

For more information on HWY H2O visit [www.hwyl2o.com](http://www.hwyl2o.com)

**November 8 - 9, 2011** at the **Toronto Airport Marriott**  
901 Dixon Road, Toronto, Ontario, Canada M9W 1J5

## Module 1 - Market Update

### Global impact and opportunity

At the fore of business today are global economic forces impacting strategic direction and decision making for all sectors. Contributing to a thriving goods movement landscape by ensuring attractive business value propositions, a sound environmental stewardship record and the efficient use of resources is only the beginning. As stakeholders, each of us has a role to play in understanding and interpreting market trends to capitalize on new opportunities. Leaders will present an outlook that shares tendencies, identifies potential opportunities and builds upon the momentum. This year's focus will be ensuring we are equipped to tell the story to those who will benefit from, and act upon, the unique advantages of the Seaway System.

## Module 2 - Hinterlands

### System connectivity initiates opportunity

Full modal integration is essential to a sustained Seaway System, with port lands offering direct connectivity to land based transportation routes and cargo movement capacity. Advanced terminal technology and expansion spurs increased throughput with efficient transfer to truck and rail. Strategic storage and cargo staging which links to a multimodal network as well as proximity to major production, consumption and population regions will support future waterborne trade.

## Module 3 - Renewal

### Modernizing the system foundation

Traffic throughout the system is a mix of both domestic lake fleets and overseas vessels transiting from all parts of the world. In recent years, the focus on attracting additional multi-purpose ocean carriers has yielded new traffic at the same time as Canadian and US bulk carriers have undergone refits to upgrade hull and engine technology. Today, the long term sustainability of the system depends on delivering the message that the Seaway and its users are progressive; keenly focused on the environment and regeneration of assets.

## Module 4 - Competitiveness

### Positioning the system at the leading edge

Providing timely solutions for customers is at the core of outstanding service delivery. As the Seaway competes for increased traffic volumes and new commodities, continuing to advance service levels through new technology and drive cost out of the system are of absolute importance. The implementation of hydraulic lock controls, AIS and business incentive rebates are examples of recent efforts to increase the competitiveness across the system. What new programs and technologies are next in ensuring future competitive positioning?



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## Registration Information

### Online Registration:

Secure registration is available on our conference website at <http://www.hwylh2o-conferences.com>. Payment must be made in advance by VISA, Mastercard, or company cheque.

### Offline Registration:

For offline registration by cheque or VISA only, please complete the registration form below and mail or fax it to the following contact information.

Telephone: Kelly DiPardo @ 905•641•1932 Ext: 5377

Fax: 905•641•2018

Mail: The St. Lawrence Seaway Management Corporation  
P.O. Box 370, St. Catharines, Ontario, Canada L2R 6V8

Email: [hwylh2o@seaway.ca](mailto:hwylh2o@seaway.ca)

Make Cheque Payable to:  
The St. Lawrence Seaway Management Corporation

Credit card registrations will appear as The St. Lawrence Seaway Management Corporation on your statement.



## Information:

### Registration Fee:

The fee for the Hwy H<sub>2</sub>O Conference 2011 is as follows in Canadian dollars:

- Regular: \$495.00 + tax
- Early Bird: \$395 + tax (By Sept. 12)
- Hwy H<sub>2</sub>O Member: \$445 + tax
- Group Rate: \$445 + tax (2 or more from same company):

This opportunity includes luncheon, reception, refreshments, net-working breaks, continental breakfasts and original conference materials.

### Cancellations:

Cancellations must be received in writing by Tuesday, November 1, 2011. You will be eligible for a prompt refund less a \$30.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

### Conference Venue & Accommodation:

The 2011 Hwy H<sub>2</sub>O Conference will take place at the Toronto Marriott Airport Hotel, 901 Dixon Road, Toronto. Please visit <http://cwp.marriott.com/yyzot/hwylh2oconference/> for more information about this hotel or to reserve on-line. The hotel is located minutes from the Pearson International Airport and is 30 minutes from downtown (traffic dependent). The hotel offers a complimentary shuttle service to and from the airport. For reservations, please call 1-800-905-2811. Be sure to mention "Hwy H<sub>2</sub>O Conference" to receive the special group rate of of \$140.00 S/D plus taxes. Reservations must be made by October 18, 2011 to receive the special group rate.

**For SPONSORSHIP information**  
please contact Kelly DiPardo @  
**905•641•1932 Ext: 5377**

## Offline Registration Form:

Delegate name (print name in full) \_\_\_\_\_ Title \_\_\_\_\_

Delegate name (print name in full) \_\_\_\_\_ Title \_\_\_\_\_

Delegate name (print name in full) \_\_\_\_\_ Title \_\_\_\_\_

Company/Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov./State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

VISA only \_\_\_\_\_ Credit Card Number \_\_\_\_\_

Print Name on Card \_\_\_\_\_ Expiry Date \_\_\_\_\_

Signature \_\_\_\_\_