



Sponsorship Opportunities

August 27-29, 2013

Mandalay Bay Resort and

Casino Conference Center

Las Vegas, Nevada

www.itexpo.com



#ITEXPO

Maximize and Exposure
Make an
Impact
on Your **Target**
Audience

**Unique & High Impact ITEXPO
Sponsorships Available**

Corporate Sponsors:



Welcome To ITEXPO Las Vegas 2013

ITEXPO – It's About How the World Communicates.

ITEXPO (August 27-29, 2013) offers a convergence of education, innovation, and networking. It's the only gathering where the entire community of communications and technology buyers, sellers, resellers, and manufacturers meet to forge relationships and close deals.

Maximize Your Presence:

Sponsors receive the most exposure to this critical audience—before, during, and after the show. Sponsors literally receive MILLIONS of impressions this powerful audience.

- Establish your company as a leading provider
- Generate more traffic, MORE LEADS!
- Your company logo included in all promotions (*Where applicable)
- Your company logo on signage and in the show guide
- Banner ad on event website
- Opportunity to distribute literature to all attendees

ITEXPO works because it delivers traffic to the exhibit 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.

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.

The exhibit floor at ITEXPO is the most productive in the industry, with thousands of attendees seeking business solutions.

The Premier Event For:

- Large Enterprise and Government
- SMBs
- Service Providers
- Resellers, Vars, Agents
- Developers



Top Level Sponsorship Packages

Diamond Sponsorship Package Includes:

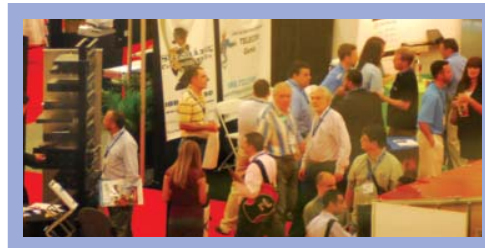
- 20'x20' exhibit space
- Your company logo in all pre-conference advertising*, appearing in top publications such as eWeek, InfoWorld, Network World, along with major dailies.
- Your logo on all printed show materials (brochures, advertisements, Show Guide, signage, banners, etc.)
- Business card-sized ad in Show Guide.
- Highlight of your company published in Show Guide and show website including State of the Industry Q&A with INTERNET TELEPHONY magazine's Executive Editor, and your CEO. Your CEO's picture and company logo are also published.
- Your logo on the cover of the show directory.
- Four-color, two-page spread advertisement in the Show Guide.
- Four-color logo with 200-word description in the Show Guide.
- Your logo linked from premium position on show website to your website.
- 468x60 banner ad rotating on show website from the time of sponsorship payment to conclusion of the show.
- 200-word description on show website with your company logo.
- Your logo on all event signage.
- Large four-color sign displayed in a prominent area at the event.
- 5-Full Conference Passes.
- Inclusion of company promotional piece in all attendee bags.
- Priority booth space selection for future ITEXPO.
- Complimentary meeting room in convention center.

Platinum Sponsorship Package Includes:

- 20'x20' exhibit space
- Your company logo in all pre-conference advertising*, appearing in top publications such as eWeek, InfoWorld, Network World, along with major dailies.
- Your logo on all printed show materials (brochures, advertisements, Show Guide, signage, banners, etc.)
- Business card-sized ad in Show Guide.
- Highlight of your company published in Show Guide and show website including State of the Industry Q&A with INTERNET TELEPHONY magazine's Executive Editor, and your CEO. Your CEO's picture and company logo are also published.
- Your logo on the cover of the Show Guide.
- Four-color, two-page spread advertisement in the Show Guide.
- Four-color logo with 200-word description in the Show Guide.
- Your logo linked from premium position on show website to your website.
- 468x60 banner ad rotating on show website from the time of sponsorship payment to conclusion of the show.
- 200-word description on show website with your company logo.
- Your logo on all event signage.
- Large four-color sign displayed in a prominent area at the event.
- 5-Full Conference Passes.
- Inclusion of company promotional piece in all attendee bags.
- Priority booth space selection for future ITEXPO.
- Complimentary meeting room in convention center.

