



**Middle Mile \* State Telecom Plan \* Funding \* Local Community Initiatives \* Rights-of-Way**

**Presented by:**

Arizona Telecommunications  
and Information Council  
(ATIC)

**and the**

Communications  
Infrastructure Advisory  
Committee (CIAC) of the  
Governor's Council on  
Innovation and Technology  
(GCIT)

**In cooperation with the:**

Arizona Consumers Council  
Arizona Association for  
Economic Development  
Arizona Department of  
Commerce  
Arizona Government  
Information Technology Agency  
Arizona Small Business  
Association  
eLearning System For Arizona  
Teachers and Students  
Greater Arizona eLearning  
Association  
League of Arizona Cities  
and Towns  
County Supervisor's Association  
of Arizona  
Arizona Technology Council  
Arizona Telemedicine Program  
Navajo Nation  
Telecommunications Regulatory  
Commission  
Tucson's Community  
Information and  
Telecommunications Alliance

## Arizona Telecom Summit May 17, 2007

### Sponsorship Request

# *Advanced Telecom and Broadband Deployment in Arizona*

#### Living In a Networked World

Wired or wireless, with the proliferation of the Internet, mobile phones, communication devices, and wireless networks we are rapidly moving from a world of simple voice communication and isolated desktop computing to an interconnected world of networked communities and anytime/anywhere connectedness where everyone and everything is connected. The Network will operate everywhere, connecting people and devices seamlessly. -Living in a Networked World-Computer Systems Policy Project

[www.arizonatele.com/atic/](http://www.arizonatele.com/atic/)



#### Summit Info

520-321-1309

[stevepeters@tucsonlink.org](mailto:stevepeters@tucsonlink.org)



**Middle Mile \* State Telecom Plan \* Funding \* Local Community Initiatives \* Rights-of-Way**

**Here is a great business opportunity that will benefit you and Arizona communities!**

Here is a great business opportunity for you that will also help expand advanced telecom and broadband services throughout Arizona. We are looking for Sponsors and Exhibitors for the Arizona Telecom Summit May 17, 2007 at the Convention Center in Mesa Arizona. The Summit is presented by the Arizona Telecommunications and Information Council (ATIC) and the Communications Infrastructure Advisory Committee (CIAC) of the Governor's Council on Innovation and Technology (GCIT). See the cover page of this document for a listing of the other important business, government and state organizations supporting this event. We expect over 300 people including federal, state, local, and tribal elected officials, policy advisors and CIOs, telecom service provider executives, and other key stakeholder representatives (economic development, education, government, health services, public safety, libraries, homeland security, CIOs, etc) will participate in these deliberations. Many more will also participate in the Arizona Technology Council After5 Reception, Showcase and Networking event.

In our "Networked World" advanced telecommunications and broadband Internet services are critical for community development and the health, safety, welfare, educational advancement, and economic prosperity in Arizona communities. Unfortunately many rural and other underserved communities lack the telecommunications infrastructure to support deployment of these services. The purpose of the Summit is to explore options and reach consensus on policies and strategies to remove barriers and to accelerate deployment of affordable broadband Internet and advanced telecommunications services to all Arizona communities.

**Summit Events:**

- The Summit Web Site with Pre and Post Summit Briefing Documents
- Four online Pre-Summit Briefing Sessions
- The May 17 Summit featuring keynote presentations, planning and policy development workshops, and a Telecom and Technology Expo. The Summit will conclude with the outstanding Arizona Technology Council After5 Showcase and Networking event. Summit participants will be joined by Tech Council members and the public. Summit sponsors and exhibitors will be featured.

Depending upon your level of sponsorship we will:

- Display your company name or logo on the Summit Web Site, with a link to your web site
- Provide you an exhibit table to showcase your telecom, Internet, or other technologies and services throughout the day in the Tech Expo, and at the Tech Council After5 Reception, Showcase and Networking event
- Include your logo on the Web Conference Welcome Page, in the Summit program, and on signage and table tents
- Acknowledge your sponsorship at the breakfast, the lunch, the reception, and at the beginning of the online Briefing Sessions
- Include your company name in all e-mail announcements and other collateral material

Thank you for your interest in the Summit. We will contact you shortly. In the meantime, this letter includes a description of your sponsorship opportunities, background information and additional details about the Summit. Please call us, e-mail us, or see our Web Site at [www.tucsonlink.org/Summit07](http://www.tucsonlink.org/Summit07) for information and online sponsor registration.

