



4GWE™

4G WIRELESS EVOLUTION

CONFERENCE

We Have Reached The

WIRELESS

TIPPING POINT

Consumers cannot live without their mobile devices, wireless data traffic has exceeded voice traffic in some markets, and the success of all carriers is dependent upon a network strategy that satisfies the increasing demands of today mobile consumer.

4GWE focuses on the evolution to a 4G infrastructure and the mobile broadband applications that it will enable.

4GWE Conference Themes Include:

- **The Operator's Role** – in the evolution to 4G technologies, services and applications
- **The New Age of Consumers** – how application demand will dictate network capabilities
- **Voice Over LTE** – how carriers will integrate voice into the next generation of mobile RAN technology
- **Carrier Options for Managing Traffic** – including femtocells, dual mode devices, WiFi, and backhaul solutions
- **LTE Build Out Strategies** – building for the next generation of mobility
- **4G Mobile Ventures** – Where are the biggest opportunities to profit from the mobile evolution?
- **National Broadband Policy** – How will the FCC proceed with its broadband agenda?
- **4G in the Enterprise** – What challenges do we face as workers demand wireless connectivity to all corporate resources
- **WiMAX, LTE and WiFi** – and each one's unique role in delivering 4G services



October 4-6, 2010 • www.4GWE.com
L.A. Convention Center, Los Angeles, CA

Diamond Sponsor:



“ The 4G Wireless Evolution Conference (4GWE) is an event for wireless professionals seeking to understand how to deploy the services and applications that today's wireless consumer is demanding. ”

— Carl Ford, Co-founder Crossfire Media
V.P. Content 4GWE Conference

Diamond Sponsor



BridgeWave
COMMUNICATIONS

Platinum Sponsors



Gold Sponsor



How is this Event Different?

4GWE provides unmatched networking opportunities and a robust conference program representing the wireless ecosystem. **This year's conference features top professionals from AT&T, Sprint, T-Mobile, and Verizon** who will be leading dynamic sessions discussing the challenges posed to U.S. carriers and strategies that effectively bring 4G technologies to the consumer. These wireless leaders will also address the growing demand for new applications and services, while evolving to an all IP network. The conference will also feature visionaries from the **regulatory arena** who will provide attendees with an understanding of the Broadband Policy's effect on the wireless industry as well as **device manufacturers and software professionals** knowledgeable on the current and future trends in the mobile device arena.

4GWE not only brings together the best and brightest in the wireless industry, it actually spans the communications and technology industry as a whole by offering collocated events in M2M, Smart Grid, Open Source Telephony/Asterisk, Optical, Smart Products, Managed Service Providers, Cloud Communications, Virtualization, SIP Trunking, VAR/Channel opportunities and more.* Additionally, all 4GWE attendees are provided access to IT Expo, which includes the 4GWE product pavilion and the largest IP Communications Expo in the industry.

Add to this the power and global reach of the media properties and industry associations that support this conference and you discover why 4GWE is an unrivaled conference experience.

*Some collocated events require separate registration.



Why 4GWE?

4GWE Conference Attendees Will Learn:

- The Operator's role in the evolution to 4G technologies, services and applications
- The role of WiMAX, LTE and WiFi in delivering 4G services
- How carriers will manage traffic in the new age of mobility
- Opportunities and challenges of mobile money ventures and the new 4G business model
- The leading mobile device trends and the applications they will enable
- How 4G will completely change the world of mobile applications
- How the U.S. Broadband Policy will affect the evolution to 4G

Who Should Attend:

The 4G Wireless evolution will be a symposium where 250 strategists, architects and network planners will join over 50 speakers leading the charge to our massively mobile future.



Company Types Who Will Derive the Most Benefit from this Conference Include:

- Mobile Network Operators
- Fixed Carriers
- Handset Manufacturers
- Mobile Internet Device Manufacturers
- Application Providers
- Investment Banking/Venture Capital/Private Equity
- Telecom Network Infrastructure Vendor
- Network Services Provider/ISP/ILEC/CLEC/ WISP/MSO



Companies Participating in past 4GWE Conferences have included:

- | | | | |
|-----------------------|-------------------------------------|---------------------------------------|---------------------------|
| • Acme Packet | • Cisco | • MLB.com | • Telcordia |
| • Adobe | • Clearwire | • Motorola | • Think Equity Partners |
| • Airvana | • Decision Strategies International | • Nokia Siemens Networks | • Towerstream |
| • Alcatel-Lucent | • EB Wireless | • Pillsbury Winthrop Shaw Pittman LLP | • Ubiquisys |
| • Alvarion | • Empirex | • Qualcomm | • U.S. Federal Government |
| • Amdocs | • Ericsson | • Research in Motion | • Wesley Clover |
| • Anritsu | • Fujitsu | • Rogers Communications | • Verizon |
| • AT&T | • Gartner Group | • Skycross Communications | • Verizon Wireless |
| • Azimuth | • Google | • Spectrum Bridge | • Xanadu |
| • Boston College | • Huawei | • Sprint | • XG Technology |
| • Cablevision Systems | • Kelley Drye & Warren LLP | • Sun Microsystems | |

