

An Invitation to Exhibit & Sponsor!



FORMERLY VOIP DEVELOPER CONFERENCE

COMMUNICATIONS DEVELOPER CONFERENCE™

Hyatt Regency • May 15-17, 2007 • Santa Clara, California

Mark Your
Calendar
NOW!

New
Dates!

The World's First & Only Conference of Its Kind

Where Developers and OEMs Meet to Build Profitable Applications and Partnerships

In-Depth Conference Program Attracts only the
Most Serious Developers:



- IMS Development
- SIP Development
- Open Source

- Wireless/
Mobile
- Hardware
- Software



Platinum Sponsors:



WWW.COMMDEVELOPER.COM

For Exhibit and Sponsorship Information,
contact Dave Rodriguez: 203-852-6800 x146 or drodriguez@tmcnet.com

Build Relationships and Forge Partnerships with the Industry's Leading Developers



The IP Communications industry has seen tremendous expansion over the past few years, and as it continues to grow we will see even more technological advancements as the industry pushes the envelope even further. At the heart of this rapid change will be some of the sharpest minds developing the most innovative new products and technologies, helping to usher in the next generation of IP Communications.

These developers are the spark that drives the technologies of tomorrow. And each year, the brightest of these developers from the most innovative companies in the industry come together for three-days of in-depth learning and networking at the premier event for the developer community - the Communications Developer Conference.

The 4th annual Communications Developer Conference (formerly VoIP Developer) will be held on May 15-17, 2007 at the Hyatt Regency in Santa Clara, California. On top of the cutting edge educational sessions, featured keynote speakers, special events, and networking receptions that are all part of the conference's agenda, the strategic Silicon Valley location is minutes from dozens of the largest technology corporations in the world. All of this creates one of the most unique experiences of any tradeshow - one where you meet face to face with dozens, perhaps hundreds, of highly qualified potential business partners. Most of the exhibitors I spoke with actually closed deals on the exhibit floor, covering the cost of their trip before the show had ended.

Its like having dozens of high level sales meetings – a unique opportunity to create buisness partnerships with leading developers who will build applications on your platforms. There truly is nothing else like it anywhere.

One of the reasons that the Communications Developer Conference excels where other events fall short is the unsurpassed support of TMC - the industry's leading source of information since 1996. The team of editors from *INTERNET TELEPHONY* magazine, *IMS Magazine*, and *SIP Magazine* spend months assembling the highest caliber educational content, featuring some of the leading minds of the industry. Additionally, with TMC's broad reach through its publications and industry leading website TMCnet, we reach over 1 million people each month, ensuring the kind of audiences our exhibitors and sponsors have come to expect from our events.

When you combine TMC's solid reputation in the communications industry, the unprecedented line-up of educational offerings, and the strategically selected Silicon Valley location, this event is positioned to best of the year for anyone seeking to meet communications developers.

I urge you to contact Dave Rodriguez right away to arrange your participation at the conference. Call Dave at (203) 852-6800 ext. 146 or e-mail drodriguez@tmcnet.com.

Sincerely,



Rich Tehrani, TMC President and Conference Chair

New Name, New Dates, Same Commitment to Quality

As the IP Communications industry expands its reach beyond VoIP, we felt it was appropriate to expand our focus as well. That is why we have changed the name of the popular VoIP Developer Conference to the Communications Developer Conference. While we have always focused on the latest industry trends, we believe that the new name will demonstrate our commitment to providing the most accurate, in-depth, and up-to-date information to this premier audience.

Furthermore, we also felt that our previous dates in August were somewhat restrictive as that is one of the slowest months for any event. That is why we've moved our dates to May 15th - 17th while still maintaining our strategic Silicon Valley location.

Overall, the new name, new dates, and same location and quality educational offerings will attract more of the high level attendees that exhibitors expect from TMC.

The People You Meet Come to Communications Developer Conference to Learn About Development on YOUR Platform.

At the heart of the Communications Developer Conference is the three days of in-depth educational offerings designed to provide these top-level developers the information needed to enhance their skills. With two distinct tracks covering both hardware and software development, and courses ranging from beginner to advanced, the Communications Developer Conference is the only event specifically and exclusively created to meet the needs of the development community.

