



**3<sup>rd</sup> Annual IMF/Geocortex User Conference**  
**INFORMATION PACKAGE**

*[www.geocortex.com/uc](http://www.geocortex.com/uc)*

April 20-22, 2008  
Delta Victoria Ocean Pointe Resort and Spa, Victoria, BC

**geocortex**<sup>®</sup>  
**INTERNET MAPPING**

## Welcome!

Latitude Geographics, in conjunction with our business partner Moxi Media, is busy organizing the third annual IMF/Geocortex User Conference, with the main conference taking place April 20-22, 2008 at the Delta Victoria Ocean Pointe Resort in Victoria, BC.

We encourage you to explore our preliminary conference agenda— by incorporating suggestions from attendees, we have strived to create a conference experience that builds upon actions and successes we've encountered in prior years.

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# WHY YOU SHOULD ATTEND

## *Overview*

The third annual IMF/Geocortex User Conference, which will take place April 20-22, 2008 at the picturesque Delta Victoria Ocean Pointe Resort & Spa in Victoria, BC, is a unique opportunity to learn, share and experience what's new and what's next in web-based GIS. The intimate size provides a rare opportunity to discuss and disseminate new ideas and concepts with fellow users, developers and industry partners. And conference value is unsurpassed – the benefits of our focused workshops, main sessions, doctor's office and demonstration island far exceed the costs of attending.

This event is designed as a defensible, sensible investment for any organization committed to making prudent choices when it comes to technology and expenditures.

Building upon the feedback and growth we've experienced from our previous two conferences, we've made some exciting changes for attendees. Session tracks have been expanded from two to three, we have increased our offering of technical workshops and added a new demo island where users can test drive new IMF/Geocortex products and applications, as well as demonstrating their own.

Our workshop offerings have expanded, both in topics and number. 'Java Basics for IMF' offers an introduction to IMF configuration/customization. 'Advanced IMF Development' provides hands-on advanced IMF development training. And 'Getting Started with Geocortex Essentials' provides a full day of introductory instruction for the configuration and customization of this exciting new product.

Particularly if you're working on a strategy with regards to ESRI's 9.3 release and the transition to ArcGIS Server, you won't want to miss this opportunity to learn, share knowledge, and continue building an influential IMF/Geocortex community.

## *Who should attend*

- Technical staff and developers tasked with developing ESRI web-based GIS applications
- System administrators tasked with maintaining and upgrading web-based GIS infrastructure
- Coordinators working to help leverage technology to help their stakeholders make better decisions
- Decision makers responsible for planning and architecting next-generation web-GIS

## *What you can expect*

- **In-depth understanding of the latest IMF/Geocortex product developments**  
Get a look under the hood of our latest products and enhancements. See how Latitude Geographics and Moxi Media are addressing ESRI's upcoming 9.3 release.
- **Insight into ESRI and general industry technology direction**  
You want to ensure you stay on-track and continue making good decisions. Hear our perspective and agnostic context regarding coming technological change, as well as important considerations you need to address before your organization starts adopting.

- **Excellent-value software training**  
Our software and services teams work hard to design core sessions and optional workshops that will jumpstart your knowledge—and your current, real-world projects.
- **Share experience, best practices, and generate ideas**  
From big picture ideas to specific strategies, see how other users and partners are succeeding with IMF, Essentials and other technologies. Understand and learn from fellow users, and share implementation tips with the Geocortex community. Stuck with a problem you need to solve? Find solutions to those vexing application, data and user issues. See IMF in practice, integrated with a variety of enterprise systems.
- **Troubleshoot pesky issues at our Doctor's Office**  
Meet one-on-one with our technical experts. Bring along a few implementation issues to work through at our on-site "Doctor's Office"
- **Test drive Geocortex products and see peers' applications at our demo island**  
See the latest incarnations of IMF, the Geocortex suite and user applications in a "hands-on" demo area. Get a sneak peek at future product development and see what our R&D team is working on.
- **Reasonable costs in an inspiring environment**  
Victoria, British Columbia is one of the most beautiful cities in the world. Be inspired by and relax at our conference venue. When not learning, enjoy then variety of fun activities and events we're organizing.