Day 1 – Monday, October 4, 2010

4GWE	Mobile Apps	
Room	Room	
	Beyond the App Store: The Opportunity is Bigger than You Know	10:00 am - 11:00 am
Developing for the Experience: Choices in Device Development		11:00 am - 11:45 am
Keynote Lunch, So Much Demand, So Little Time, Carl Ford		11:45 am - 12:15 pm
The New Age of Consumers	Show Me the App Money	12:15 pm - 1:00 pm
Giving Voice to 4G over LTE	The Future of Mobile Video	1:15 pm - 2:00 pm
4G Devices: Perspective from the Operator Device Manufacturer and Component vendor	Mobile, Multiplayer, Multimedia Gaming	2:15 pm - 3:00 pm
Keynote Session, WiFi -The Real 4G Brough Turner, Big Broadband.net	If This Phone is So Smart, I Should be Able to Talk to it.	3:15 pm - 4:00 pm
Keynote Session, The Paths to LTE Deployment, Jean-Pierre Lartigue, Alcatel-Lucent		4:00 pm - 5:00 pm
Networking Reception		5:00 pm - 6:00 pm
StartupCamp: Communications Edition		5:30 pm

Keynote Presentations

Monday 10/04/10 • 11:45-12:15pm



So Much Demand, So Little Time

Carl Ford, VP Content 4GWE
Co-founder Crossfire Media, Crossfire Media



Monday 10/04/10 • 3:15-4:00pm



WiFi -The Real 4G

Brough Turner, Founder, BigBroadband.Net



Monday 10/04/10 • 4:00pm



The Paths to LTE Deployment

Jean-Pierre Lartigue, CTO and Vice President,
Marketing and Strategy, Wireless Division,
Alcatel-Lucent



Tuesday 10/05/10 • 10:30-11:15am



Changing Tires on the Go: Bringing LTE to the Network and Building for Mobility

Chris Neisinger, Executive Director Network Planning, Verizon Wireless



Tuesday 10/05/10 • 11:30-12:15pm



Providing Value as a Carriers Carrier: Wireless Backhaul Services

Beth Halvorson, VP, Wholesale Services, Qwest



Tuesday 10/05/10 • 12:15-1:15pm



Supporting the Next Generation of Backhaul

Peter Allen, President and CEO, DragonWave



Agenda-At-A-Glance



Day 2 – Tuesday, October 5, 2010

	4GWE	Peering
	Room	Room
8:00 am	Continental Breakfast	
8:30 am - 9:15 pm		Multimedia Services – Peering Video Telephony and HD Voice
9:30 am - 10:15 am	Build, Buy or Rent? Strategic Network Planning for Wireless Backhaul	Got an App Take a Number
10:30 am - 11:15 am	Keynote Session, Bringing LTE to the Network and Building for Mobility, Chris Neisinger, Verizon	Carrier ENUM in LNP and Interconnection
11:30 am - 12:15 pm	Keynote Session, Providing Value as a Carrier's Carrier Beth Halvorson, Qwest	Minutes Merchants: Transformation from Arbitrage to Outsourcing
12:15 pm - 1:00 pm	LUNCH - KEYNOTE SPEAKER: Supporting the Next Generation of Backhaul, Peter Allen, President and CEO, of DragonWave	
1:15 pm - 2:00 pm	The Carrier's Perspective: Making the Network Smart for Smart Phones	Getting Across the Message: SMS & MMS
4:00 pm - 8:00 pm	NETWORKING RECEPTION in Exhibit Hall	

Day 3 – Wednesday, October 6, 2010

	4GWE	SIP Tutorial
	Room	Room
8:00 am	Continental Breakfast	
8:30 am - 9:15 pm		Standards in Telecoms and Internet
9:30 am - 10:15 am	National Broadband Policy Review	SIP: Core Standards
10:15 am - 11:00 pm	KEYNOTE SESSION	
11:00 am - 5:00 pm	EXHIBITS OPEN	
12:00 pm - 12:45 pm	Conference Luncheon	
12:45 pm - 1:30 pm	4G Mobile Ventures	SIP Services
1:45 pm - 2:30 pm	4G in the Enterprise	SIP Security Overview
2:45 pm - 3:30 pm	Synergies in Silicon	P2P and SIP
3:45 pm - 4:30 pm		Challenges That Lie Ahead for SIP
4:45 pm	Mustang Convertible Giveaway in Exhibit Hall	



