



www.itexpo.com

August 27-29, 2013

Mandalay Bay Resort &  
Casino Conference Center  
Las Vegas, Nevada

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#ITEXPO

MANDALAY BAY



## The **COMMUNICATIONS** and **TECHNOLOGY** Conference

**Where Influential Buyers Find  
The Solutions They Need.**

**The One and Only Event for:**

- Large Enterprise and Government End Users
- SMBs
- Service Providers
- Resellers/Vars/Agents
- Developers & Manufacturers

### Collocated Events

Cloud4SMB  
EXPO

CVX

StartupCamp  
comms edition

LatinComm  
conference and expo





## **ITEXPO Is Your Opportunity To Secure Business, Solidify Partnerships, And Form New Relationships.**

Thousands of attendees will be on the exhibit floor looking to buy what you offer. One of the most unique things you will find at ITEXPO that differentiates it from other events is the business that gets done right on the show floor.

### **ITEXPO Is The Perfect Ecosystem To Meet Influential Buyers And Secure Your Goals.**

#### **The ITEXPO Experience is Unmatched**

ITEXPO works because it delivers traffic to your booth. The schedule allows attendees time to make their way to see your offerings and ask questions.

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.

Meet with influential decision makers from enterprise organizations of all sizes looking for the best of breed communications solutions for their organizations.



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## Attendees Mean Business:

Meet with influential decision makers from enterprise organizations of all sizes, and meet potential channel partners who will be valuable in your efforts to promote your products and solutions when targeting the SMB Market. In addition to being able to influence the end-users directly, you will meet over 2,000 VARS/Resellers/Distributors who are actively seeking profitable partnerships.

In addition to being able to influence the end-users directly, you will meet over 2,000 VARS/Resellers/Distributors who are actively seeking profitable partnerships and who will be your feet on the street in penetrating all of these markets.

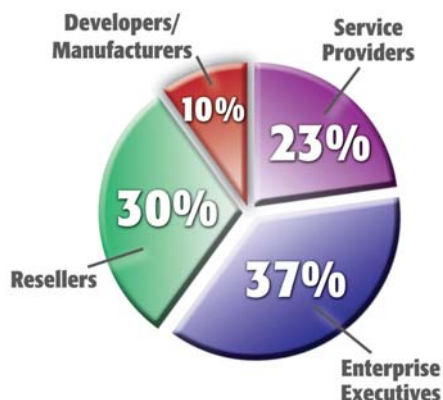
**Become an ITEXPO Exhibitor and Get DIRECT Access to this AUDIENCE.**

Get Direct Access to  
These Purchasers  
Become an ITEXPO Exhibitor.