Sincerely,

**Steve Peters**, ATIC Board Member and  
Summit Coordinator  
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**[www.tucsonlink.org/Summit07](http://www.tucsonlink.org/Summit07)**

## Sponsor and Exhibitor Packages

### Platinum Sponsor - \$3,500 (limited to 2 organizations)

Sponsor the **lunch** **or** the **Tech Council After5 Reception and Showcase**. The Lunch sponsor will introduce the Keynote speaker at the lunch. We hope that will be the Governor, the Chairman of the FCC, or someone of equal stature. The sponsor for the After5 Reception will welcome participants and provide a company introduction at the Arizona Tech Council After5 Showcase/Networking event. **Event sponsorship choice will be on a first come-first-served basis.**

- Your logo prominently displayed on the web conference Welcome Screen for the four Pre-Summit online Briefing sessions
- 2-3 minutes at each online session to provide a brief company introduction
- Welcome participants and a company introduction at the opening plenary session on May 17
- Premier company signage placement in exhibit area and main meeting room
- Company name and logo, with web page link, featured prominently on the **home page and all pages** of the event website
- Company name and/or logo prominent in all electronic and print promotional materials and press releases.
- Link to your web site in all e-mail announcements
- Corporate logo on cover and full page company description or ad in event program
- Company name and logo on table signage
- Admission for 6 to the event
- Skirted exhibit tables (2) with chairs in a premier exhibition position
- Electrical and wireless Internet connections
- First right of refusal for Platinum Sponsor for next ATIC event

**Register On-line at [www.tucsonlink.org/Summit07](http://www.tucsonlink.org/Summit07)**

### Gold Sponsor - \$2,000 (limited to 4 companies or organizations)

- Your logo prominently displayed on the web conference Welcome Screen for the four Pre-Summit online Briefing sessions
- Sponsor acknowledgement by moderator at the beginning of each of the four Pre-Summit online Briefing sessions
- Special acknowledgement at the Arizona Tech Council After5 Showcase/Networking event
- Link to your web site in all e-mail announcements
- Sponsorship acknowledgement by moderator at opening plenary session and lunch
- Premier company signage placement in exhibit area and main meeting room
- Company name and logo with link featured prominently on the event website
- Company name and/or logo prominent in all electronic and print promotional materials and press releases
- Link to your web site in all e-mail announcements

- Corporate logo on cover and half page acknowledgement/ad in event program
- Company name and logo on table signage
- Admission for 4 to the event and reserved table at sponsored event (breakfast/lunch/reception) and Keynote dinner
- Skirted exhibit table and chairs in a premier exhibition position
- Electrical and wireless Internet connections
- First right of refusal for Gold Sponsor for the next ATIC event

**Register On-line at [www.tucsonlink.org/Summit07](http://www.tucsonlink.org/Summit07)**

**Silver Sponsor - \$1,000 (limited to 6 companies or organizations)**

- Silver Sponsors co-sponsor breaks (with other Silver sponsors only)
- Premier company signage placement in break area during breaks
- Sponsorship recognition in the program
- Company name and logo with link featured on the event website
- Company name in all electronic and print promotional materials and press releases
- Sponsorship acknowledgement by moderator at opening plenary session and lunch
- Corporate logo in the event program
- Admission for 3 to the event
- Skirted exhibit table and chairs in Exhibition area
- Electrical and wireless Internet connections
- First right of refusal for Silver Sponsor at next ATIC event

**Register On-line at [www.tucsonlink.org/Summit07](http://www.tucsonlink.org/Summit07)**

**Exhibitor - \$500.00 (unlimited)**

- Exhibitor acknowledgement on program
- Company name included on the event website with link
- Admission for 2 to the event
- Skirted exhibit table with chairs in Exhibition area
- Electrical and wireless Internet connections

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## **Summit Background**

On May 17, 2007 ATIC, the Arizona Telecommunications and Information Council and CIAC, the Communications Infrastructure Advisory Committee to GCIT, the Governor's Council on Innovation & Technology, will convene Arizona Telecom Summit 2007 - Advanced Telecom And Broadband Deployment In Arizona. Federal, state, local, and tribal elected officials and policy advisors, telecom service provider executives, and other key stakeholder representatives will participate in these deliberations. They will engage in planning, policy, and decision making workshops to explore options and reach consensus on policies and strategies to remove barriers and accelerate deployment of affordable broadband Internet and advanced telecommunications services to rural and other under-served Arizona communities.

