

# The World's Communications Conference

The industry's best-attended event attracting thousands of Communications Professionals seeking new partners and the latest information

**Exhibitor & Sponsorship  
Prospectus**



**Diamond Sponsor:**



**Supported By:**



**1999-2009**  
Celebrating a decade  
of educating the  
communications  
industry!

## Mark Your Calendar!

February 2-4, 2009



## Join Us in Miami for ITEXPO East 2009

Reserve Your Space Now for the First  
and Biggest Event of 2009 - ITEXPO!



- **INDUSTRY** PROFESSIONALS

## More than **7,000 INDUSTRY PROFESSIONALS**

**Attendees will be coming from companies of all shapes and sizes,  
and from all around the world to join us for this exciting three-day event.**

INTERNET TELEPHONY® Conference & EXPO is the premier event in the IP Communications industry. Since our first event held in 1999, over 90,000 IP Communications professionals have come to ITEXPO to learn, exchange ideas, develop new contacts, and meet with vendors like you on the exhibit floor. The result is one of the most unique atmospheres you will find at any event, with a bustling exhibit hall filled with knowledgeable people doing business and making deals.



MIAMI BEACH CONVENTION CENTER  
MIAMI, FLORIDA • FEBRUARY 2-4, 2009

[\*\*www.itexpo.com\*\*](http://www.itexpo.com)



GLOBAL **AUDIENCE** -



## GLOBAL AUDIENCE

You could

# TRAVEL

**every day of the year**

and still not visit

with as **many companies**  
as you'll see

# IN JUST 3 DAYS

at ITEXPO

With nearly every type and size of company imaginable, no matter who your target audience is...

**you'll find it at ITEXPO.**

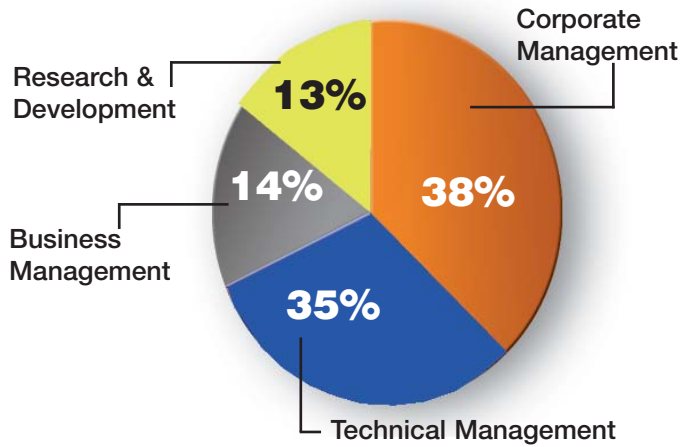
Attendees from 111 different countries attended ITEXPO in 2008

over 4,000 different companies were represented at ITEXPO in Miami last year, covering the full gamut of the industry.

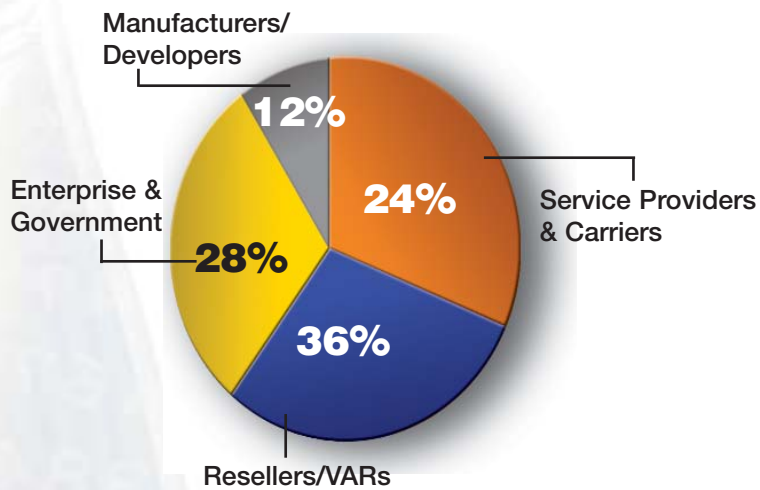
Nearly 3 of every 4 attendees at ITEXPO are Vice Presidents or higher, with thousands of C-Level execs and presidents in attendance.