# CONFERENCE AGENDA OVERVIEW

The main conference will officially begin with a social reception on Sunday night. The conference opens Monday morning with a plenary session common to all tracks. During the core sessions on Monday and Tuesday, we'll offer a pair of tracks for developers and a separate track for less-technical attendees. Attendees are encouraged to move freely between tracks to build a schedule that most appeals to their interests.

## ***Welcome Reception—Sunday April 20<sup>th</sup>***

*Hosted Welcome Reception (7:00PM-9:00PM)*

Meet and network over some appetizers at the Harbor Room at the Delta Victoria Ocean Pointe Resort and Spa. The hotel will provide a cash bar.

## ***Plenary Session—Monday April 21<sup>st</sup>***

*Monday Morning Session (8:30AM-10:15AM)*

The plenary is composed of introductory remarks from Latitude Geographics President and CEO Steven Myhill-Jones, a presentation from our keynote speaker, key product unveilings, and a discussion on technology trends in web-based GIS.

## ***Business Track - Monday April 21<sup>st</sup> and Tuesday April 22<sup>nd</sup>***

*Morning and Afternoon Sessions (8:30AM-4:30PM)*

In addition to providing less/non-technical attendees with a solid, high-level understanding of various aspects of web-based GIS technology they need to make sound decisions, we'll also look at issues and topics facing managers and coordinators guiding the direction of their organization's web-based GIS.

We're planning sessions and presentations that cover the following topics:

- 2008: Deciphering the latest GIS jargon
- Understanding application frameworks for web mapping development
- Decision-making around ESRI's ArcGIS Server 9.3 release
- Determining technology transition timelines
- Integrating web-based GIS with other enterprise systems
- Prioritizing for successful roll-outs & catering to a diverse user base
- Web-based data sharing portals & initiatives
- Sharing and managing data in a web-based GIS environment
- Java and/or .NET

## ***IMF Fundamentals Track - Monday April 21<sup>st</sup> and Tuesday April 22<sup>nd</sup>***

*Morning and Afternoon Sessions (8:30AM-4:30PM)*

The IMF Fundamentals Track has been assembled to provide developers, technical administrators, analysts and managers new to the Internet Mapping Framework, a solid understanding of the basics of IMF deployment and configuration. These sessions assume a minimal understanding of technology concepts.

We're planning sessions and presentations that cover the following topics:

- IMF: An Introduction for New Administrators
- Effective web-based cartography
- Pick your language: Technology Neutral IMF Development
- Understanding Java web applications
- Simple IMF configuration
- Leveraging Site Manager for IMF
- Capacity Planning, Proactive & Reactive Troubleshooting
- Integrating external non-spatial data with IMF
- Security with IMF
- Configuring your IMF installation environment

## ***Advanced IMF/Geocortex Essentials Track - Monday April 21<sup>st</sup> and Tuesday April 22<sup>nd</sup>***

*Morning and Afternoon Sessions (8:30AM-4:30PM)*

The Advanced IMF/Geocortex Essentials Track has been assembled to provide developers and administrators with significant exposure to the inner workings of IMF, and a comprehensive guide to configuring and customizing its key components. Intermingled with these IMF sessions are a number of introductory sessions pertaining to the architecture and configuration of Geocortex Essentials.

We're planning sessions and presentations that cover the following topics:

- Exploring the IMF object model
- Advanced IMF Configuration
- Integrating IMF with enterprise applications
- Customizing IMF search & locate tools
- Structured IMF application development
- Performing IMF customization
- Reporting: Formatting and Exporting your Data
- IMF and the ArcGIS Server Connector
- Developing ArcGIS Server applications with Geocortex Essentials
- Geocortex Essentials Manager
- Configuring search, locate, query, geocode and editing tasks in Geocortex Essentials
- Reporting and printing in Geocortex Essentials

## ***Doctors Office—Monday April 21<sup>st</sup> and Tuesday April 22<sup>nd</sup>***

*Morning and Afternoon Appointments*

Visit our technical “doctors” for a complimentary 1:1 session and speak directly to a member of our technical staff regarding a related topic of interest to you.

