
A series of technology seminars will be free to all attendees'. The seminars are educational and topics include "Simplifying SR & ED Tax Credit Claim Process for Software Development" and "Trust & Credibility: Who is Influencing IT Purchase Decisions?" Both are presented by industry experts from MEUK Corporation and Hill & Knowlton Canada respectively. It will give Tradeshow attendees a taste of the world-class training that takes place in the Conference portion of the event.  
(<http://www.it360.ca/index.php/free-keynotes.html>)

#### Linux & BSD Certifications

-----

The Linux Professional Institute (LPI), the premier Linux certification organization worldwide (<http://www.lpi.org/>), will offer Linux certification testing. April 8, from 5:00pm – 7:00pm, LPI will conduct the LPI 101, 102, 201, 202, 301, 302 exams. The proctored exams are free to all conference delegates, and a special 50% discounted price of \$75 is also offered to all exhibitors and tradeshow attendees. The [BSD Certification Group](#) (BSDCG) will also offer the BSDA certification exams at the same time as the LPI certifications on April 8 from 5:00pm – 7:00pm.

#### Bookstore – with Off The Shelf titles

-----

U of T's Computer Bookstore is available on the exhibit hall floor for attendees to purchase the newest releases from renowned technology publishers. Participating publishers include, Pearson ..., Apress.

#### Conference Program

-----

IT360 provides a comprehensive educational experience for the entire spectrum of technology users and enthusiasts; including corporate and IT executives, directors, administrators and developers. The conference is geared to target all areas of IT, including hot spots like: security, data centres, cloud computing, unified communications and voip. Attendees can share technical information, collaborate and build relationships.

The Asterisk & Open Telephony Conference is complete with seminars and tutorials on compelling topics with educational content providing a variety of learning opportunities. Some of the sessions are targeted to a business audience, while others are targeted to a more technical audience.

#### About IT360 Conference & Expo 2009

-----

IT360 Conference & Expo 2009 is an interactive experience for IT professionals and business executives. Managed by Plum Communications while working in partnership with ITWorld Canada, IT360 addresses critical issues facing the industry while providing realistic strategies to enable the implementation of the best and most cost efficient solutions. Faced with the challenge of shrinking budgets and limited time to test or evaluate, IT360's conference of 30+ educational sessions and an informative exposition, attendees maximize their business success by exploring a variety of IT areas. Plum Communications Inc. is a leading Canadian organizer of community-based IT events "*Cultivating Innovation in Technology*" since 1984 focusing on what companies are doing and how IT professionals are implementing new systems.

For more information or to register for the event, please visit [www.it360.ca](http://www.it360.ca)

###

**Publicist:** Stephanie Cole, 905.695.0123 x211, [steph@plumcom.ca](mailto:steph@plumcom.ca)