# WHO ATTENDS ITEXPO?

**Attendee Job Type<sup>a</sup>**

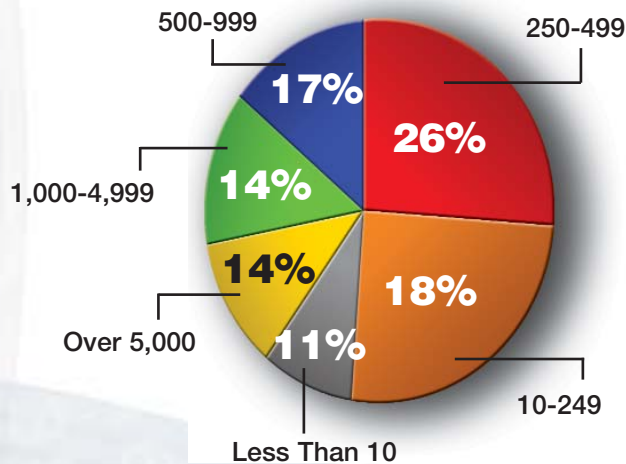


**Attendee Company Type<sup>a</sup>**



**Company Size<sup>a</sup>**

Number of employees





## ITEXPO ATTENDEES **MEAN BUSINESS** -



**No matter what type of solution you provide, you'll find attendees at INTERNET TELEPHONY Conference & EXPO who are actively looking to buy it.**

**95%** of attendees are personally involved in making buying decisions\*

**80%** plan to spend at least \$100,000 this year on IP communications products\*

**63%** of attendees said they plan to purchase a product they saw at the last ITEXPO\*

**81%** said the show influenced a product or vendor selection\*

**95%** of exhibitors said they reached the specific audience they were targeting\*

That means there are literally thousands of attendees on the exhibit floor looking to buy what you offer **AND with significant amounts of money to spend.**

One of the most unique things you will find at ITEXPO that differentiates it from other events is the buying activity of the attendees. At last year's ITEXPO, 80% of attendees said they plan to spend at least \$100,000 on telecom/IT products in the next 12 months.

**“** A great show. Lots and lots of leads generated here. Typically ITEXPO is one of our best shows...so we always look forward to being here. **”**

— Robert Sparks, Netsapiens, Sponsor, ITEXPO East 2008

Billing/OSS  
Cable Telephony  
Call recording/logging/monitoring  
CRM  
Hosted telecom services  
Hosted contact center solutions  
IMS solutions  
Industrial computing  
Interconnection facilities  
Internet telephony gateways  
IP centrex  
IP conferencing  
IP contact center  
IP fax  
IP PBX  
IP phones  
IP telephony headsets  
IPTV solutions (for carriers)  
Media servers  
Open source solutions  
PC-to-Phone solutions  
Peer-to-peer VoIP  
Prepaid calling

Presence-based apps  
QoS/Network monitoring  
Network security  
Service creation  
Session border controllers  
SIP trunking  
SIP solutions  
SMB solutions  
Softswitches  
SOHO IP telephony  
Speech  
Telecom expense management  
Test/measurement tools  
Triple play solutions (for carriers)  
UC applications  
UPS/Power solutions  
Video conferencing  
Voice peering  
VoIP components (DSPs, SOC, boards, etc.)  
VoIP training  
Wholesale telecom service  
WiFi telephony  
Workforce management

**63%** of attendees plan to purchase products and services they saw on the show floor within 12 months\*

**81%** of attendees say the show influenced a product and/or vendor selection\*

\* Source: Attendee Survey





## SPONSORSHIP **OPPORTUNITIES** -



Sponsors of INTERNET TELEPHONY Conference & EXPO receive the most exposure to this critical audience - before, during, and after the show. With prominent signage, frequent print ads, aggressive online marketing, and post-show communications, sponsors receive MILLIONS of impressions to this powerful audience.

