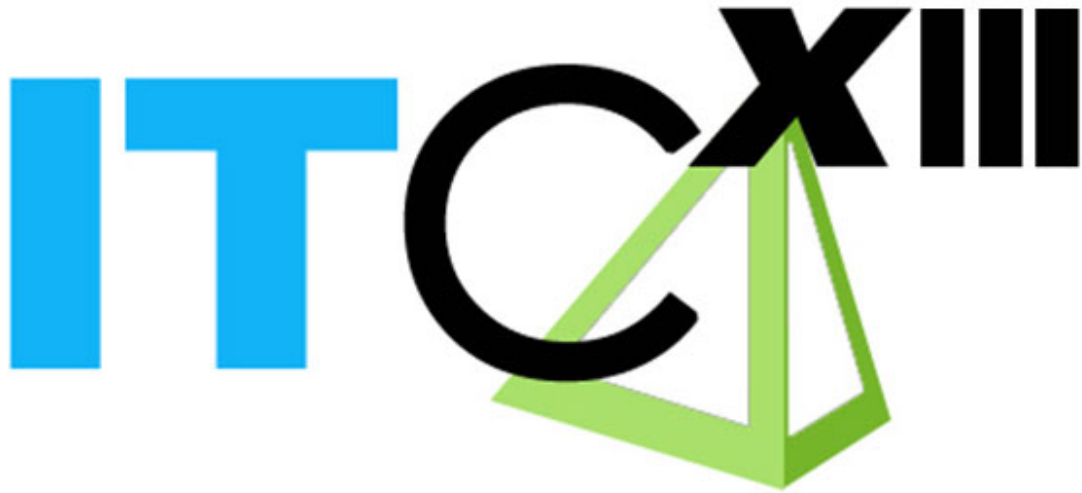
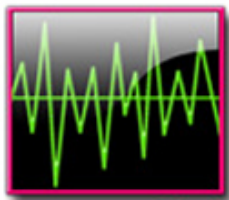


Inspire. Transform. Create.



The 13<sup>th</sup> Information Technology Competition  
April 25, 2008 | Cal Poly Pomona

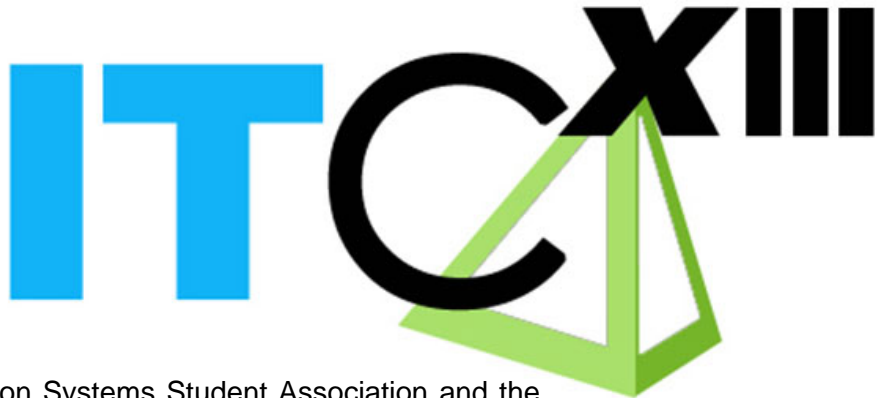
***EVENT PRESS KIT***



[ITcompetition.org](http://ITcompetition.org)

Inspire. Transform. Create.

**welcome**



On behalf of the Management Information Systems Student Association and the Cal Poly Pomona student body, faculty, and staff, I thank you for your interest in the 13th Information Technology Competition, an annual exhibition of the best and brightest students from around California. Our events showcase the skills and talents of student teams in all areas of IT, from business systems analysis and forensics to web application development and telecommunications.

#### ITC-XIII at a glance:

- Each event models a business problem that must be analyzed, developed, and presented by student teams. All business cases are written by IT professionals.
- Five events at ITC-XIII: Computer Forensics, Web Application Development, Business Systems Analysis, and Telecommunications.
- Cash awards for top-placing teams: \$1,000 first, \$500 second, and \$250 third place prizes for each event.
- Event judges come directly from the IT industry; additionally, an **all-day career fair** is hosted with the competition, making ITC-XIII the premiere talent show for CIS/MIS students.
- ITC is an annual exhibition hosted by Cal Poly Pomona's Management Information Student Association, the largest club for business majors on campus. This year's competition is the most ambitious and anticipated in its ten year history.

Enclosed is more information about events, competitors, and sponsors. Remember to mark your calendar for Saturday, April 25, 2009.

