

The World's Largest International VoIP Marketplace



Fort Lauderdale - Broward County Convention Center

Fort Lauderdale, FL
January 24-27, 2006

The VoIP Authority Since 1998 • www.itexpo.com

**Meet Decision Makers
From These Segments:**

- Service Providers
- Resellers/Developers/OEMs
- Enterprise/Government End Users



Platinum Sponsors



MICROSOFT®-BASED BUSINESS COMMUNICATIONS



“From the time that I first contacted the sales rep (about 6 weeks before the show) to see if there was room for us to exhibit I was impressed with TMC. Once the conference started, and the exhibit hall opened, our expectations were exceeded on attendee quantity and quality. There were several times that we were overwhelmed by the number of people passing our booth and stopping to talk to us. As we looked around, the halls of the show floor were wall to wall attendees in every direction and they were really looking at each booth as opposed to just strolling the floor, they were there to do business, not just walk the show.”

– Todd Hirshorn, InPhonex

Gold Sponsors





Dear Colleague,

The World's Largest International VoIP Marketplace

Every year since its launch on 2001, this conference has grown into what is today the World's Largest International VoIP Marketplace. Buyers and sellers from around the world gather in South Florida to do business at this event.

Simply put, no other VoIP conference attracts as many buyers as INTERNET TELEPHONY Conference & EXPO. The 6,220 attendees who jammed this event last year in Miami was the largest announced attendance for any VoIP event to date.

Among those attendees were representatives from 71 different countries - including many from Latin America, Europe, Israel, Australia and the Far East.

I like to call this event the VoIP industry conference where customers show up. What I mean is, you have the opportunity to meet and partner with hundreds of other VoIP companies, service providers, thousands of resellers, etc. At the same time, exhibitors constantly tell me that they gather more quality sales leads at the conference than any other - including big tech events like Supercomm.

Following last year's Miami conference (February, 2005), one attendee summarized the show this way:

"...I was impressed by the people attending. To be honest, I thought that the expo was a bit crowded. However, everyone I spoke to that was exhibiting was very pleased."

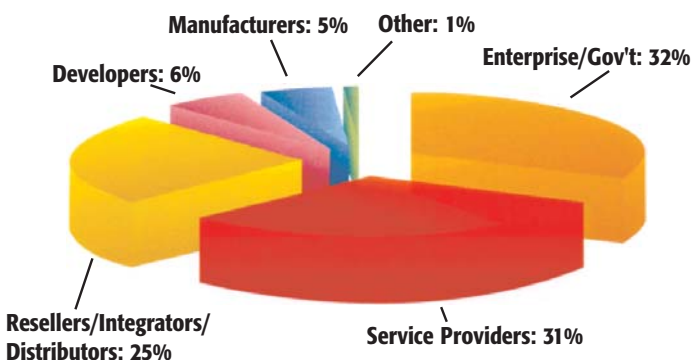
This is one of the many, many compliments we are able to post on the show Web site following every event. More are published throughout this brochure and at www.itexpo.com.

The Power of TMC Marketing Attracts the Right Audience

No other conference can compete with the arsenal of marketing vehicles TMC puts behind this event. Our Web portal, TMCnet, attracts more unique visitors than any other communications & technology site - over 625,000 EVERY month.

And through our INTERNET TELEPHONY Magazine, the VoIP industry's first and longest running publication, and its related eNewsletters, we reach at least another another 200,000 potential buyers of your products and services.

Meet Buyers in All Sectors



These readers of the leading VoIP Web site and magazines choose INTERNET TELEPHONY® Conference & EXPO because of the focus and dedication our entire staff puts toward building the absolute best conference program you'll find. Our editors spend literally months gathering abstracts from respected companies and building a comprehensive program built on true education, not on satisfying an exhibitor's desire to deliver a canned pitch in their session.

Our attendees are the best you'll find at a trade show because they come to learn, both in the sessions and from you on the exhibit floor. Exhibitors have told us that their investment in this event is repaid in a matter of months or less.

Another Record Crowd Expected

At INTERNET TELEPHONY® Conference & EXPO South Florida 2006, you'll meet more than 8,000 decision makers from around the world looking to buy products; including more service providers, enterprises, government buyers, resellers and developers than any competitive event in the market.

