

What is Le Big Bang?

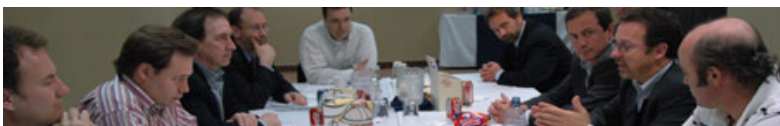
A full day focused on the commercialization of business solutions for a niche market.



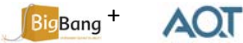
Who should participate?

- > Presidents, Decision makers of ICT companies
- > VPs and Commercialization Managers
- > Executives of professional services companies & Investors

Some covered subjects

Positioning • Market segmentation • Go-to-Market strategies
Sales distribution networks • Types of distributors • Distribution programs • Criteria for selecting distributors • Distribution contract
Marketing and management activities of the distributors



| Registration Fees* | Member | Non-Member |
|---|--|---|
|  | <input type="checkbox"/> 500 \$ (564,38 \$) | <input type="checkbox"/> 750 \$ (846,56 \$) |
| | 100\$ more after April 10th ! | |
|  Corporate membership for one year | <input type="checkbox"/> 1 - 15 employees: 340 \$ (383,78 \$) <input type="checkbox"/> 16 - 30 employees : 565 \$ (637,74 \$) <input type="checkbox"/> 31 - 50 employees: 720 \$ (812,70 \$) <input type="checkbox"/> 51 - 99 employees: 880 \$ (993,30 \$) <input type="checkbox"/> 100+ employees: 1 315 \$ (1484,31 \$) | |
| SPECIAL OFFER for non members (technology companies)  | - Member rate for the Big Bang (save 250 \$) - 30% rebate on your AQT membership (save from 102 \$ to 394,50 \$) | |

*Taxes will be added on the fees. We only accept Visa or MC. Registration fees are not refundable. The cancellation fees of 50% will be assessed and the balance will be transferred to another events.

| | |
|---|-------|
| Registration & Payment <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard | |
| Name: | |
| Company: | |
| Email: | |
| Telephone: | |
| Card number: | |
| Name on the card: | Exp : |
| Signature: | |

Program

- 8:00 Arrival & Registration | Welcoming Breakfast
- 9:00 *"The Art of Finding your Own Niche Market"*
Vincent Guyaux | President & CEO, Metafoam; President of the board, Embrase

Case study | iBwave Solutions
Mario Bouchard, President
- 10:00 Break | Networking
- 10:30 Interactive session interactive | Tools and processes to produce your own positioning strategy
- 12:15 Lunch | Networking
- 14:00 *"Developing and Implementing a Channel Strategy"*
Paul Lepage | President & CEO, MédiSolution

Case study of iBwave Solutions
Mario Bouchard, President
- 15:45 Panel | Case Studies on Commercialization – 3 US companies
Diaspark | Origin Digital | Take Solutions
- 16:30 Commercialization survey | The results are revealed
Survey conducted by AQT on the Quebec ICT companies commercialization activities
- 17:00 Networking cocktail

Thanks to our Sponsors:



« It's a savvy blend of strategy, skills, expertise and intuition that allows cutting-edge firms to stay competitive. From this perspective, le Big Bang provides a unique opportunity to share ideas, freshen up approaches, and keep decision makers' up to date. » **Didier Gombert, President, Objectif Lune**