Make the most of your ITEXPO experience with one of our three premium sponsorship packages - DIAMOND, PLATINUM, or GOLD. Each sponsorship package has been designed to deliver the most successful show possible, including exhibit space, signage, promotional materials, and a significant Web site presence.

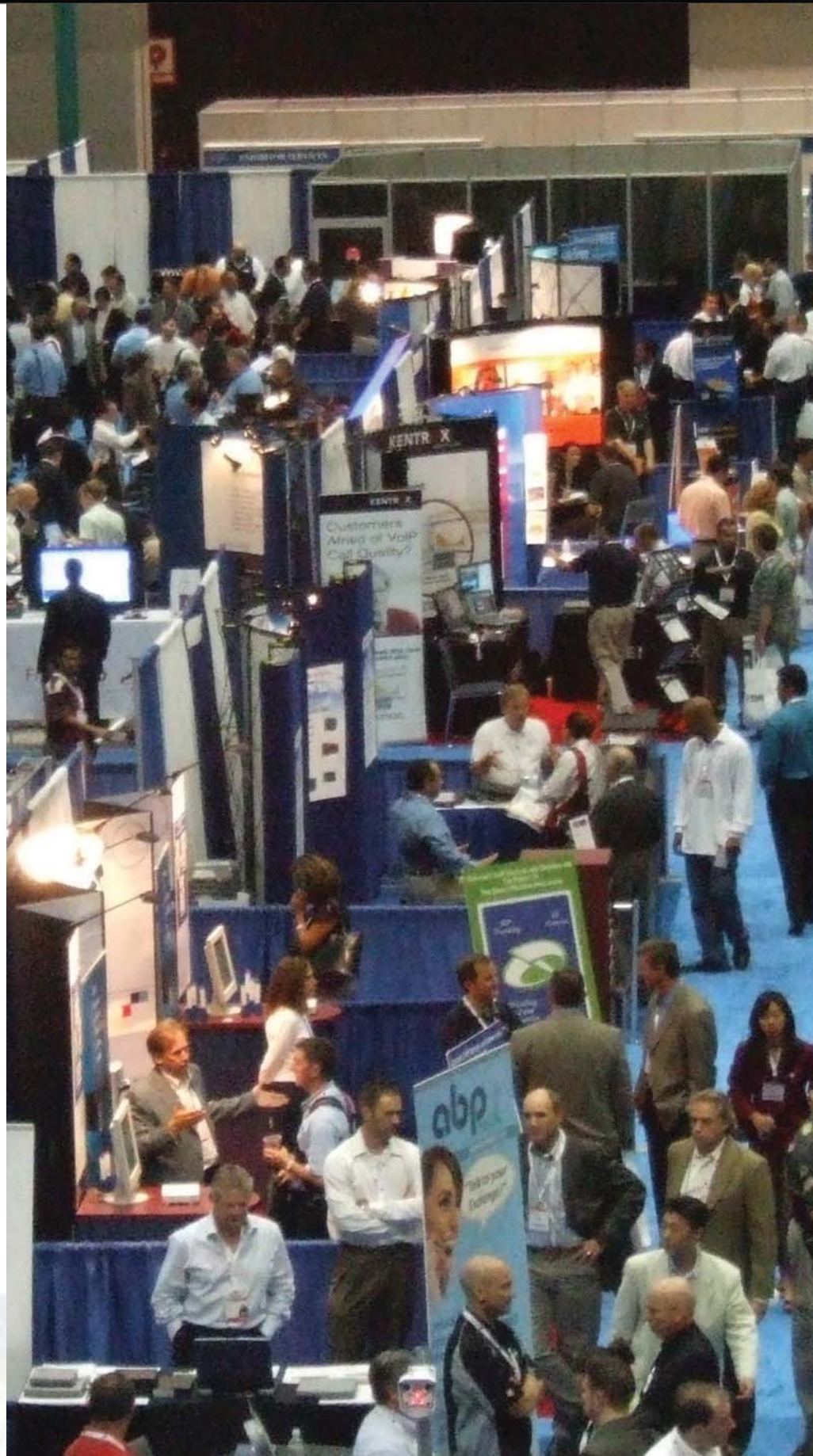
Call today to find out which sponsorship package works best for your company, and make the most of your time at ITEXPO.