The conference program will cover the following topics*:

Hardware Track:

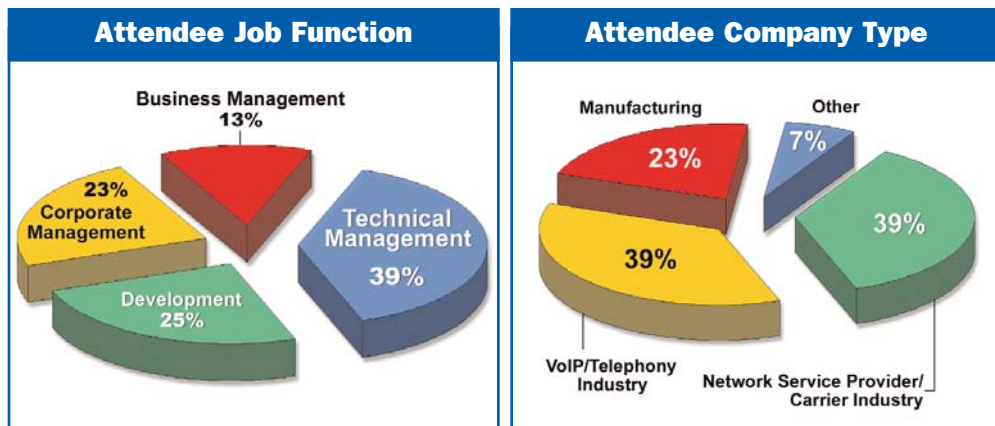
- Designing Applications Using DSPs (EchoCancellation/Vocoder Design)
- Developing Applications Using Host Processing Instead of DSPs
- Designing Applications Using DSP Modules
- Designing Applications Using DSP Resource Boards
- Developing VoIP Devices
- Next-Generation System on Chip Silicon
- Open Source Design Considerations
- Developing Wireless VoIP Solutions
- Developing IMS-Compliant Gear
- Developing Cable Telephony Solutions
- Designing Consumer VoIP Products
- Enabling Technology Shoot Out
- Developing a Complete VoIP System
- Building WiFi Telephony Devices
- VoIP Enabling Legacy Products
- New Computing Platforms for Telecom: AdvancedTCA and MicroTCA

Software Track:

- Basics Of Protocols - SIP/H.323/MGCP
- All About Echo Cancellation, Compression And Silence Suppression
- Introduction To The Softswitch Architecture
- Introduction to Development Tools -
- Designing Wireless VoIP Applications
- Test Tools - How Do You Load Test This Stuff?
- The Role of Open Source in Developing VoIP Solutions
- Developing IP PBX Applications
- Developing Hosted Telephony Applications
- Developing Linux Telephony Applications
- SIP (How Does It Work - Where Does It Fit, Developing SIP Solutions, Diagnostic Tools, Support Tools, Using Stacks)
- Developing Peer To Peer IP Telephony Applications
- Developing Next-Generation Network Applications
- Designing High-Quality Voice Applications
- Developing Applications Utilizing Presence Availability
- Developing High Availability Telecom Applications

**Subject to change*

Who Attends Communication Developer Conference?



*Source: 2006 Conference Attendee Survey

Who Should Sponsor/Exhibit

IP PBX Vendors

Such as Cisco, Avaya, NEC, Nortel, Mitel, Inter-Tel, Siemens, Alcatel, Ericsson: Every IP PBX company with a development program that wants a third-party community developing applications on their platform

Chip Vendors

Such as Texas Instruments, Agere Systems, Infineon, Mindspeed, Analog Devices, Octasic, Audiocodes, DSP Group, Legerity, VoCAL, BRECIS, Broadcom

Hosted Platform Vendors

Such as Sylantrio, Broadsoft, Covad, IP Unity, NetCentrex, Convidia: Every hosted platform vendor with a development program wanting a third-party community developing applications on their platform

Testing Tools Vendors

Such as Agilent, Telchemy, Catapult, Delta Info Systems, Empirix, GL Communications, IP NetFusion, RADCOM, Spirent

SIP and IMS Vendors

Lucent, Nortel

Bus & Board & Chassis Vendors -

Dialogic, Audiocodes, Elma Bustronic, Motorola, Alliance Systems, Diversified Technology, Performance Technologies, Kontron, Radisys

High Availability Middleware Vendors

GoAhead Software, Service Availability Forum



Get the most exposure, best positioning, and greatest value with a Diamond Sponsorship at Communications Developer Conference.

