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<http://videoworldexpo.com>

VIDEO WORLD

CONFERENCE & EXPO™

Austin Convention Center • Austin, Texas

October 3-5, 2012

Think Visual to Expand Your Brand

- Streaming
- Telepresence
- Application creation
- Collaboration
- Multi-screen delivery

**Two Distinctly Unique Tracks— One for the Enterprise
and One for the Service Provider/Network Operator**



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Think Visual!

The breadth-and-depth menu of products and services on display at Video World Conference & Expo is as all encompassing as the needs of business and technology managers for enterprises and service providers of all types and sizes around the globe.

But you can't sell effectively, if you're not on the menu. The video industry, more than most all others, is a show as opposed to tell-oriented industry. Harness this unique opportunity to show your wares to the business and technology decision makers looking to expand their brand with video.

The Menu: (by category)

Meet Influential Business Owners, IT Buyers, Service Providers & Network Executives Seeking to Deploy Solutions:

Access/Viewing/ Sharing Devices

- Smartphones
- Tablet computers
- Connected/smart TVs
- Set-top boxes (STB)
- Game consoles
- Cameras/Monitors
- Advanced remotes
- Home networks

Network Infrastructure Equipment/Services

- Wired and wireless capacity
- Servers
- Storage
- Broadband access equipment
- Routers
- Cloud/hosted hardware and services
- Network equipment management systems

Content Delivery Offerings

- Content delivery network (CDN) services
- Content delivery management package
- Content delivery management services
- Content delivery optimization and reporting software

Home and Business Monitoring and Management

- Business surveillance systems and services
- Residence monitoring and control products and services

SMB Business Bundles

Content Security and Digital Rights Management (DRM) Software

Telepresence Systems and Services

- Collaboration
- Videoconferencing
- Coding/Encoding/Transcoding

Video-Specific Software

- DVR software/services
- Back-office systems
- Video search and discovery
- Recommendation engines
- Programming guides
- Social media aggregation products
- Ad insertion and management
- Video-on-Demand server software

Video Services

- Cable, telco and satellite TV services
- Over-the-Top (OTT) video services

Video Platforms

- Video publishing systems
- Online video portals

Applications Wireless and Network-Based

- Video creation, sharing and social media integration apps
 - Software development kits SDK
 - Application development tools
 - Intellectual property licensing
- Video training programs
- Field sales programs
- Retail sales programs
- In-building sales systems

Video Management and Monitoring

- Video testing, measurement and assurance packages
- Quality of Experience/Service products (QoE/QoS)
- Video diagnostic and troubleshooting systems
- Wireless device management package
- Bandwidth management and optimization offerings
- Viewer authentication systems and software

Video Intelligence Products

- Video usage measurement/management & analysis packages
- Audience measurement and analysis software and services

Programming

- Content for TV services
- Content for syndication
- VoD content packages
- Advertising network services

Video Advisory/ Consulting/IT Services

- Professional services
- Systems integration
- Copyright services
- Design services
- Turnkey Video Production and Delivery Packages
- Bandwidth management and optimization offerings
- Viewer authentication systems and software
- Video Intelligence Products
- Video usage measurement/management & analysis packages
- Audience measurement and analysis software and services
- Programming
- Content for TV services
- Content for syndication
- VoD content packages
- Advertising network services
- Video Advisory/Consulting/IT Services
- Professional services
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Turnkey Video Production and Delivery Packages

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Video World Conference & Expo

is a laser-focused event designed to educate business and technology managers on how to use video to expand your brand, enable collaboration, reduce costs, and increase productivity.

This first-of-its-kind event focuses squarely on:

- the identification of opportunities
- the creation of strategies
- the monetization of new and enhanced video products for business and consumer customers.

The over-arching focus of the conference is the optimal delivery of video to change the way businesses interact with their customers – and with each other.



“Video World Expo is the first conference to span all segments of the fast-expanding video industry including revenue-generating products enterprises and service providers can create and deliver to their business and consumer customers.”

—Bob Wallace, VP of Content,
Video World Conference & Expo

Attendees Include:

- Strategic planners looking for the key differentiators for their companies
- Business and technology strategists for enterprises, service providers and content owners
- IT architects responsible for network infrastructure evolution, including website, application developers and e-product general managers
- Product and business development managers for wireline and wireless networks
- Enterprise and service provider executives charged with deploying video services for internal conferencing, training, sales and support efforts
- IT and business execs responsible for the deployment, management and use of mobile devices
- Sales, marketing and customer acquisition & retention strategists
- Content curators and managers for businesses and services providers, including those responsible for website assets





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Video World spans business and service provider constituencies with two program tracks.

Enterprise – The Enterprise track focuses on identifying internal and external opportunities (business to consumer and business to business) for video products and services and the best practices for their delivery/deployment, along with revenue generation strategies for these offerings.

The Enterprise Track:

- Justifying and deploying telepresence systems for meetings, collaboration and supply chain management
- Content owners' optimal delivery of live sports, concert and news events via Content Delivery Networks (CDN) to wired and wireless devices anywhere
- Creation of video-based apps to fuel field sales and customer relationship management programs using iPads and other mobile devices
- Using the proliferation of HD video cameras to drive surveillance and security services
- The support of online gaming and delivery of streaming movies etc. through wired and wireless devices including Xbox and PS3 consoles in the home, as well as iPhones and tablet computers when on the go
- How vertical markets beyond the entertainment industry – such as publishing, e-tailing and broadcasting are using video to enhance and advance the way they reach their customers

Service Provider - The Service Provider track focuses on identifying ways to create and deliver optimal video services and related products to enhance and expand revenue opportunities. The goal is to retain and expand service providers' current base of consumers and businesses.

The Service Provider Track, (including wired, wireless, CDN and data center operators):

- Telcos and others launching home security and control services that include equipment and online access
- Cloud-based options for delivering video content to any audience.
- Soaring use of CDNs with optimization packages to help websites deliver the highest volume of live, streaming video to the largest possible consumer audience for event marketing, promotion and advertising.
- The targeting of SMBs with service bundles including Unified Communications Services, TV and conferencing offerings.
- The expansion and enhancement of content delivery for burgeoning in-vehicle video systems.





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Sponsorship Options

Diamond Sponsor

\$12,500

- 10' x 20' Exhibit Booth
- Company listing and description in the official show guide
- Full page ad in the official show guide
- Meter x 8 Ft. sign placed in a high traffic area at the event
- Pre/post-show emailing to attendee list thru show organizer
- Attendee Bag insert
- Invitation to serve as speaker or panelist during a Video World session
- Banner ad running on the Video World site
- Three full conference passes

- Lunch Sponsor - \$7,500
- Breakfast Sponsor - \$2,500
- Lanyard Sponsor - \$4,000
- Conference Break Sponsor - \$1,500

Platinum Sponsor

\$8,500

- 10' x 10' Exhibit Booth
- Company listing and description in the official show guide
- Half page ad in the official show guide
- Pre/post-show emailing to attendee list thru show organizer
- Logo on signage promoting event
- Invitation to serve as speaker or panelist during a Video World session
- Banner ad running on the Video World site
- Two full conference passes

Gold Sponsor

\$5,000

- 10' x 10' Exhibit Booth
- Company listing and description in the official show guide
- Pre/post-show emailing to attendee list thru show organizer
- Logo on signage promoting event
- One full conference pass

- Room Drop Sponsor - \$1,500
- Attendee Badge Sponsor - \$1,000
- Conference Backpack Sponsor - \$5,000

For more information contact:
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