Largest, and Fastest-Growing VoIP Event - Space Will Sell Out Soon

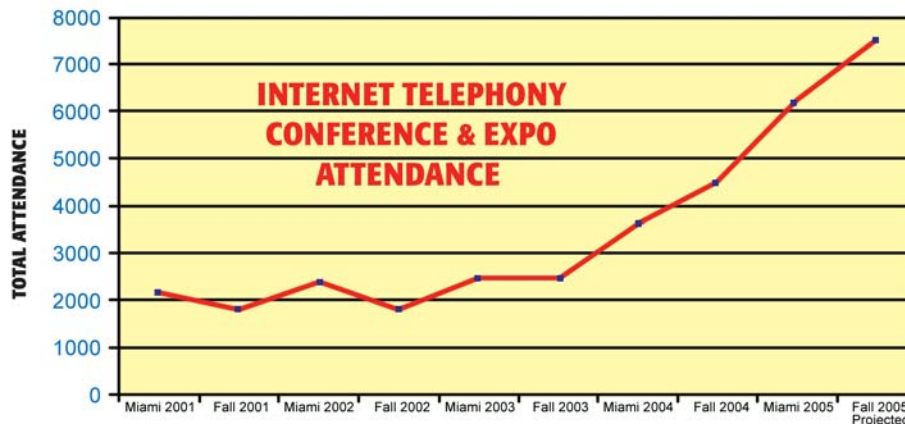
We anticipate a show floor featuring no less than 200 exhibiting companies in over 300 booths.

Come see for yourself why this is the only event attracting new customers and why deals are made in such large numbers!

Sincerely,
 Rich Tehrani
 TMC President & Conference Chairman

Top Reasons to Exhibit at **INTERNET TELEPHONY®** Conference & EXPO

1.) **This is the World's Largest and Fastest-Growing VoIP Marketplace!***



2.) **Attendees have buying power and are ready to use it!**

91% are personally involved in buying IP Telephony products/services for their organizations.

84% say this conference influenced a vendor selection.

73% plan to purchase products and services they saw on the show floor within 12 months.

79% say this conference influenced a product selection.

61% say they have decided to deploy VoIP and come to this event to find the right solutions.

3.) **It's the best attended VoIP/IP Telephony conference in the world!**

More than 6,200 people attended this conference last year. More than 8,000 are expected in 2006.

4.) **Attendees are top-quality decision makers**

85% of past exhibitors say they get **more qualified leads** at INTERNET TELEPHONY® Conference & EXPO than at any other conference they exhibit at all year.

5.) **Support from INTERNET TELEPHONY® Magazine and TMCnet**

The longest running and most respected industry publication since February 1998; and TMCnet's 625,000 monthly unique visitors provide unrivaled marketing power!

6.) **It's the only VoIP event drawing large numbers of resellers!**

In fact, at our most recent event, **25%** of attendees were resellers. With over 6,200 total attendees, there were **over 1,500 resellers** walking the exhibit floor.

7.) **There are more reasons for attendees to come to this event than any other**

Most comprehensive educational program; satisfaction guarantee on conference fees; TMC university; most informative, relevant keynotes; free learning centers on the show floor; free reseller and service provider workshops; free panel discussions. These attractions draw the largest, most qualified audience of any VoIP event.

*all statistics taken from conference attendee surveys

Enterprise/SMB/Government

INTERNET TELEPHONY® Conference & EXPO S. Florida 2006 features four days of education for large and small enterprises and SMBs:

VoIP Security	"Battle for the Enterprise/SMB"
WiFi Telephony Summit	Large Enterprise VoIP Deployment
Regulation & Taxation	Enterprise/Government VoIP Solutions
VoIP Migration Strategies	E-911
Hosted VoIP Options	IP Contact Center Summit
SIP Workshop	Conferencing/Collaboration
Mobility	VoIP Traffic Management
VoIP for SMBs	Presence & Unified Communications



1,950 decision makers, representing more than 1,000 large and small enterprises and government agencies, from over 70 countries attended the most recent INTERNET TELEPHONY Conference and EXPO, including:

Panasonic
GE
Boeing
UCLA Medical Center
University of Southern California
Northrup Grumman
Home Depot
Falken Tire
DirecTV
Dreamworks
Walt Disney International
Universal Studios
AT&T
Merrill Lynch
Ameritrust Mortgage
JP Morgan Chase
Lehman Brothers
Countrywide
Kaiser Permanente
Experian
SONY Pictures
U-Haul
Hitachi
D-Link Systems
EPSON
Perkin Elmer
Motorola
Litton Industries
Sempra Energy Utilities
American Express
Union Bank of California
Chase Home Finance
WR Hambrecht + Co

