

Canada-Texas Interactive Partnering Forum South by Southwest Interactive Festival

Program Dates: March 10-13, 2007 (SXSW Interactive), March 14-15, 2007 (Partnering Forum)
Market Focus: Interactive Design, Mobile Content, Interactive Entertainment

Texas has always been a center for entertainment media, and games are no exception. Since the 1980s the game industry has been thriving in Texas, setting the pace in this ever-changing environment. There are currently more than 60 game development companies throughout the state, creating games for computers, home consoles, the Internet and mobile phones. The region also offers a wide range of facilities for digital media companies working in film and interactive entertainment, including motion capture studios, software and hardware manufacturers, audio facilities, and animation studios.

The **Canada-Texas Interactive Partnering Forum (March 14-15)** provides an opportunity for Canadian companies to engage and interact with interactive and technology companies in the region over two days of partnering activities, forums, discussions, and site visits. Hosted in Austin, Texas, the Program includes:

- Pre-mission briefing and preparation meetings
- A breakfast presentation hosted by the Canadian Consulate Offices in Houston and Dallas
- Site visits with key companies in the region
- Full-day partnering forum including one-on-one meetings with other participating companies
- Access to the Canada SXSW Reception on March 14
- Post-mission activities and workshops

The two-day business development program occurs immediately following the **South by Southwest (SXSW) Interactive Festival (March 10-13)** in Austin, Texas. SXSW Interactive (www.sxsw.com) offers four days of panels, keynote discussions, trade show and exhibition, and exciting evening events. Attendees benefit from hands-on, how-to training as well as long-term, big-picture analysis in an atmosphere that charges creativity and out-of-the-box thinking. Panel topics cover everything from web design, usability, and blogging to wireless innovation and new technology business models. More than 4,700 registrants from around the United States and across the world attended last year's event.

Who can apply?

This program is aimed at Canadian digital media companies in the areas of web technologies, interactive design, and online game development, that are looking to do business with companies in Texas.

What are the approximate costs involved?

There is no additional cost for companies to participate in the Canada-Texas Interactive Partnering Forum Program, however space is **limited**. Participating companies are responsible for their own accommodations (nights of Mar 9 to 15), travel, SXSW registration, meals and other expenses.

Who is organizing this program?

This Program is made possible through the support of Industry Canada, Foreign Affairs & International Trade Canada, and the Canadian Consulate Offices in Houston and Dallas.

How do I register for the Interactive Partnering Forum?

Please submit proposals and completed application forms by 4:00 PST on February 12, 2007 to:

Ken Bautista	Sarah Baird
Digital Media Association of Alberta	New Media Business Alliance
ken@hotrocket.ca	sarah@nmba.ca
Fax: (780) 665-6229	Fax: (416) 840-0512
Phone: (780) 993-8794	Phone: (416) 516-0077x221

APPLICATION FORM

Canada-Texas Interactive Partnering Forum

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Name of Company or Organization:

Applicant Name (First, Last):

Title:

Canadian Citizen or Landed Immigrant or Permanent Resident: Yes No

Address (work):

City:

Postal Code:

Phone (work):

Phone (mobile):

Fax:

Email:

Website:

How did you find out about this program? (Check all that apply)

Referral Information session Online Newsletter

Along with completing the attached application form, please submit a written proposal (no more than four pages, 10 point font) with responses to the following questions:

1. Provide a corporate biography. (250 words or less)
2. Identify key corporate personnel who will be participating in the program and provide brief personal biographies. (250 words or less)
3. Identify what the company expects to achieve by participating in this program. List three (3) or more measurable outcomes (e.g. "Connect with 5 game development companies").
4. Describe any related projects and/or initiatives that will benefit by the company's participation in this program. Describe the benefits. (300 words or less).
5. Please list any Texas-based companies and/or organizations you would be looking to connect with that we can invite to participate in the Partnering Forum.

Please submit proposals and completed application forms via email or fax by 4:00 PST on February 12, 2007 to:

Ken Bautista
Digital Media Association of Alberta
ken@hotrocket.ca

Fax: (780) 665-6229
Phone: (780) 993-8794

Sarah Baird
New Media Business Alliance
sarah@nmba.ca

Fax: (416) 840-0512
Phone: (416) 516-0077x221

Applicant Signature: _____

Print Name: _____ Date: _____

We retain the right to keep on file all written and supporting material submitted by applicants in support of their application and to publish or make public the amount of any financial support given through this Program. Personal information contained on this form is collected under the authority of the Personal Information and Privacy Act and will be used to determine eligibility for funding.