### Job Titles

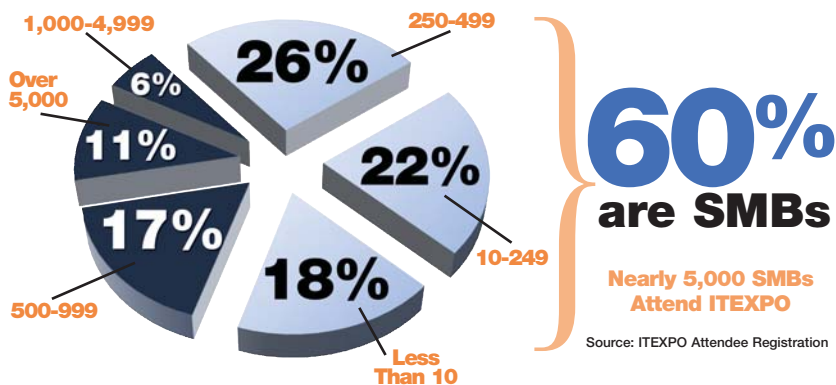


### Demographic Breakdown



\* Demographic stats from ITEXPO East

### Company Size of Attendees



**95%**

Are personally involved in making buying decisions\*

**90%**

Plan to spend at least \$25,000 this year on IP communications products\*

**70%**

Of attendees said they plan to purchase a product they saw at the last ITEXPO\*

**71%**

Said the show influenced a product or vendor selection\*

**71%**

Of exhibitors said they reached the specific audience they were targeting\*



## ***You Belong At ITEXPO If You Offer:***

### **Application Enablement**

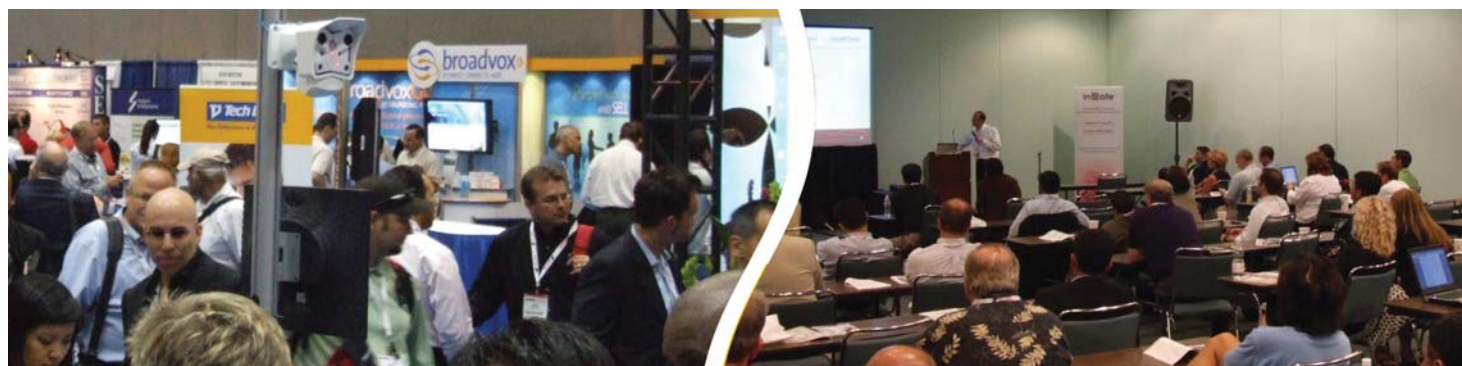
BC/DR  
Big Data  
Billing/OSS  
Branch Solutions  
Bundled Services  
Business Automation  
Business Process Outsourcing  
BYOD  
Cable Telephony  
Call Center in the Cloud  
Call Recording/Logging/Monitoring  
Cloud Computing  
Collaboration/Conferencing  
Contextual Apps/Services  
CRM  
Customer Care  
Customer Experience  
Data Analytics  
Data Center  
Applications/Technology  
Data Center Networking  
Desktop Virtualization  
Endpoint Security  
Enterprise Mobility  
Enterprise SBCs  
Gamification  
Green IT  
Home/Remote Agents  
Hosted VoIP  
Hosted Contact Center Solutions  
IMS Solutions  
Identity Services

### **Industrial Computing**

Interconnection Facilities  
IP ContactCenter  
IP Fax  
IP PBX  
IP Endpoints  
Location-based Services  
M2M  
Managed Services  
Mass Notification  
M-Commerce  
Media Servers  
Microsoft Lync  
Mobile Apps/Development  
Mobile Devices  
Mobile Banking/Payment  
Mobile/QR Codes  
Mobile Management  
Mobile UC  
Multichannel Routing  
Network Cloud Storage  
Network Management  
Open Source Solutions  
IP Peering/Federation  
IVR/IVWR  
Presence-based Apps  
QoS/Network Monitoring  
Next Gen Switching  
Security Solutions  
Service Creation  
Service Enablement  
Session Border Controllers  
SIP Trunking

### **SIP Solutions**

Small Cell Technology  
SMB Solutions  
Smart Technologies  
SMS Services  
Social Analytics  
Social Enterprise  
Social Media  
Software Defined Networks  
Speech Analytics  
Switching/Routing  
Systems Integration  
SOHO Comms  
3G/4G/Wireless  
Telecom Expense Management  
Test/measurement Tools  
Triple/Quad/Play  
Unified Communications  
UPS/Power Solutions  
Video Conferencing/Telepresence  
Video for the Enterprise  
Video Surveillance  
Virtualization  
Voice Enablement  
VoIP Components (DSPs, SOC, Boards, Etc.)  
VoIP Training  
WebRTC  
Wholesale Services  
WiFi/VoWLAN  
Workforce Management



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### **SPONSORSHIP 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.**

Sponsors of ITEXPO 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. Each is designed to deliver the most successful results possible, including first choice exhibit space, signage, promotional materials, and a significant online presence.