Track - 4GWE

Monday - 10/04/10 • 11:45 am-12:15 pm

KEYNOTE LUNCH "So Much Demand, So Little Time"

The promise of 4G is mind boggling, but how long will it take for carriers to deliver on those promises and how will the next generation network impact the ways in which we all live, work and play? Join Carl as he shares his vision of the new age of communications, an age where carriers are offering "on the go" networks at blazing speeds, devices are mini laptops—only better, and thousands of applications are available at your fingertips. Don't miss this opening keynote, it will be fun.

Carl Ford, VP Content 4GWE, Co-founder Crossfire Media

Monday - 10/04/10 • 12:15 pm-1:00 pm

The New Age of Consumers

Subscribers Want it All, Now! Can the mobile broadband network satisfy the mobile customer's increasing bandwidth demands for applications such as video, and multi player/multimedia gaming? Do the speeds and feeds of the 3G network accommodate these applications? If not, is 4G the answer? What role will the device of the future play in delivering these applications?

This session will address:

- Will all devices be smart devices in the future?
- Should we expect social networks to partner with carriers like Google has done with Android?
- Will consumers expect everything as a bundle or will they be looking for pay as you go services?

Patrick Scannell, Director, Market Development, Clearwire

Sean Molodow, Director Market Development, Clearwire

Monday - 10/04/10 • 1:15 pm-2:00 pm

Giving Voice to 4G over LTE

Voice and messaging deliver the lion's share of mobile service provider revenues. Yet, on the eve of LTE roll-outs, there is a major question yet unresolved: how will voice be part of the next generation mobile RAN technology. This session will explore one of today's hottest topics as mobile service providers navigate the evolution of their RAN and voice network in the era of ubiquitous 3G and 4G mobile broadband. To help address this issue, the GSM Association (GSMA) announced that it has adopted the work of the One Voice Initiative for an IMS-based solution to Voice over Long Term Evolution (VoLTE).

This session will address:

- GSMA VoLTE architecture and agenda
- Transitional approaches to IMS VoLTE - are they needed? Which is best?

- Critical features required to deliver voice over LTE
- Moving beyond voice - RCS, video and multimedia communication for LTE

Kevin Mitchell, Director Solutions Marketing, Acme Packet

Dan Warren, Director of Technology, GSMA

Brian Daly, Director, Core & Government/Regulatory Standards, AT&T Mobility Services LLC

Monday - 10/04/10 • 2:15 pm-3:00 pm

4G Devices: Perspective from the Operator, Device Manufacturer and Component Vendor

4G networks are rolling out globally. WiMAX networks are in commercial deployment and LTE is just over the horizon with trials currently underway. This panel will explore the state of 4G device deployment and will focus on the new capabilities these devices will bring to consumers and business.

This session will address:

- State of 4G device deployment and future predictions
- New features and capabilities of 4G devices
- New business models & opportunities

Doug Makishima, COO & VP of Mobile & Personal Communications Business Unit, D2 Technologies, Inc.

Craig Miller, VP Marketing and BD, Sequans Communications

Asokan Thiyagarajan, Director - Platforms & Technology Strategy, Samsung Telecommunications America

Dow Draper, Vice President, Clearwire

Monday - 10/04/10 • 3:15 pm-4:00 pm

WiFi-The Real 4G

Wireless is at a tipping point and WiFi leads the way. LTE and WiMAX are relative laggards, as innovation shows up in WiFi first. This session will look at current WiFi deployments, current and future opportunities, and illustrate why we are on the tipping point of Broadband Wireless.

Brough Turner, Founder, BigBroadband.Net

Monday - 10/04/10 • 4:00 pm

KEYNOTE PRESENTATION

"The Paths to LTE Deployment"

As operators commit to LTE they are faced with a multitude of deployment options. Once the decision to evolve has been made, they are still faced with concerns of when to deploy and how to proceed.

One of their immediate and critical questions is related to spectrum utilization. LTE is flexible and allows deployment in a range of

Track - 4GWE

frequencies. LTE also offers flexibility in terms of bandwidth 1.4MHz 20MHz and duplexing mode FDD or TDD. This session will provide a view of the pros and cons of the deployment possibilities in addition to insight into the overall market trends in the area of spectrum allocation.