Piper Jaffray
Edward Jones
GE Commercial Finance
Gemini Partners
Credit Suisse First Boston
Bank of the West
US LIFE
Siemens Medical Solutions
San Francisco Health Plan
ITT Technical Institute
Union Tribune Publishing Co
California Lottery
Bloomberg
Hilton Hotels
Alcatel NA
Monsanto Company
Intel
ABN-AMRO
First Albany
WE: Women's Entertainment
Lockheed Martin
IBM Global
Samsung America
Oracle Corporation
Booz Allen Hamilton
Ericsson
VTech
Hewlett-Packard
Los Angeles County Bar Association
State University of New York
CSM
L.A. County - Int Svcs Dept.

Department of Veterans Affairs
U.S. Department of Defense
United States Bankruptcy Court
City of Anaheim
LA County DMH
US Dept VHA
GovConectx
Port of Los Angeles
Los Angeles County
Unified Port of San Diego
Jet Propulsion Laboratory
County of Los Angeles
Caltrans
City of L.A., World Airports
L.A. Community College District
JETRO Los Angeles
City of Los Angeles
FBI
City of Ventura
City of Los Angeles-Sanitation
University of North Texas
El Camino Police Department
So Calif Assn of Governments
Workers' Compensation Board
Southern California Assn. of Gov't
Long Beach Transit
Institute for Information Industry (Taiwan)
Department of Water Resources
Los Angeles Dept Water and Power
Texas A&M University
UCLA
Wisconsin Dept of Administration

“ We come to INTERNET TELEPHONY® Conference & EXPO all the time, every time. It's a great place for us to meet with potential resellers but more importantly we're actually driving business here. We choose this show because we get end users who actually look at the product and ask 'is this for me' which allows my counterparts and I to answer that question and drive business. We love the show and we'll be coming again next year. ”

– James Puchbauer, Altigen Communications

“ INTERNET TELEPHONY® Conference & EXPO in Miami was the fourth TMC conference I have attended over the past few years. In my opinion, TMC conferences stand above the sessions presented at other VoIP and technology trade shows. Your strict policies on vendors teaching the technologies and not pitching their equipment is a welcome departure from what I've seen at other conferences. I've stopped attending other shows where the educational sessions are nothing more than captive sales pitches– which you must pay handsomely to hear (what's wrong with that?!). At INTERNET TELEPHONY, we keep up to speed on current and future VoIP technologies in an objective environment conducive to learning. ”

– David Wells, Talk America

Resellers / Developers



INTERNET TELEPHONY® Conference and EXPO attracts volumes of resellers and developers from around the globe seeking partnerships with manufacturers and service providers. In fact, many of the testimonials we collected from past exhibitors tout the great success they've had meeting quality resellers on the show floor.

Resellers & Developers are attracted to INTERNET TELEPHONY® Conference & EXPO by the educational content that helps them take advantage of opportunities created by VoIP:

- Reseller Solutions Day (free educational event for qualified resellers and solutions providers)
- SIP Workshop
- IP Telephony Development Track
- Open Source Telephony Workshop



“ We came to do this show this year to find VARs. We really weren't sure what to expect. We set up our display yesterday and the entire day was filled with one after another of the perfect customer, the dream customer that we came here to see. Out of the 200 or so people that I talked to, I only want 10 of these to become customers and that would make business enough for us for two years. We spanned the globe at this show in one afternoon.”

– Steve Comstock, I2 Telecom

“ From the time that I first contacted the sales rep (about 6 weeks before the show) to see if there was room for us to exhibit I was impressed with TMC. Once the conference started, and the exhibit hall opened, our expectations were exceeded on attendee quantity and quality. There were several times that we were overwhelmed by the number of people passing our booth and stopping to talk to us. As we looked around, the halls of the show floor were wall to wall attendees in every direction and they were really looking at each booth as opposed to just strolling the floor, they were there to do business, not just walk the show.”

– Todd Hirshorn, InPhonex



Facts About INTERNET TELEPHONY:

- Largest attendance, most traffic of any VoIP event.
- 85% of exhibitors say they get more qualified leads than at any other event.
- Most buying activity of any VoIP event.
- Supported by publisher of, World's leading VoIP magazine and World's leading VoIP/communications Web site.
- You'll meet service providers, enterprises, resellers, government and developers – all seeking solutions to buy.
- Guaranteed conference program focused on VoIP.