The plan is to leave the Summit with consensus, strategic direction and tactical implementation plans to remove barriers to the deployment of this infrastructure that is critical for community development and the health, safety, welfare, educational advancement and economic prosperity in Arizona communities.

ATIC and CIAC have been developing initiatives to address these barriers. The Summit will provide an update on these and other Arizona initiatives and provide the participants an opportunity to participate in addressing the following priorities:

- State Strategic Telecom Plan
- Funding mechanisms and strategies
- Rights-of-Way access
- Local community/Tribal planning and policies
- Telecom provider requirements

The primary focus of the Summit will be on the Middle Mile. There are two primary telecom services required to deploy broadband into a community – Last Mile and Middle Mile. The Last Mile is the Internet connection between the Internet service provider (ISP) and businesses, homes, schools, etc. The Middle Mile is the high capacity trunk lines and associated infrastructure to connect communities to the Internet backbone points-of-presence located in major metropolitan areas such as Phoenix and Tucson. If a common middle mile infrastructure is not available, at reasonable rates, communities or last mile providers must construct their own middle mile infrastructure. This may prohibit deployment of broadband service or significantly increase the last mile costs and end users monthly rates.

The Summit includes:

- The Summit Web Site with Pre and Post Summit Briefing Documents
- Four online Pre-Summit Briefing Sessions that will provide background info, technology overviews, updates on Arizona issues and initiatives, best practices, etc.
- The May 17 Summit featuring keynote presentations, planning and policy development workshops, and a Telecom and Technology Expo. The Expo and Showcase will be a great opportunity for you to showcase your telecom, Internet, or other technologies and services.
- The Summit will conclude with the outstanding Tech Council After5 free Showcase and Networking event hosted by ATIC and the Arizona Technology Council, the largest technology association in Arizona. The Summit participants will be joined by Tech Council members and the public. Summit sponsors and exhibitors will be featured at this event.

Who will be invited?

- Federal, State, Local and Tribal elected officials, policy advisors/legislative analysts (City Councils, County Supervisors, Tribal Councils, the Congressional Delegation, Arizona Legislators)
- Key Arizona State Agency Directors and policy advisors (Governor's Office, Government Information Technology Agency, Commerce, Transportation, Education, Libraries, School Facilities Board, Land Department, others)
- City and County Managers, planners, policy advisors and CIOs
- Product and Service providers (telecom, technology, Internet service providers, consultants)
- State and local School Superintendents
- Application Solution leaders (eGovernment, eLearning, telemedicine, libraries, public safety)
- Regulators and staff (Arizona Corporation Commission, Federal Communications Commission, Navajo Nation Telecommunications Regulatory Commission, Bureau of Indian Affairs, others)
- Key Experts (government, private, other states)
- ATIC/ CIAC Members
- Federal Government Agencies (Bureau of Indian Affairs, the Indian Health Service, USDA/RUS, US Forest service, Bureau of Land Management)
- Economic Development Professionals
- Lobbyists
- Organizations (Arizona Technology Council, AEA, Health-e Arizona, Telemedicine, Arizona Small Business Association, Arizona Association of Economic Development)

## Online Briefing Sessions

The Summit includes a series of four statewide online briefing sessions prior to the May 17 event. Participants will have access to these sessions from the convenience of their office or community by statewide audio and web conferencing. In order to keep the Summit event to a single day we will utilize the online meetings to provide an overview of the issues and technologies, and an update on current Arizona initiatives. This will enable us to focus on policy and strategy deliberations on May 17.