Jean-Pierre Lartigue, CTO and Vice President, Marketing and Strategy, Wireless Division, Alcatel-Lucent

Tuesday - 10/05/10 • 9:30 am-10:15 am

Build, Buy or Rent? Strategic Network Planning for Wireless Backhaul

The business of backhaul has become very interesting; almost every carrier is looking to partner to extend their reach, wholesale services are a strong business, and the deployment of LTE requires more base stations and antennas - resulting in a build out that requires everything from sight selection to performance testing. Backhaul opportunities include aggregation services that bring the backhaul business to the meet points and peering facilities. What does this all mean to the carrier, the customer, and the business of backhaul? This discussion will delve into these very relevant topics.

Mark Kelley

Tuesday - 10/05/10 • 10:30 am-11:15 am

KEYNOTE PRESENTATION "Changing Tires on the Go: Bringing LTE to the Network and Building for Mobility"

Verizon is leading the migration to LTE. As Verizon evolves to the network of the future they must still support their customer's current requirements. What is Verizon's build out strategy and how are they making sure that the transition to the next generation is efficient, effective and profitable?

Chris Neisinger, Exec Dir Network Planning, Verizon Wireless

Tuesday - 10/05/10 • 11:30 am-12:15 pm

KEYNOTE PRESENTATION "Providing Value as a Carriers Carrier: Wireless Backhaul Services"

Fixed operators are the backbone of the wireless network and ensuring that the backbone network meets the service levels and quality requirements of their partners is essential for success. Fiber deployments are being pushed into the Base

stations to allow networks of SONET, DWDM and Metro Ethernet to be used when providing services. Here we discuss the future of Backhaul backbone Networks and the expanding requirements of an exploding market.

Beth Halvorson, VP, Wholesale Services, Qwest

Tuesday - 10/05/10 • 12:15 pm

KEYNOTE LUNCH "Supporting the Next Generation Backhaul"

It took a lot of clever solutions to make computing common and then connect them to internetwork. Now the delivery via wireless is requiring innovative ideas to provide the reach and scale to make wireless broadband a reality everywhere. This is further complicated by the need to support a variety of service providers in a variety of geographies. If the world is wireless how do we give them broadband in the future?

Peter Allen, President and CEO of DragonWave

Tuesday - 10/05/10 • 1:15-2:00pm

The Carrier's Perspective: Making the Network Smart for Smart Phones

App stores and Apple do not have to be synonymous! The carriers are looking to provide the tool sets that differentiate not only the device but the application. As the developers look to build their apps, the operators are looking to make their network more "platform friendly." This session explores how the carriers can deliver the features and functions that add value to the application.

Bill Goodman, Director, Verizon



Track - 4GWE

Wednesday - 10/06/10 • 8:30 am-9:15 am

SESSION TBD

Session description coming soon.

Wednesday - 10/06/10 • 9:30-10:15 am

National Broadband Policy Review

Raising a child may take a village, but giving the child the network of the future requires new rules. How should the FCC proceed with its broadband agenda in light of the pending debate about the scope of its authority to adopt broadband rules? Here we explore the issues with the Notice of Policy Rule Making that are in front of the Commission. What paths should the Commission consider to achieve the goals of the National Broadband Plan? What are the short- and long-term consequences of the various options available to the Commission?

Hank Hultquist, VP Federal Regulatory, AT&T

Glenn Richards, Partner, Pillsbury Law

Todd Daubert, Partner, Sonnenschein Nath & Rosenthal

Wednesday - 10/06/10 • 10:15 am

Keynote Session

Wednesday - 10/06/10 • 12:45 pm-1:30 pm

4G Mobile Ventures

There's gold in them there Builds. The network of the future requires today's capital, but opportunities in application development, software and new solutions that run over the top of the market cannot be ignored. So how does a venture capitalist make a decision between two such vastly different investments? And how does an investment in an application compare to investing in the infrastructure required to support 4G devices of the future? This session will examine the 4G investment options and the major players involved in these investments.

Scott Snyder, Chief Executive Officer and President, Decision Strategies International

Wednesday - 10/06/10 • 1:45 pm-2:30 pm

4G in the Enterprise

Consumers have fallen in love with their smartphone and the enterprise architects have found themselves with a whole new brand of headache. Providing for distributed computing with devices that are owned by your customers, employees and your executives, requires a lot of thought about how wireless broadband fits into your corporate environment. This session will explore the lessons of enabling wireless and wireline connectivity to corporate resources.

Dan Jacobson, Senior Portfolio Manager for Converged Voice Services, Sprint

Donavan Jones, CEO, CounterPath

Carl Silva, Chief Scientist/Vice President Technology, Nexaira

Wednesday - 10/06/10 • 2:45 pm-3:30 pm

Synergies In Silicon

As consumer demand for wireless broadband network applications continues to grow, the capabilities and new advances of silicon are leading to the development of new strategies and new services. How will the transition from 3G to 4G, and the capabilities of semiconductor solutions, be reflected in new product development for wireless devices, including routers, USB wireless adapters, smart phones and more?