### ***Demo Island***

Engaged in a conversation with a peer and eager to show them the solution to a vexing problem you both share regarding IMF? Or, do you want to take the latest release of Fleet Tracker for a test drive? Stop by the “Demo Island” where we’ll have a number of workstations available to demo the Geocortex product line, share ideas and perhaps even see early versions of new technology we’re working on.

### ***Optional Developer Workshops***

These intimate, intensive hands-on developer workshops for are designed to develop and hone transferable skills and techniques. Please make sure you register early—seats are limited.

Descriptions can be found in the next section.

Dependant on demand, we may add additional workshops that will run in parallel to those currently scheduled.

### ***Social Activities***

On the weekend prior to the conference, we’ll provide opportunities for guests to get acquainted with Victoria, and discover why our city remains perennially popular with international visitors. From exploring Victoria’s historic downtown and gardens to whale watching and other outdoor activities, the area offers something for everyone. We’re coordinating another kayak tour of Victoria Harbor, as well as a whale watching trip.

On Sunday night, the Welcome Reception facilitates introductions and discussions. And following the success of the event last year, we’re organizing another group dinner at a local restaurant on Monday evening.

# OPTIONAL DEVELOPER WORKSHOPS

## Optional Pre Conference Developer Workshop

### *Java Basics for IMF Development– Sunday April 20<sup>th</sup>*

**Location: TBD**

**Cost: \$425 USD/CDN (Lunch included)**

*Sunday All-Day Session (8:30AM-4:30PM)*

Instructors:

John Fletcher, Latitude Geographics

Drew Millen, Latitude Geographics

Yongzhi Yu, Latitude Geographics

Led by senior IMF developers, the ***Java Basics for IMF Development*** workshop is an introductory one-day programming course created for web-developers who are new to IMF but eager to learn IMF programming basics. The course is designed to provide a technical basis for understanding conference sessions focusing on IMF customization and integration, and a lead-in to the IMF Developer workshop.

Intended for new IMF programmers who wish learn more about customizing the IMF, the workshop will provide a mix of lecture-based theory and discussion, as well as practical, hands-on exercises. The objective of this workshop is to provide students with an understanding of the IMF from a developer's perspective, and the confidence to create and/or modify JSP scripts to perform new functionality.

Attendees will be guided through a series of programming topics, where each topic consists of lecture, group discussion, comprehensive hands-on lab exercises, and lab review. Because these lessons, labs and projects are presented in a building-block fashion, students will gain a solid understanding of not only the core concepts, but also how all the pieces fit together in a complete, simple IMF application.

All software and hardware resources will be provided.

Topics will include:

- IMF architecture
- IMF directory structure
- Introduction to the IMF Java Object Model
- IMF session variables
- Passing input/output parameters via the URL
- Introduction to core IMF JSP functions
- Best practices for development and extension
- Modifying existing JSPs to create new functionality
- Building new JSPs

Given the hands-on, collaborative nature of this day, participants are expected to possess a basic web programming and OOP foundation so they can participate fully in the workshop.

## Optional Post-Conference Developer Workshop

### ***Getting Started with Geocortex Essentials – Wednesday April 23<sup>rd</sup>***

**Location: TBD**

**Cost: \$425 USD/CDN (Lunch included)**

*Wednesday All-Day Session (8:30AM-4:30PM)*

Instructors:

Micheal Young, Latitude Geographics

Drew Millen, Latitude Geographics

Joel Andrews, Latitude Geographics

Led by senior Geocortex Essentials developers, ***Getting Started with Geocortex Essentials*** is an intensive one-day course for ArcGIS Server/Geocortex Essentials developers and technical administrators who want to learn more about installing, configuring and programming with ArcGIS Server, the .NET Web ADF and Geocortex Essentials.

Designed for developers/administrators who wish to maximize the potential of Geocortex Essentials for ArcGIS Server, this workshop will provide a mix of lecture-based theory, discussion, and hands-on exercises. The objectives are to provide students with an understanding of the capabilities of ArcGIS Server and insight into configuring their own Geocortex Essentials/.NET Web ADF applications.