Regards,

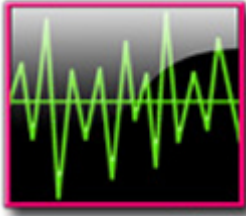
Melody Ho

Marketing Director, the 13th IT Competition



[ITcompetition.org](http://ITcompetition.org)

## 2009 Competition Events



### Computer Forensics – New Event for ITC-XIII

As greater emphasis is placed upon securing mission-critical infrastructure and assuring that threats to business processes are mitigated, it was necessary to serve this need in the 13th IT Competition. Participants will engage in situations testing their expertise and adaptability in areas such as Internet security, incident response, crime scene investigation, and business continuity planning.



### Web Application Development

The nuts and bolts of any technology solution invariably ends at the raw code driving the instructions, handling the events, processing the inputs and delivering high-value results to business users. The IT Competition remains true to its roots by hosting this event, which tests the limits of teams' programming skills and creativity under pressure. This event also encompasses elements of visual design, functionality, and usability principles to test the limits of creativity and engineering.



### Business Systems Analysis

Today's Information Technology professional must be able to communicate the business needs of clients into effective enterprise solutions - often within definite time constraints. SA experts know finance, accounting, marketing, and the systems that drive them. In the 10th IT Competition, participants will be challenged to collect user requirements, model and sell a technology solution. With the vast scope of IT in the business world, this event is ideal for ALL majors.



### Telecommunications

Whether wired or wireless, there is no denying that the world is connected and dependent on the circuits, protocols, and algorithms supporting commerce. Students in this event will design, document, and implement a networking solution that is efficient, cost-conscious, and innovative - and will present their work in front of industry leaders seeking the talent that ITC attracts.

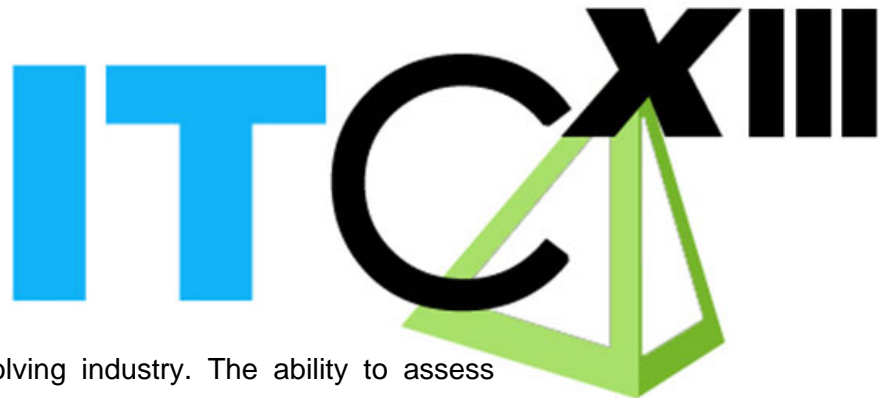
Early registration begins 21 February.



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**competitors**



Information Technology is a dynamic, evolving industry. The ability to assess business requirements, manage processes, moderate threats and deliver on time is essential to survival for the IT professional. ITC-XIII is ground zero for the innovation inspired by CIS/MIS students around California – and a prime networking opportunity with top firms.

### Prize Levels – Each Event Category

First Place	\$1,000
Second Place	\$500
Third Place	\$250

### Partial List of Competing Schools

Cal Poly Pomona, UC Irvine, UC Riverside, Cal Tech, Harvy Mudd, Loyola Marymount University, DeVry Institute, UCLA, Woodbury, CSU Northridge, Mt. Sierra College, Cal State Fullerton, USC, Cal State Los Angeles, Cal State Fresno, ITT Technical Institute.

### Past Corporate Sponsors

21st Century Insurance Co., Agilent Technologies, Accenture, ARCO, Experio Solutions, Choice Internet, City of Hope, Egad, eServiceOffice, FileNet Corp, Hewlett Packard, KPMG, Sempra Energy, SCE, TRW, and UpgradeBase.com, 20th Century Insurance Co., ARCO, Capital Group, Cerner Corporation, Compucom, EDS, Intel Corporation, Pacific Life Insurance Company, Raytheon Corporation, Sempra Energy, Southern California Edison, CIA, Deloitte & Touche Consulting Group, Grant Thornton, IBM, Integrated Data Systems, MCI Systemhouse, Micro-Frame Technologies, NetBase Computing

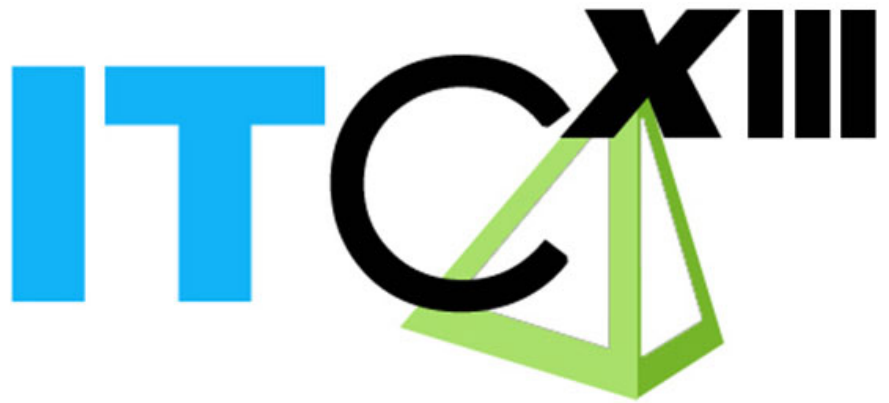
**Early Registration begins February 21.  
See web site for event rules and entry form.**