Raouf Halim, Chief Scientist/Vice President Technology, Chief Executive Officer and Director, Mindspeed





APP TIME CONFERENCE Monday, October 4, 2010

Mobile App - Track

Monday - 10/04/10 • 10:00 am - 10:45 am

Beyond the App Store: The Opportunity is Bigger Than You Know!

Applications are going to be everywhere. We will use them like we use light switches—often and without much thought. The question is not whether people will use apps, but how can I make my app more usable? What kind of a platform should I expect to use? Applications are not just for smartphones, opportunities to develop compelling applications can be found everywhere. Entertainment solutions such as games and social networks, business applications such as morning calls and news reports, and vertical applications in health, lifestyle and other industries are all converging on wireless. Converging on wireless is the How, but the where and when are also important aspects of delivering applications.

Monday 11:00 am - 11:45 am

Developing for the Experience: Choices in Device Development

Devices are dynamic and they are changing all the time! How do you build for the device of today while ensuring your application will work on the device of tomorrow? Are you building for a time that's gone, or a market that is just on the tipping point of explosive growth?

This session will address:

- Is it possible to build a device neutral application or will customization be required?
- What are the advantages of some devices that multitask?
- What should people expect when using your app. Can it work the same way on every device?
- What advantages are provided on some platforms?
- How can location, billing and security be successfully built into an application?
- How can development costs be reduced when supporting the iPhone, Droid and Blackberry markets?

Monday - 10/04/10 • 12:15 am-1:00 pm

Show me the App Money!

Once you build it, how will they come? How does a developer achieve success in the new world of app stores? With close to 200k iPhone apps, and 50k Android apps only 10% of these apps turn a profit. This session will examine the issues most relevant to achieving success, including;

- How to drive revenue—ad sales or customer fees?
- How to identify the value in the application? Is it in the sales not directly associated with the app?
- What benefits make the applications worth something and who needs that benefit?
- Does Apple represent the long tail of all applications or are there revenue streams from other distribution channels? Is this an either/or decision?
- What are the lessons of Google, Facebook and Twitter, and how does marketing and PR work together to succeed in delivering the app?

This session will also include a discussion from successful App designers as they talk about pricing strategies, lessons learned from partners and where they think the next wave of innovation is coming from.

Monday- 10/04/10 • 1:15 pm-2:00pm

Future of Mobile Video

Mobile Video Applications will benefit from 4G's increased bandwidth and ubiquity. Mobile video applications range from one-way content consumption (i.e., mobile TV) to real-time, bi-directional video. This session will examine the demand for wireless video applications and whether or not 4G technology will make real-time, two-way video a common element in our day to day communications? Is 4G's big and ubiquitous pipe enough to drive a breakthrough in demand for real-time video? What does "video everywhere" mean for the device and how will the devices drive demand for wireless video applications? Do we need a new set of application tools and standards to build these devices? Do we need to wait for HTML or other standards to appear to make mobile video common? Or may we need no standards at all?

Mobile App - Track continued

Monday - 10/04/10 • 12:15 pm - 3:00 pm

Mobile, Multiplayer, Multimedia Gaming

The advent of the iPhone has brought about a new age in online gaming, but the speeds and feeds of 3G are not ready for Massive Multiplayer Online Role Playing Games. Does 4G solve the problem, or is the technology going to be irrelevant because of the new age of devices? Will the games start to take advantage of augmented reality?

Monday - 10/04/10 • 3:15 pm - 4:00 pm

If This Phone is So Smart, I Should be Able to Talk to It!

The smartphone is going the way of "hands free". One way to facilitate effective hands free operation would be to lock the device into the telematics communication in your car. What new applications and functions would be available to us in this scenario? And what other applications would be provided to us through Telematics? This will be an interesting discussion on the future of the truly "smart" smart phone.



Gold Sponsor




App Time Registration

<http://www.tmcnet.com/voip/conference/app-time/>

Your App Time Conference Pass includes access to all App Time sessions and meals on Monday, October 4th, plus all free workshops, keynotes, networking receptions, panel discussions, and unlimited exhibit hall access at the collocated 4GWE and ITEXPO conferences.

Register before August 4, 2010 for early bird savings!

Early Bird - \$395 (through 08/04/2010)
Standard - \$495 (through 10/06/2010)



Voice Interconnect and Peering Conference Tuesday, October 5, 2010

The Voice Interconnect and Peering Conference will explore the technologies, practices and partnerships that will enable carriers, service providers and enterprises to keep pace with consumer and business demand for end-to-end advanced IP communication services.

