



**ICE 2008: The Interactive Content Exchange
Canada's Interactive Media Content Business Event
Games. Social Media. Mobile. Music. Multiplatform**

Toronto, March 26 - 28, 2008

www.ice08.com

EARLY BIRD DEADLINE FRIDAY FEBRUARY 29, 2008

**ICE 2008 ANNOUNCES DEMOCAMP@ICE08 AND BLOGGING CONTEST
WITH ICE PASS GIVEAWAYS**

Collaboration between DemoCamp Toronto and Interactive Ontario brings new demo opportunities to ICE08 Participants and Blogging Contest searching for YOUR vision of Canada's future

Toronto, ON February 27, 2008 - The Toronto DemoCamp community and Interactive Ontario are collaborating this year to feature a DemoCamp session at ICE08, and a blogging contest with 2 free passes to ICE 2008: The Interactive Content Exchange, Canada's interactive media content business event. Presented by Interactive Ontario, ICE 2008 takes place March 26-28, 2008 at the Carlu in Toronto.

DEMOCAMP@ICE08

If you had five minutes to show off your stuff or ignite ICE 08, what would you say? Would you launch a game or a website? Teach a practice or process? Give an awesome case? Talk about recent learnings, successes, failures? We're looking for Ontario interactive media and technology companies to celebrate and inspire the community. If you're interested, fill out the form at:

<http://democamp.wufoo.com/forms/democampice-submission/>

Please note that we're looking for talks that will inspire and teach, not recruiting or product pitches.

Deadline for proposals is March 14, 2008

Full details are available at: <http://www.ice08.com/about/democamp>

ICE08/DEMOCAMP BLOGGING CONTEST

Tell us *YOUR* vision Canada's future in 300 words (or 2 minutes) to win one of 2 free passes to ICE08! ***Innovation. Creativity. Enterprise.*** ICE 2008 is the platform for showcasing and discussing these themes, bringing together the best in digital media in

Canada and abroad. ICE08 looks across the media and tech landscape, identifying the trends and issues that will shape our digital future. We want to know what that future looks like to *YOU* – who are the leaders, what are the brightest ideas, and with what tools will the future in Canada be created? What's *YOUR* vision?

All forms of bloggable media are accepted, and must be tagged with “ICE08” to be eligible. Submissions will be juried by members of Interactive Ontario and the DemoCamp community, and the criteria of innovation, creativity and enterprise must be addressed.

Deadline for blog (written or other media) posts is March 14, 2008

Full details at: <http://www.ice08.com/about/blogcontest>

ABOUT ICE 2008

ICE 2008 is produced by Interactive Ontario, the trade association for interactive digital media content production companies in Ontario, and is made possible with the support of Telefilm Canada, the Ontario Media Development Corporation on behalf of the Ministry of Culture, PricewaterhouseCoopers, Research In Motion (RIM), and the Bell Broadcast and New Media Fund, and through the contribution from the Trade Routes Contributions Program of the Department of Canadian Heritage. Other sponsors include Breakthrough New Media, Decode Entertainment, and Seneca College.

Subscribe to the ICE08 RSS news feed! <http://www.ice08.com/rss>

Check out the ICE08 schedule! <http://www.ice08.com/schedule/ataglance>

Have a look at the growing list of speakers at ICE08! <http://www.ice08.com/speakers>

Register NOW at: <http://www.ice08.com/register>

ABOUT DEMOCAMP

DemoCamp is a variation of the un-conference style of event, started by the TorCamp group in order to have more regular meetings where community members share what they've been working on, demo their products, and meet others.

<http://www.democamp.ca/>

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