Attendees will be guided through a series of progressively advanced topics, where each topic consists of lecture, group discussion, comprehensive hands-on lab exercises, and lab review. Because these lessons, labs and projects are presented in a building block fashion, students will gain a solid understanding of not only the core concepts, but also how all the pieces fit together in a complete, successful Geocortex Essentials application.

All software and hardware resources will be provided.

Topics include:

- Installing ArcGIS Server
- Developing out-of-the-box ArcGIS Server web applications
- Publishing map services
- Using templates to create web-based viewing or editing applications
- Installing Geocortex Essentials
- Understanding the Geocortex Essentials framework
- Configuring your first Geocortex Essentials application
- Using Geocortex Essentials Manager
- Configuring tasks to perform search, query, geocode and editing functions
- How to setup map resources, layer lists, security and toolsets
- Introduction to customizing Geocortex Essentials

Due to the introductory nature of this workshop, participants need only possess a familiarity with Microsoft Windows and general GIS concepts.

## Optional Post-Conference Developer Workshop

### ***IMF Application Development – Thursday April 24<sup>th</sup>***

**Location: TBD**

**Cost: \$425 USD/CDN (Lunch included)**

*Thursday All-Day Session (8:30AM-4:30PM)*

Instructors:

John Fletcher, Latitude Geographics

Drew Millen, Latitude Geographics

Yongzhi Yu, Latitude Geographics

Led by senior IMF developers, the ***IMF Application Development*** workshop is an intensive one-day configuration and programming course geared toward Java developers who want to learn more about extending and customizing the Internet Mapping Framework for ESRI's ArcIMS/ArcGIS Server. New IMF developers are encouraged to attend the pre-conference workshop, "Java Basics for IMF Development" prior to attending this workshop to ensure an understanding of basic IMF development.

Intended for IMF developers who wish to maximize the potential of IMF, this intimate workshop will provide a mix of lecture-based theory and discussion, as well as practical, hands-on exercises. Picking up where the IMF/Geocortex User Conference technical tracks left off, the objectives are to provide students with an in-depth understanding of the advanced capabilities of IMF and insight into developing their own IMF applications using sound coding techniques and best programming practices.

Attendees will be guided through a series of progressively advanced topics, where each topic consists of lecture, group discussion, comprehensive hands-on lab exercises, and lab review. Because these lessons, labs and projects are presented in a building block fashion, students will gain a solid understanding of not only the core concepts, but also how all the pieces fit together in a complete, successful IMF application.

All software and hardware resources will be provided.

Topics will include:

- Leveraging the power of the IMF Object Model
- Building custom tabs, tools, and toolsets
- Enhancing the power of IMF with shared extensions
- Advanced reporting
- Securing your mission-critical applications
- Connecting with external business applications
- Tapping into the power of ArcGIS Server 9.2
- Tips & tricks to ensure success from expert IMF developers

Given the hands-on, collaborative nature of this day, participants are expected to possess a moderate IMF programming foundation so they can participate fully in the workshop.

# Registration Information

## Fees

Registration for the 2nd Annual IMF/Geocortex User Conference is now open. The deadline for registration is **April 13, 2008**.

Early Registration ( <i>before March 21<sup>st</sup> 2007</i> )	\$475 USD / \$475 CDN
Standard Registration	\$550 USD / \$550 CDN
Pre/Post-Conference Workshops (each)	\$425 USD / \$425 CDN

*Conference registrations subject to a 6% Goods & Services Tax (GST).*

## To Register

To register, please visit: <http://www.geocortex.net/uc/register.html>

If you prefer to register by telephone, please call: 1-888-578-5545 or (250) 381-8130

## Booking Accommodation

Latitude Geographics has negotiated discounted room rates for conference attendees at the conference venue, the [Delta Victoria Ocean Pointe Resort and Spa](#).

Our room-block is being held until March 27, 2008 on a space-limited basis. As a result, we encourage you to make a reservation as soon as possible.

Please visit our conference website for information: <http://www.geocortex.net/uc/accomodation.html>

## Registration Cancellation

Confirmed attendees who cancel their registration before March 21, 2008 will be entitled to **100%** of their registration fee. After March 21 they will be entitled to **50%**, and after April 1, 2008, confirmed attendees will forfeit their **entire** registration fee.