The exhibit floor at INTERNET TELEPHONY Conference & EXPO is the most productive in the industry, with thousands of attendees seeking out business solutions. Other, less focused events might have bigger exhibit halls, with bigger booths that stretch as far as the eye can see. But without the traffic, is the huge expense of participating in those shows worth it?

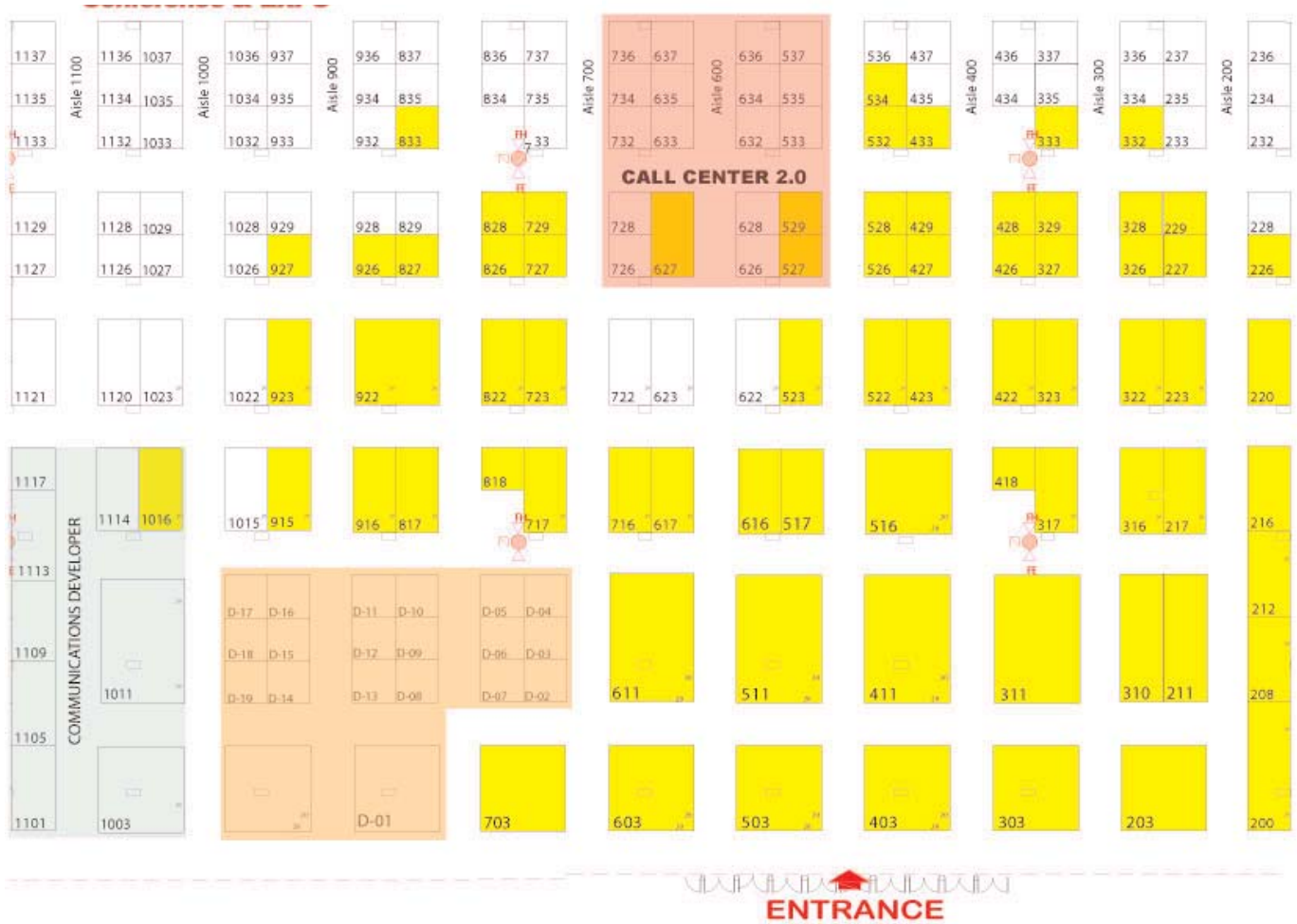
ITEXPO works because it delivers traffic to the hall, and all of these attendees have the time to make their way to your booth. That means your booth will have visitors - often more traffic than you can handle. But that translates into more leads, more sales and more business - which is why you are exhibiting in the first place.