### Tentative Online Briefing Schedule

- April 9, 2007 - Session One - Issues and Overview (ATIC and CIAC: Why telecom is important for Arizona communities; Barriers to deployment of Broadband in Rural Communities; Arizona- What is happening)
- April 19, 2007 - Session Two - Local Community Issues, Policies and Best Practices ( Federal, state, tribal and local policy – where does the power lie - Implications of technology in policy development; Best Practices and case studies - Policies and applications; Local Community Planning issues - What are the needs and issues? (Communities/ Tribes, Vendors)
- April 30, 2007 Session Three- Telecom Technologies (Telecom technology overview - Technologies and services)
- May 10, 2007 -Session Four- Telecom Providers Perspective (Providers issues)

### **May 17 Summit (Tentative Schedule)**

- 8:00 -9:00 - Registration, Networking and Exhibitors
- 9:00-9:15 - Welcome - Mike Keeling, Chair, ATIC and Chris Cummiskey, Director, State Government Information Technology Agency, and Chair of the CIAC
- 9:15-10:15 - Plenary Session – Overview - Challenges/Issues and Current Arizona initiatives
- 10:15 – 11:30 - Planning and Policy Development Workshops - Strategic Telecom Plan, Funding Strategies, Rights-of-Way, Regional/Community Planning/Native American community, Telecom providers
- 11:30 - 12:00 - Networking and Exhibitors
- 12:00 - 1:00 - Lunch and Keynote Address
- 1:00 - 3:00 - Planning and Policy Development Workshop
- 3:00 - 3:45 - Break, Networking and Exhibitors
- 3:45 - 5:00 - Planning and Policy Development Workshop
- 5:00 - 7:00 - Arizona Tech Council After Five Reception, Networking, Showcase

# Sponsoring Organizations

## Arizona Telecommunications And Information Council

ATIC is Arizona's recognized and authoritative organization guiding technology policy development, serving as a leading source of information and expertise on telecommunications and information technology matters. Arizona's citizens, businesses, and organizations will have access to advanced telecommunications services and information technologies enabling them to participate in the global economy.

ATIC develops, promotes and supports initiatives and guides adoption of effective public policies that encourages wide-scale deployment and availability of telecommunications services and information technologies to insure economic prosperity for the Arizona community, expand the region's global competitive advantage, enable continued educational advancement, and support an enhanced quality of life.

ATIC's public and private partners include large and small businesses, economic development organizations, libraries, consumer organizations, local and state government agencies, educational institutions, health care, the Arizona Corporation Commission, the Arizona legislature, and information technology and telecommunications companies.

## GCIT Telecom Infrastructure Committee

The **Communications Infrastructure Advisory Committee (CIAC)** is a committee of the Governor's Council on Innovation & Technology (GCIT). Their mission is to advise the Governor's Council on methods, processes and policies which will enable Arizona to close the Digital Divide in Arizona. CIAC, in cooperation with ATIC, is charting a long-range roadmap and strategic plan for state-wide telecommunications to assist in overcoming barriers to broadband deployment, especially in the rural areas of the State.

CIAC is under **GCIT, the Governor's Council on Innovation and Technology**, the Governor's principal advisory group for innovation and technology. They are a catalyst for developing new economic development strategies, focusing on improving Arizona's knowledge-based economy. The council is charged with: Developing the framework and vision to enable Arizona to become a global leader in innovation and technology research, development and product creation; Strengthening the innovation and technology infrastructure of Arizona; Evaluating capital formation in Arizona and developing recommendations that support Arizona's global competitiveness in the 21st century; Promoting technology transfer and inspiring partnerships between Arizona's business community and university researchers; Creating and retaining an active marketplace of quality jobs in Arizona. Telecom is one of the innovation and technology infrastructure initiatives.

## Arizona Technology Council

The Arizona Technology Council is the largest technology association in Arizona serving all tech sectors across the state. The Arizona Technology Council is a member-driven association. We represent the interests of technology companies, their support firms, educational institutions and state-wide economic development groups that collectively form Arizona's technology community.

The Arizona Technology Council's mission is to support our members and unify our partners to grow Arizona's economy with technology and innovation at the core. We drive partnerships, policies and programs that advance the business climate for Arizona's technology community.

## Cooperating Organizations

In addition to ATIC and CIAC, cooperating organizations include:

- Arizona Consumers Council
- Arizona Association for Economic Development
- Arizona Department of Commerce
- Arizona Small Business Association
- Arizona Government Information Technology Agency
- Navajo Nation Telecommunications Regulatory Commission
- Tucson's Community Information and Telecommunications Alliance
- Arizona Technology Council
- Arizona Telemedicine Program
- League of Arizona Cities and Towns
- County Supervisor's Association of Arizona