**ITcompetition.org**

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**competing**



Here's how to compete in ITC-XIII:

1. **Now:** Decide on a case to compete in and form a team.
2. **February 21 – April 10:** Register online.
3. **A few days after registration:** Receive a confirmation e-mail with the competitor contract and a list of things to do.
4. **By April 3:** Mail
  - your check of \$25 or \$35 per member\*
  - a copy of each member's spring term schedule of classes\*\*
  - a copy of each member's student ID
  - the competitor contract signed by all members

to

MISSA/ITC  
c/o OSL  
California State Polytechnic University  
3801 W. Temple Ave  
Pomona, CA 91768

If you have any questions, please feel free to contact us at [itc@calpolymissa.org](mailto:itc@calpolymissa.org)

5. **Once we've received your packet:** Receive a second confirmation e-mail acknowledging that your materials were received and accepted.
6. **April 11:** Receive your case (or hints to your case if competing in Forensics) via e-mail and start creating your solution! Note that cases will not be sent out until all registration materials have been received.
7. **April 25:** Present your solution to industry judges, enjoy a catered breakfast and lunch, and network with IT students, professors, and professionals from all over Southern California!

\* Fee per member is based on the time the entry form was received by the ITC marketing team.

\*\* If a spring schedule of classes is not available, mail a copy of your current term instead and then bring a copy of your spring schedule with you on April 25, the day of the competition.





# 13<sup>th</sup> Information Technology Competition

April 25, 2009 | California State Polytechnic University, Pomona |

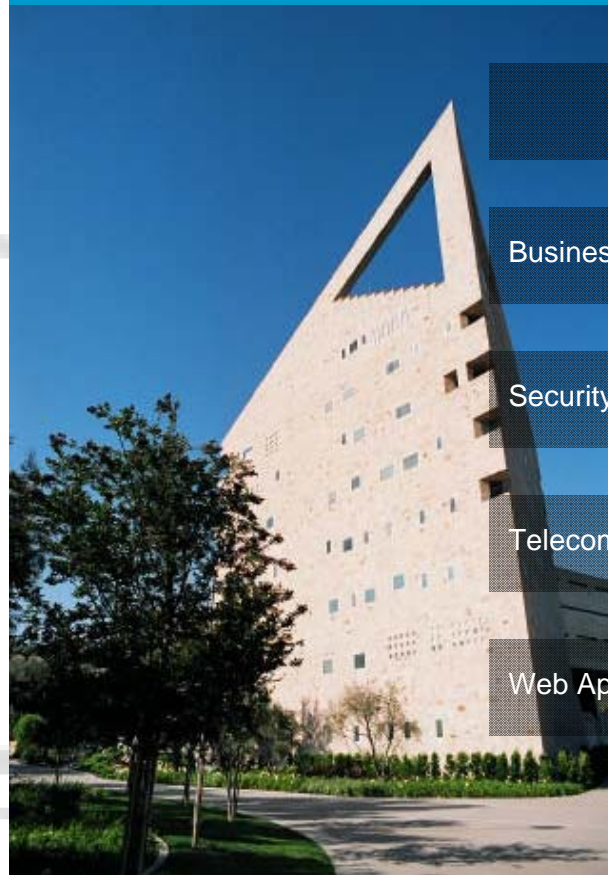


## A Contest of Innovation

The 2009 Information Technology Competition at Cal Poly Pomona showcases the skills and talents of students throughout California in all areas of IT, including interactive web design, application development, telecommunications, and business systems analysis. To celebrate the tenth year since ITC's inception, new events have been added and a fresh focus as a "talent show" and career fair for information technology students have been developed. Whether you are a participant or sponsoring company, ITC-XIII is a guaranteed hit.

## Inspire. Transform. Create.

ITC-XIII is all about connecting the brightest students in Information Systems with industry leaders to solve today's business issues and inspire the next generation of IT professionals.



Cases

Business Systems Analysis

Security & Forensics

Telecommunications

Web Application Development

Hosted by the Management Information Systems Student Association at Cal Poly Pomona



The California State Polytechnic University, Pomona is home of the 10th Information Technology Competition. The institution's dedicated faculty, active student body, and "learn by doing" approach have been praised by several organizations – most recently by the US Department of Homeland Security as a National Center of Excellence in Information Assurance Education.



For more information or inquiries on corporate sponsorship, contact:

Rishi Khanna, ITC Chair  
rkhanna@calpolymissa.org

IT's future stars will shine April 25.