VI Peering Conference Sessions and Descriptions

Tuesday - 10/05/10 • 8:30 am - 9:15 am

Multimedia Services: Peering Video Telephony and HD Voice

HD Voice and Video Telephony products and services are now beginning to appear in the market. But while these early advanced services can be enjoyed within a single network, to reach true widespread mass adoption they must be able to function on a network-to-network basis. This discussion will explore how Peering federations, SIP infrastructure, ENUM and other advances combine to ensure end-to-end IP communications bliss.

Tuesday - 10/05/10 • 9:30 am-10:15 am

Got an APP, Take a Number

As VoIP services, presence, app markets and social networking begin to merge and dominate the consumers Internet focus, are e.164 telephone numbers a thing of the past? Evidence suggests this is far from the case, in fact, LNP and DID wholesale providers are opening up new opportunities for e.164 numbers to enable new communications services and take a key functional role in the integration of new Web communications platforms and experiences. This panel will explore the trends and opportunities, and give use cases for social networking, video telephony and non-geographic number business and use scenarios.

Tuesday - 10/05/10 • 10:30 am-11:15 am

Carrier ENUM in LNP and Interconnection

The evolution of ENUM has moved from public to private to carrier. Where will it evolve next? Most will agree that ENUM has moved from a stand-alone concept of some contention to an accepted part of carrier routing infrastructure, as well as a core element in inter-carrier federations such as the GSMA Pathfinder service. What other new services will spark the next level of ENUM innovation? This panel will consider where ENUM is now as well as its future direction, applications, and best practices.

Silver Sponsors:



Tuesday - 10/05/10 • 11:30 am-12:15 pm

Minutes Merchants: Transformation from Arbitrage to Outsourcing

Minutes wholesale is still the glue that connects many calls, sessions and networks domestically and internationally. Market forces dictate that the needs of the originators, the pricing and services of the wholesale providers, will remain in equilibrium. As wholesale capacity proliferated with the advent of VoIP, deregulation of markets and lowering of port costs over the past two decades, wholesale is a playing field for the experts. How will the next decade of IP innovation impact the rules? This panel of experts will explore the architecture transformation, business models, regulatory and legal issues, and service delivery requirements.

Tuesday - 10/05/10 • 1:15 pm-2:00 pm

Getting Across the Message: SMS & MMS

The reality is the next generation of users are more into text than voice, but with the advent of video and MMS it's unclear if the messaging will be only text. What is clear is the expectation of being able to reach anyone anytime anywhere is being supported by classic exchanges and agreements.

VI Peering Registration www.vipeering.com
Your VI Peering Pass includes access to all VI Peering sessions and meals on October 5, plus all keynotes, free workshops, networking receptions, panel discussions, and unlimited exhibit hall access at 4GWE Conference and ITEXPO. Register before August 4, 2010 for early bird savings!
Early Bird - \$395 (through 08/04/2010) Standard - \$495 (through 10/06/2010)



SIP Tutorial • Los Angeles Agenda Wednesday, October 6, 2010

Learn about the latest standards, services and products in the SIP Industry.

SIP Tutorial

Wednesday - 10/06/10 • 8:00 am-9:00 am - Registration

Wednesday - 10/06/10 • 9:00 am-10:00 am

Standards in Telecoms and Internet

Includes an overview and history of standards, Internet Architecture, RT, RTP and RTSP Application Protocols, SIP and Competing Protocols

Wednesday - 10/06/10 • 10:00 am-10:15 am Morning Break

Wednesday - 10/06/10 • 10:15 am-11:15 am

SIP: Core Standards Includes SDP, PIDF, SIP Extensions, SIP Call Control Model and more.

Wednesday - 10/06/10 • 11:15 am-11:30 am Break

Wednesday - 10/06/10 • 11:30 am-12:30 pm

SIP Services

Includes, SIP Basic Call Flow Examples, SIP PSTN Call Flows SIP Service Examples, SIP Multimedia: Presence, IM, Video, conferences, SIP and RIA Applications, NAT Traversal, STUN/TURN/ICE

Wednesday - 10/06/10 • 12:30 pm-1:30 pm Lunch

Wednesday - 10/06/10 • 1:30 pm-2:30 pm

SIP Security Overview

Includes discussions on TLS, DTLS, and ZRTP

Wednesday - 10/06/10 • 2:30 pm-2:45 pm Afternoon Break

Wednesday - 10/06/10 • 2:45 pm-3:45 pm

P2P and SIP

Includes P2P Overview, SIP on P2P, P2P SIP

Wednesday - 10/06/10 • 3:45 pm-4:00 pm Break

Wednesday - 10/06/10 • 3:45 pm-4:30 pm

Challenges That Lie Ahead for SIP



SIP Tutorial Pass

www.tmcnet.com/sip-tutorial-reg/

Your SIP Tutorial Pass includes access to all SIP sessions and all keynotes, free workshops, networking receptions, panel discussions, and unlimited exhibit hall access.