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

### **UNIQUE SPONSORSHIP OPPORTUNITIES**

For maximum impact and long-term visibility, we offer Diamond, Platinum and Gold level sponsorships. These packages offer outstanding means to resonate with attendees and prospects. In addition, we offer a menu of sponsorship items so you can select what best fits your marketing objectives and budgets.



### **EXCLUSIVE CAR GIVEAWAY SPONSORSHIP**

You can 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's booth 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 worthwhile sponsorship opportunities available, designed to increase your visibility among the high-profile audience at ITEXPO. Sponsor the official conference backpacks, notepads and pens, event literature bags, or have your banner prominently displayed in the lobby for all to see.



Each of these sponsorship opportunities are only available to a limited number of participants.

**Call Today To Reserve Your Sponsorship!**



## Collocated Events:

### **CLOUD4SMB EXPO** - <http://cloud-computing.tmcnet.com/conference>

Cloud4SMB Expo is the first event of its kind focused on the unique needs and challenges of small and medium businesses (SMBs) seeking to leverage the benefits of cloud computing solutions. This conference is dedicated to real-world business strategies and implications for growing businesses utilizing the cloud. Until now, the Cloud Phenomenon has focused almost exclusively on opportunities for the large enterprise. Sessions at Cloud4SMB Expo are designed specifically to provide attendees with the knowledge and information SMBs need to compete and succeed.



### **CVX (Channel Vision Expo)** - [www.cvxexpo.com](http://www.cvxexpo.com)

As communications technologies evolve, Telecom agents, value-added resellers, interconnect dealers and others in the channel ecosystem face historic changes. The CVx Showcase at ITEXPO was created specifically to help channel players and wholesale service providers develop partnerships that cross traditional lines of business and provide opportunities to expand service portfolios through new suppliers and new. Educational opportunities, meanwhile, will cover both traditional lines of business as well as emerging opportunities to provide channel partners with a perspective on how to adapt, what to sell and how to sell it within this ever-evolving communications ecosystem.



### **SUPER WIFI SUMMIT** - [www.superwifisummit.com](http://www.superwifisummit.com)

White Spaces are now open for business: will white spaces now deliver a broadband alternative? Spectrum, free and open, creates lots of business and huge opportunities. In just 10 years, WiFi went from almost being unknown to more than 250 million WiFi access devices. WiFi devices and WiFi service has become ubiquitous. Will the same happen with the new TV White Space spectrum? Super WiFi Summit will delve into the White Spaces business model and investment opportunities, as well as identifying major players and developments in the device market.



### **LATINCOMM CONFERENCE AND EXPO** - [www.latincommexpo.com](http://www.latincommexpo.com)

LatinComm is the first conference and expo of its kind to focus on the tremendous communications opportunities in Latin America and the Caribbean. It is designed to give you the tools to develop a Latin American business strategy and successful partnerships. Professionals from North and South America will network in a relaxed atmosphere in beautiful Austin Texas at ITEXPO West.



### **M2M EVOLUTION CONFERENCE AND EXPO** - <http://m2mevolution/conference>

The M2M Evolution Conference is for any company that is looking to utilize the wireless network to extend control over their supply chain, product development, and distribution channels. While carriers will benefit from M2M Technology, this event is for all vertical industries that have an interest in managing their assets and protecting their supply chain. Sessions include a series of analyst insight, case studies, and roundtable discussions designed to demonstrate how to exploit new technology to minimize destruction, fraud and theft across all vertical markets.



### **STARTUPCAMP COMMS EDITION** - [www.itexpo.com/StartupCamp](http://www.itexpo.com/StartupCamp)

StartupCamp: Comms Edition spotlights early-stage entrepreneurs and innovators in communication technology. Industry leaders, investors, developers and media to network and validate entrepreneur pitches in this energetic, unique setting. 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.

