

**Interactive Ontario opens Early Bird Registration for ICE 2008!  
Save 20% by registering before February 21st!**

**ICE 2008: *The Interactive Content Exchange*  
Toronto, March 26 - 28, 2008  
[www.ice08.com](http://www.ice08.com)**

ICE: Interactive Content Exchange, the world's coolest interactive media event(TM), returns to The Carlu in Toronto, Canada for two days of intense talk and trade with top interactive media industry producers, executives and entrepreneurs from around the world.

### **MAKING IT BIG**

Are you interested in "Making it Big"? Whether that means going cross-platform, expanding your interactive brand or broadening your market, this year ICE08 will explore how top companies are creating interactive products, services, and experiences through an essential mix of core values and skill sets.

"Every Interactive company must balance their strategies in three key areas: Innovation, Creativity and Enterprise" says Ian Kelso, Executive Producer of ICE: The Interactive Content Exchange. " No other industry demands the same high level blending of artistic, technological and business acumen."

### **MAKING DEALS**

ICEXchange, the interactive media marketplace, is where deals get done at ICE 2008. Participate in facilitated one-on-one meetings, matchmaking services, pitching competitions and many networking opportunities. ICE: the Interactive Content Exchange has quickly become one of Canada's top markets for Interactive Media content and services. All ICExchange services are free for all registered delegates.

### **MAKING IT HAPPEN**

Have something you want to say? Have a discussion topic you would like to recommend? This year there will be more opportunities than ever for industry participation in the content of the event. Send your suggestions for topics and speakers to: [ideas@ice08.com](mailto:ideas@ice08.com)

### **MAKING IT EARLY**

Sign up now and save! And as an additional bonus your name will be entered for a very special early bird door prize. Details to be announced shortly!

### **WHAT ICE PARTICIPANTS HAVE TO SAY**

*"Fantastic and content-rich event from start to finish. I can't wait to see how next year's will take shape!"*  
ICE07 Delegate

*"Excellent job! ICE07 was THE event for me in 2007."* ICE07 Delegate

### **ICE DETAILS:**

ICE 2008 is produced by Interactive Ontario, the trade association for interactive digital media content production companies in Ontario.

ICE 2007 is made possible with the support of Telefilm Canada, the Ontario Media Development Corporation on behalf of the Ministry of Culture, PricewaterhouseCoopers, and the Bell Broadcast and New Media Fund.

For full details and registration please visit <http://www.ice08.com>.

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**For more information:**

Hilary Krupa  
Interactive Ontario  
416.516.0077 x 224  
[hilary@interactiveontario.com](mailto:hilary@interactiveontario.com)

**OR**

Julie Giles, GreenHAT Digital  
Tel: 416-537-9774 || Cell: 416-878-5328  
E-mail: [julie@greenhatdigital.com](mailto:julie@greenhatdigital.com)  
Skype: greenhatdigital