Facts About VoIP "Partnering Events"

- Same faces show after show.
- Virtually no actual buyers attending the event.
- Light traffic.
- Limited publication support, poor Web presence, weak marketing.
- Show is focused on show organizers, not exhibitors.
- Show organizers compete with exhibitors.
- Focused on regulation, not technology solutions.
- You'll meet other vendors and competitors.

Facts About 'Other' VoIP Events

- Not focused 100% on IP.
- Light traffic.
- Limited publication support, poor Web presence, weak marketing.
- Organizers not necessarily focused on communications technology.
- Many attendees not seeking VoIP Solutions.

Aggressive Marketing Campaign Attracts Your Best Prospects:

Direct Mail:

- 28-page conference brochures mailed to over 200,000 targeted prospects and bound into issues of INTERNET TELEPHONY® magazine.
- "VIP Pass" Exhibits Only brochures mailed to over 250,000 targeted prospects and bound into INTERNET TELEPHONY® magazine.

e-Mail:

- Weekly e-Mail promotions sent to TMC's 40,000+ name opt-in database.
- Unlimited "VIP Pass" promotions e-mailed on behalf of exhibitors and sponsors.

Web:

- **www.itexpo.com - www.tmcnet.com**
- Extensive show Web site optimized for high rankings on major search engines.
- Show Web site part of TMCnet, which receives over 625,000 unique visitors each month and is ranked among the world's highest traffic sites by alexa.com, a division of amazon.com that monitors Web traffic.
- Banner ads running daily on TMCnet and on leading VoIP, telecom, general IT and developer Web sites.
- Repeated impressions in leading VoIP and telecom 'blogs'.

eNewsletters:

- Banner ads and text sponsorships running weekly in TMC's e-Mail newsletters. Total impressions: Over 500,000.
- Banner ads and text sponsorships running in partner e-Mail newsletters.
- Coverage of important show news and announcements carried in relevant eNewsletters.

Media:

- Full page ads running monthly in INTERNET TELEPHONY magazine.
- Ads in relevant trade magazines and the Miami Herald newspaper.
- Aggressive press release schedule targets leading reporters and analysts.

Stand Above the Crowd...

Diamond Sponsorship \$40,000

Print Promotion:

- Your logo on all printed show materials - brochures, advertisements, Show Directory, signage, banners, etc.
- Business card-sized ad in attendee brochure.
- Highlight of your company published in Show Directory and show Web site including State of the Industry Q&A with Greg Galitzine, INTERNET TELEPHONY magazine's Editorial Director, and your CEO. Your CEO's picture and company logo also published.
- Your logo on the cover of the show directory.
- Four-color, two-page spread advertisement in the Show Directory.
- Four-color logo with 200-word description in the Show Directory.

Online Promotion:

- Your logo linked from premium position on show Web site to your Web site.
- 468x60 banner ad rotating on show Web site from the time of sponsorship payment to conclusion of the show.
- 200-word description on show Web site with your company logo.

On-site Promotion:

- Choice of one of the following additional sponsorship items:
 - Aisle signs
 - Entrance unit panels
 - Networking reception
 - Conference meal with speaker
- 20'x20' exhibit space.
- Your logo on all event signage.
- Large four-color vinyl banner displayed in a prominent area at the event.
- Five full-conference passes.
- Inclusion of company promotional piece in all attendee bags.
- Priority booth space selection for future INTERNET TELEPHONY® Conferences.
- Complimentary meeting room in convention center



Platinum Sponsorship \$25,000

Print Promotion:

- Your logo on all printed show materials - brochures, advertisements, Show Directory, signage, banners, etc.
- Your logo on the cover of the show directory.
- Full page, Four-color advertisement in the Show Directory.
- Four-color logo with 50-word description in the Show Directory.

Online Promotion:

- Your logo linked from premium position on show Web site to your Web site.
- 468x60 banner ad rotating on show Web site from the time of sponsorship payment to conclusion of the show.
- 50-word description on show Web site with your company logo.

On-site Promotion:

- Choice of one of the following additional sponsorship items:
 - Conference Notepads
 - Badge Holder Insert
 - Lanyards
 - Conference attendee bags
- 20'x20' exhibit space.
- Your logo on all event signage.
- 4' x 6' four-color vinyl banner displayed in a prominent area at the event.
- Three full-conference passes.
- Inclusion of company promotional piece in all attendee bags.
- Priority booth space selection for future INTERNET TELEPHONY® Conferences.

Gold Sponsorship \$15,000

Print Promotion:

- Your logo on all printed show materials - brochures, advertisements, Show Directory, signage, banners, etc.