Gold Sponsorship Package Includes:

- 10'x20' exhibit space
- Your logo on all printed show materials (brochures, advertisements, Show Guide, signage, banners, etc.)
- Full page, four-color advertisement in the Show Guide.
- Your logo linked from show website to your website.
- Your logo on all event signage.
- 2-Full Conference Passes.
- Inclusion of company promotional piece in all attendee bags.
- Priority booth space selection for future ITEXPO's.



Aisle Signs - Prominent placement of your company name and logo, suspended high above the exhibit hall's main aisles, ensuring high visibility and repeat viewing.
\$8,500



Attendee Backpacks - The official bag given to each paid attendee, speaker and member of the media, these bags feature your company logo aside the official conference logo. All will see hundreds of these bags throughout the week, and attendees will take them home and use them again and again. **\$10,000**

Attendee Confirmation Emails - As each of the expected 8,000 attendees register, they receive an informative confirmation email. Your company's message and link to your site would be included as the exclusive sponsor of these emails, sure to be seen and read by every attendee. **\$5,000**

Badge Inserts - Your company's promotional information will be inserted into the badge of each attendee. Your message is guaranteed to be seen and read by everyone. **\$7,500**



Badge Logo - Have your company's logo printed on every show badge. It will be seen by thousands of decision makers, and enhance your brand awareness with this powerful audience. **\$5,000**

Badge Mailing Insert - Your company literature is included with all badges mailed before the show. This is a great way to reach buyers before anyone else, and drive traffic to your booth at the event. **\$5,000**

Charging Station - NEW ITEM!

Attendees are constantly on their mobile devices – make sure they have enough power to keep their business communications flowing! Keep them charged by sponsoring the Charging Station. Your company logo will be prominently displayed – be the focus of your prospects attention. Ask about pricing.

Cigar Roller at the ITEXPO Party - NEW ITEM!

Entertain all of the attendees, future prospects and colleagues with all aspects of the cigar making process. Ask about pricing.

Be one of the sponsors of the event that is sure to become a popular fixture at ITEXPO. Attendees will appreciate your hour and a half of entertainment and networking!

This will be the event that everyone talks about.
Sponsorship Includes:

- Company Signage at all available space
- Inclusion in the conference program materials
- Inclusion in magazine coverage of the event
- Leads!!! All attendees contact info. **\$5,000**

Conference Notepads - These convenient 6 x 9 pads of paper will feature your company logo prominently printed on each page. All attendees will receive one to use for notetaking during sessions and back at their offices. **\$4,000**

Conference Literature Bags - Every exhibit hall attendee receives a bag full of information as s/he enters the event. Have your company logo prominently displayed on the side of the bags to be seen by all. Additionally, you will be able to put your own literature into the bag, providing information about your products and helping to increase traffic to your booth. **\$5,000**

Conference Show Guide - This is the complete booklet featuring descriptions of every session being held throughout the event. This is an invaluable guide that is referenced repeatedly by every attendee, it's one of the best tools for repeat on-site visibility. Your company name and logo will appear prominently on the cover, as well as on a full-page ad inside. **\$3,000**



Conference Track Sponsorship - Most attendees come to ITEXPO for the unsurpassed educational opportunities offered in our program. When you sponsor a conference track attendees will favorably associate your company with the topic of the track and see you as a recognized leader. **\$5,000**

Entrance Unit - This is the first thing attendees will see when they enter the Convention Center. What better place to have your company's name and logo. **\$5,000**



Hotel Keycards - All guests staying at one of the official show hotels will receive a room key carrying your logo, ensuring high visibility. **\$7,500**



Hotel Room Drops - Have your promotional materials delivered to the door of each conference attendee staying at the official show hotels. **\$3,000**

Lanyards - Guaranteed visibility during the entire event with your logo around the neck of every attendee! **\$7,500**

Lobby Signs - Catch the attention of all attendees as they enter the convention center with can't-miss banners hung in the lobby. Available as either:
10'w x 6'h or 8'w x 8'h **\$5,000**