Stretch your marketing dollar further and generate the ROI you need by exhibiting at ITEXPO.





**Miami Beach Convention Center  
Miami Beach, FL**



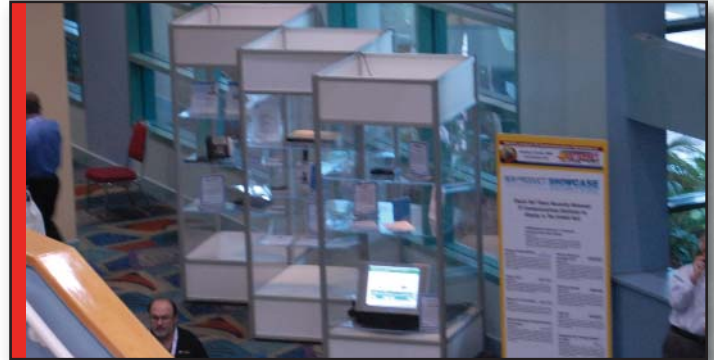
## **SPECIAL OPPORTUNITIES -**



**Stand out from the crowd with these special opportunities created to highlight your company, showcase your new product, or drive more traffic to your booth.**

### **New product showcase**

There is no better place to launch your new product, or showcase a recently released product, than the New Product Showcase at ITEXPO East 2009. Your product will be displayed prominently in the most high-traffic area of the convention center complete with signage and promotional literature. In addition, you will receive a photo and description of the product in both the show directory and the ITEXPO Web site, along with a rotating banner ad on the Web site.



### **Car sponsorship**

You can once again sponsor a brand new car to be given to one lucky attendee at ITEXPO. This car giveaway is definitely one of the most popular features of the show. The sponsors of the giveaway not only receive great appreciation from the winner, but more importantly, receive a huge surge in booth traffic as attendees must visit each sponsor to enter the drawing. A very affordable and highly effective way of increasing your booth traffic and visibility in the exhibit hall. (Hurry - these will sell out FAST.)



### **High profile sponsorship opportunities**

There are many other terrific sponsorship opportunities available, designed to increase your visibility among the high-profile audience at ITEXPO. Sponsor the official conference backpacks, notepads and pens, staff shirts, or have your banner prominently displayed in the lobby for all to see.



**Each of these opportunities is only available to a limited number of participants. Call today to make sure you don't miss out!**

**203-852-6800 Ext. 146**



## SPONSORS AND TESTIMONIALS



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### PLATINUM Sponsors



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AudioCodes



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NETXUSA, INC.



VOLT DELTA  
HOSTED SOLUTIONS

ONTARIO  
CANADA



### GOLD Sponsors

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KS Telecom

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INPHONEX



QUINTUM  
AN ntd COMPANY

zeacom

IntelePeer™

FaxBack

TelcoBridges



TOUCHSTONE  
TECHNOLOGIES  
Essential VoIP Verification Solutions

TELESUSA  
A DIVISION OF NWE NETWORKS



Smart Network Solutions  
SAS Communications

“ IP Communications is now. For the who, what, where, why and how, INTERNET TELEPHONY Conference & EXPO (ITEXPO) hosted by TMC, is the key event in the IP Communications industry. ”

— Tradeshow Vibes newsletter

“ This is one of the best shows for IP Communications, combining everybody from the U.S. and customers from Latin America. A great crowd, very busy, one of the best shows for us every year. We got a lot of great leads here. ”

— Robert Messer, ABP

“ The traffic has been very heavy - we've had people in front of the booth for the whole show. This has been one of our best shows in the last few years. ”

— Roy Essex, AudioCodes



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**1999 - 2009**

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