Register before August 4, 2010 for early bird savings!

Early 0Bird - \$395 (through 08/04/2010)
Standard - \$495 (through 10/06/2010)

Association Sponsors



Mustang Giveaway

Exhibit Hall Hours:

Tuesday, October 5:4:00 pm - 8:00 pm

Wednesday, October 6:11:00 am - 5:00 pm



Win a New Mustang Convertible

*Mustang Giveaway

**Wednesday, October 6, 4:45 pm
at the conclusion of Exhibit Hall hours.**

Mustang Giveaway Sponsorship Opportunity

Sponsor this event!

Contact Joe Fabiano at
jfabiano@tmcnet.com
or 203.852.6800 x132
for more information.



Visit the Exhibit Hall, Find Solutions, and You Could Win a New Mustang Convertible!

1. Pick up your entry card at the registration counter when you arrive.
2. Visit each booth listed on the card, review their offerings, and receive a stamp from each booth.
3. Collect all stamps, then drop your completed card into the entry bin in the exhibit hall.
4. ***YOU MUST BE PRESENT AT THE DRAWING ON WEDNESDAY, OCTOBER 6, 4:45 PM TO CLAIM YOUR PRIZE!**



ON-SITE REGISTRATION HOURS

Monday	October 4	7:00 am	5:00 pm
Tuesday	October 5	7:00 am	7:00 pm
Wednesday	October 6	7:30 am	5:00 pm

EXHIBIT HALL HOURS

Tuesday	October 5	4:00 pm	8:00 pm
Wednesday	October 6	11:00 am	5:00 pm

Any paid conference plan includes:

- All breakout sessions and workshops for which you have registered.
- All meals served on days in your plan.
- Online access to all conference presentations.
- Unlimited Exhibit Hall access.
- All Keynotes and general sessions.
- All networking receptions.

Hotel Information

Save Time & Money at the Official Show Hotel,
The Westin Bonaventure Hotel & Suites.

The Westin Bonaventure Hotel & Suites
404 South Figueroa Street
Los Angeles, CA 90071
213.624.1000



4GWE Conference attendees are offered a fantastic discounted rate of \$139.00 at the show hotel!

Rooms are on a first-come, first-served basis so take advantage and book today.

Rate - \$139

Cut off date - August 20, 2010

Code - ITEXPO

4 Easy Ways to Register

- 1. Online:** www.4GWE.com
- 2. Fax:** (203) 866-3326
- 3. Phone:** Call Frank Coppola
(203) 852-6800 ext. 131
- 4. Mail:** Send your registration form to:
4GWE WEST 2010
TMC
800 Connecticut Ave., Floor 1 East
Norwalk, CT 06854 USA

CONFERENCE SESSION TIMES*

Monday	October 4	10:00 am	4:00 pm
Tuesday	October 5	8:30 am	2:00 pm
Wednesday	October 6	8:30 am	4:30 pm

*Conference fees required for admission.

Conference Passes

Access to 4G Wireless Evolution sessions, meals, keynotes, and workshops only.

Early Bird Price
before August 4, 2010

PLATINUM Conference Pass - 3 Day ...\$995\$1,495

SUPER Pass

Access to All 4G Wireless Evolution and ITEXPO sessions, meals, keynotes, and workshops.

Early Bird Price
before August 4, 2010

SUPERPass - 3 Day\$2,095\$2,395

SUPERPass - 2 Day\$1,495\$1,795

SUPERPass - 1 Day\$1,295\$1,595

DIAMOND Team Plan - Best Value!

Includes access to All 4GWE and ITEXPO sessions, meals, keynotes, and workshops for up to 5 people from your company.

Early Bird Price
before August 4, 2010

DIAMOND TEAM PLAN - 3 Day\$3,995\$4,995

Registration

1 PICK THE PLAN THAT BEST MEETS YOUR NEEDS

	thru 08/04/2010	08/04/2010	Select Days
<input type="checkbox"/> Diamond Team Plan BEST VALUE!	\$3,995	\$4,995*	<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed
Access to All 4GWE, ITEXPO conference session, meals, etc. for up to 5 people			
<input type="checkbox"/> Conference SUPERPass	\$2,095	\$2,395*	<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed
Access to all ITEXPO, 4GWE conference sessions, meals, etc.			
<input type="checkbox"/> Platinum Conference Pass	\$995	\$1,495*	<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed
Access to all 4GWE conference events, all 3 days			
<input type="checkbox"/> FREE VIP Exhibit Hall PLUS Pass	FREE	FREE Online	<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed
Keynotes, free workshops, free panel sessions, receptions, Exhibit Hall		\$50 onsite fee applies	

2 ATENDEE INFORMATION

NAME	TITLE	COMPANY	
ADDRESS			
CITY	STATE	ZIP	COUNTRY
PHONE	FAX	E-MAIL	(REQUIRED)

3 PAYMENT INFORMATION

Faxed Registrations Must Include a Valid Credit Card. Total Amount Due: \$ _____ (Payable in U.S. dollars drawn on a U.S. bank.)