Looping Keynote Presentation Displays on screens before and after all keynotes, panels and meals, with details of conference events. Have your logo on each slide and one full slide to promote your company. A great way to reach a captive audience. **\$5,000**

Meal Sponsorships

Breakfast Sponsor - Sponsorship Includes:

Be the exclusive sponsor

- 1 Panelist to participate in one session (at TMC's discretion)
- 2 Executive registration fees for the event
- Custom invitations for up to 100 prospects/clients sent on your behalf by ITEXPO
- Company signage displayed on tables
- Inclusion in the conference program materials
- Inclusion in the magazine coverage of the event

\$15,000 (1 of 2 sold)



Lunch Sponsor

Sponsorship Includes:

- Be the exclusive sponsor
- 1 Panelist to participate in one session (at TMC's discretion)
- 4 Executive registration fees for the event
- Introduced and thanked by CEO Rich Teharani
- Custom invitations for up to 100 prospects/clients sent on your behalf by ITEXPO
- Company signage displayed on tables
- Inclusion in the conference program materials
- Inclusion in the magazine coverage of the event
- Gold Sponsor status of ITEXPO

\$25,000



100 prospects/clients

Networking Receptions - Great visibility with a captive audience as attendees gather to enjoy complimentary hors d'oeuvres and beverages. Your company will be represented with signage throughout the reception area, in the official program, and pre-event marketing materials.

Press Room and Media Lounge - A hub of activity, as members of the media gather to work, and share their thoughts about the event. By sponsoring this lounge, your company receives key exposure to this influential group. Sponsor logo will also be featured on signage in the room. **\$5,000**

ITEXPO All Conference Party

Be one of the sponsors of the event that is sure to become a popular fixture at ITEXPO. Attendees will appreciate your hour and a half of entertainment and networking!

This will be the event that everyone talks about.

Sponsorship Includes:

- Company Signage at all available space
- Inclusion in the conference program materials
- Inclusion in magazine coverage of the event
- Leads!!!-All attendees contact info

\$5,000

Registration Counter - One of the most visible areas in the convention center, each attendee entering will look for the registration counter before anything else. Your company logo will be prominently displayed on the front panels. **\$5,000**

Registration Staff Shirts - The attentive and extremely visible staff will be wearing your company's shirts as they check in all conference attendees. **\$3,000**

Reseller Solutions Week

Reseller Solutions Week workshop is one of the most popular events each year at ITEXPO, packing the room with resellers seeking the latest information. Put your company in front of this targeted audience. Sponsor will be placed prominently on signage, in the directory, mentioned in all messaging of the event, and will have the opportunity to distribute literature. **\$3,000** (Limited to 8)

Show Guide Belly Band

Every attendee receives a show guide directory immediately on arrival. Your company will be the first thing they see when they do! Your company name, logo, message and booth number are displayed prominently for all to see. This is a great tool to drive traffic to your booth. **\$7,500**



Speaker Check-In Table - This table is prominently placed in the midst of the educational rooms where your banner will be seen by all attendees and speakers. Each speaker must check in at this table and will be given your flyer with their conference materials, while each conferee passes by dozens of times during the three-day event. **\$5,000**

StartupCamp

This unique forum is for early-stage entrepreneurs to pitch their communications products or services to a discriminating audience of potential investors, media, bloggers and industry influencers. The event's fast-paced, "ready, set, pitch" format brings early-stage communications companies, developers, industry leaders and investors together to network and validate entrepreneurial pitches in real time. Ask about pricing.



Welcome Reception - Help kick off ITEXPO with the grand opening welcome reception. Provide attendees complimentary food and beverages in an outstanding networking opportunity. Prominent signage and mentions in promotional messaging delivers great branding for your company. **\$20,000**



All sponsors are asked to submit a logo
(Adobe Illustrator vector file)
to be included in the for the conference
onscreen presentation.

Become a ITEXPO Exhibitor & Sponsor.

Contact:

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