Maximize your impact before, during, and after the show with a Diamond Sponsorship

The Benefits of a Diamond Sponsorship Include:

1. Opportunity to demo your platform as part of the Communication Developer Conference product showcase.
2. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times .
3. Opportunity to sponsor additional items during the conference – lanyards, notepads networking receptions, etc.
4. One, **8' x 20'** booth space on the exhibit floor.
5. Your logo included on all promotional materials created for the event (**Greater Than 500,000 Impressions** – based on date of signing.)
6. Your logo on the cover of the Conference Directory distributed at the event.
7. Your company logo on banners and signage created for the event.
8. Your company logo and link from the Communication Developer Conference™ homepage to your Web site.
9. Full page ad in the Conference Directory.
10. Internet banner (including a link to your site) rotating on the Communication Developer Conference™ Web site.
11. 200-word description in Conference Directory and on www.commdeveloper.com with your company's logo.
12. Four-color logo with your listing in Conference Directory.
13. 4' x 6', four-color banner hung in a prominent area at the show.
14. Business card-sized ad in attendee brochure.
15. Button ad on Communication Developer Conference™ Web site.
16. Three full-conference passes.
17. Inclusion of a special one-page company promotional piece in all attendee bags.
18. Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the show Web site.
19. Priority sponsorship options for future Communication Developer Conferences™.



Business being conducted in the exhibit hall of Communications Developer Conference's opening night reception (2006).

Reserve Your Space Now.

GET MAXIMUM RESULTS FROM YOUR INVESTMENT.

**Contact Dave Rodriguez at (203) 852-6800, ext. 146
Or e-mail: droduiguez@tmcnet.com**

Platinum Sponsor

8 X 20 Booth Space

1. Opportunity to demo your platform as part of the Communication Developer Conference program.
2. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times .
3. Opportunity to sponsor additional items during the conference – lanyards, notepads networking receptions, etc.
4. Four-color logo with your listing in Conference Directory.
5. Button ad on Communication Developer Conference™ Web site.
6. Three full-conference passes.
7. Inclusion of a special one-page company promotional piece in all attendee bags.
8. Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the the show Web site.
9. Priority sponsorship options for future Communication Developer Conferences™.

Gold Sponsor

8 X 10 Booth Space

1. Opportunity to demo your platform as part of the Communication Developer Conference program.
2. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times .
3. Two full-conference passes.
4. Inclusion of a special one-page company promotional piece in all attendee bags.
5. Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the the show Web site.
6. Priority sponsorship options for future Communication Developer Conferences™.

Silver Sponsor

8 X 10 Booth Space

1. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times .
2. Listing in Conference Directory
3. One full-conference pass.

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Significant Media and Analyst Presence

In addition to our aggressive marketing campaign making millions of impressions with top level prospects, our year-long public relations campaign gets press releases out to all major media outlets, driving significant press coverage along with analysts and VCs.

Our pre-event advertising blitz also includes ads in some of the industry's leading publications such as *INTERNET TELEPHONY*, *Compact PCI*, *Application Development Trends*, *IMS Magazine*, and *SIP Magazine*. In addition to promoting the event to drive additional traffic, each of the event's sponsors received mention in these ads, providing millions of additional impressions, adding additional value to their sponsorship packages.



Meet over 1,000 communication developers intent on enhancing their skills with the best educational content available, at the only conference specifically dedicated to communication development.

May 15 - 17, 2007 • Hyatt Regency Santa Clara, CA

**Stay at the official show hotel for your convenience
and save time & money!**

The Hyatt Regency Santa Clara

is a deluxe, full-service hotel conveniently located in the heart of Silicon Valley, approximately 5 miles from San Jose International Airport, and about 30 miles from San Francisco International Airport.

Hyatt Regency Santa Clara
5101 Great American Parkway
Santa Clara, CA 95054
Phone: (408) 200-1234



Sponsored by TMC — World Leaders in Communications Since 1972!

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WWW.COMMDEVELOPER.COM

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Norwalk, Connecticut 06854 USA
www.commdeveloper.com