Online Promotion:

- Your logo linked from show Web site to your Web site.

On-site Promotion:

- 10'x20' exhibit space.
- Your logo on all event signage.
- Two full-conference passes.
- Inclusion of company promotional piece in all attendee bags.
- Priority booth space selection for future INTERNET TELEPHONY® Conferences.

With **More Than 200 Exhibiting Companies Expected**, These Unique Sponsorships Set You Apart From The Crowd

- Exhibit Floor WiFi Network – \$25,000
- Elevator, Stair Decals – \$25,000
- Networking Reception – \$25,000
- Canvas Attache' Bags For Paid Conferees – \$20,000
- Conference Meal with Speaker – \$20,000
- Wine and Cheese Event – \$20,000
- Entrance Unit Panels – \$15,000
- "Cyber Cafe" on Exhibit Floor – \$15,000
- Aisle Signs – \$10,000
- Registration Counter Panels – \$10,000
- Plastic Literature Bags for Exhibit Hall Attendees – \$10,000
- Taxi Stand – \$10,000



Use The Power of a Sponsorship to Drive **More Traffic to Your Booth!**

- | | |
|---|--|
| <ul style="list-style-type: none"> • Press Room – SOLD • Badge Holder Insert – \$5,000 • Logo on Badge – SOLD • Badge Lanyards – SOLD • Pre-Registration Badge Mailing Insert – \$4,000 • Promo Distribution at Hotel Check-in – \$5,000 • Promo Distribution at Registration – \$4,000 • Promo Distribution at Exhibit Hall Entrance – \$5,000 • Mini Conference Guide – \$7,500 | <ul style="list-style-type: none"> • Official Show Directory Bellyband – SOLD • Official Show Guide Bookmark – \$3,000 • Conference Registration e-mail – \$4,000 • Conference Notepads – \$4,000 • Hotel Keys – \$6,000 • Coffee Station in Exhibit Hall – \$5,000 • Conference Refreshment Breaks – \$3,000 • Hotel Room Drops – \$5,000 • Attendee Bag Insert – \$1,500 |
|---|--|



Exhibit Hall Dates:

Wednesday, January 25
 Thursday, January 26
 Friday, January 27

Subject To Change. Exhibit Hours TBA.



Visit www.itexpo.com
 for updated floor plans
 and exhibitor list

Event location:

The Greater Fort Lauderdale - Broward County Convention Center
 January 24th - 27th, 2006



Spaces shaded in yellow are reserved. Updated August 30, 2005



Ft. Lauderdale-Broward County Convention Center Information:

Ft. Lauderdale-Broward County Convention Center
1950 Eisenhower Boulevard
Fort Lauderdale, Florida 33316
Phone: (954) 765-5900

Thanks to recent expansion, the convention center is bigger and better than ever, ideally positioning it for meetings of all types and sizes.

The expansion includes the introduction of high tech features, such as video conferencing, satellite downlink and a Cyber Café, where one can access the Internet while catching a bite to eat.

Conveniently located just 3 miles from Fort Lauderdale International Airport; 28 miles from Miami International Airport and minutes from I-95, the convention center is the ideal South Florida location to attract attendees from all of the U.S., Latin America and Europe.

“ [Last] year’s INTERNET TELEPHONY® Expo in Miami had greater participation and energy than ever before. VoIP based applications are really growing and it is clear that people are coming to INTERNET TELEPHONY to get the latest insights. As a speaker, it is always very satisfying to present to a “standing room” only audience!” The show floor was always crowded and our sales team has been very happy with the leads generated. ”

– Chuck Rutledge, Vice President, Quintum Technologies

Official Show Hotel Information

Book now and mention that you are an INTERNET TELEPHONY® Conference & EXPO attendee to receive special rates.

Marina Marriott
1881 SE 17th Street
Fort Lauderdale, FL 33316
Phone: 1-954-463-4000; Toll-Free: 1-800-433-2254

Attendee Rate: \$195; Deadline: Friday, 1/2/2006

Poised at the edge of Florida's Intracoastal Waterway, the Marina Marriott is minutes from Ft. Lauderdale airport and steps from the convention center.

The hotel has 3 restaurants – including the poolside Goosby's Grill and Bar - and many comfortable lounges for impromptu meetings.



*Rooms are on a first come, first served basis and must be held with a valid credit card.

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Sponsored by The First
and Most Trusted Magazine 100%
Dedicated to IP Telephony.
Now in it's 8th Year.