Check Enclosed (CT residents add 6% sales tax. Make checks payable to: TMC.) Charge My: AmEx MasterCard VISA

Card #: _____ Exp. Date: _____ Signature: _____

Sign up to receive 4GWE's Free eNewsletter:

Name (Required)

Email (Required)



CANCELLATION POLICY:

Full payment is required prior to admittance to the conference. Registrations are transferable and non-refundable. Registrants may have a dollar-for-dollar credit towards another 4GWE conference. Credit must be used within two years from original registration date. Program and speakers are subject to change without notice. TMC® reserves the right to use attendee company names, titles, images, and photos for future promotions.

4 PLEASE ANSWER ALL QUESTIONS. INCOMPLETE FORMS CANNOT BE PROCESSED.

1. BUSINESS TYPE (CHECK ONE)

NETWORK SERVICE PROVIDER/CARRIER INDUSTRY

- 1. Network/System Integrator
- 14. Next-Gen Telco/ITSP
- 15. CLEC
- 16. Integrated Comms. Provider (ICP)
- 17. Telco/RBOC/IXC/Long Distance
- 18. ISP
- 19. Wireless/PCS
- 20. Cable
- 21. Application Service Provider
- 22. PTT
- 45. BLEC/MDU LEC
- 46. ILEC
- 23. Other (specify) _____

VOIP/TELEPHONY INDUSTRY

- 8. Telecom Developer
 - 9. Manufacturer
 - 47. Reseller/Retailer/Wholesaler/VAR/VAD
 - 10. Distributor
 - 11. Interconnect
 - 12. Consulting
 - 13. Other (specify) _____
- #### GENERAL INDUSTRIES
- 24. Manufacturing/Software Developer
 - 25. Business Service/Consulting/Consumer Service/Non-Profit/Trade Assn.
 - 26. Government
 - 27. Wholesale/Distribution/Retail/E-commerce/E-business
 - 28. Transportation/Travel/Recreation/Entertainment

- 29. Utilities
- 30. Finance/Banking
- 31. Insurance
- 32. Hospitality
- 33. Healthcare/Medical
- 34. Real Estate
- 35. Catalog Marketing/Publishing
- 36. Marketing/Market Research
- 38. Advertising/Public Relations
- 39. Teleservices Agency
- 40. College/University/Education
- 42. Other Professional/Business Services (specify) _____
- 41. OTHER (specify) _____

2. JOB FUNCTION (CHECK ONE)

- #### CORPORATE MANAGEMENT
- 7. Corporate Management (CFO/CEO/Pres., etc.)
 - 18. Other Corporate Management (Specify) _____
- #### TECHNICAL MANAGEMENT
- 1. Executive IT Management (CIO/CTO/VP)
 - 2. IT/IS/MIS/DP Management
 - 3. Telecom/Datacom Management
 - 4. Software/Engineering Management
 - 5. LAN/Network Applications/Systems Management
 - 6. Internet/Intranet/Extranet/Web Management
 - 10. Speech Developer
 - 19. Other Technical Management (Specify) _____

BUSINESS MANAGEMENT

- 16. Research/Development/Business Development Management
- 8. Sales/Marketing/Advertising/Product Management
- 9. Contact Center/CRM/Telemarketing/Credit Collection/Fundraising /Help Desk/Technical Support Management
- 11. Consulting/Integrator Management
- 17. Project Management
- 20. Other Business Management (Specify) _____
- 12. OTHER (Specify) _____

3. TOTAL EMPLOYEES IN YOUR COMPANY

- #### ALL LOCATIONS:
- A. 10,000+ D. 11-999
 - B. 5,000-9,999 E. 1-10
 - C. 1,000-4,999

4. WOULD YOU LIKE TO SUBSCRIBE TO INTERNET TELEPHONY'S FREE ENEWSLETTER?
 Yes No

5. WOULD YOU LIKE TO RECEIVE FREE PRODUCT INFORMATION AND SPECIAL PROMOTIONAL OFFERS VIA E-MAIL FROM THE INDUSTRY'S LEADING VENDORS?
 Yes No