



The Value of Sponsorship

INTERNET TELEPHONY Conference & EXPO

*Over 19 Million Marketing & Advertising Impressions
Leads to Success for Both Conference and Sponsors*

Being a sponsor of the INTERNET TELEPHONY Conference & EXPO can reap great benefits for your company. Sponsors of our events get exposed to millions of potential customers, through a wide variety of media outlets. And when you look at the breadth of the exposure received and the cost per impression, it really is an unprecedented opportunity. In addition to the huge exposure, sponsors are in the spotlight at the conference itself where they are receiving more quality time and high-profile exposure with the attendees than other exhibitors. And perhaps the most important aspect, they are seen as being a partner with the most-respected, and best attended, event in the VoIP/ IP Telephony industry.

"We came to this conference because it is specifically about our market. We are a small software company, and it was an opportunity to meet similar companies in our market space, and these are dollars very well spent. We had five people at the booth. All five of us were speaking to customers ALL DAY. This is THE best show we've ever exhibited at -- CTOs, CIOs, CEOs -- all high quality leads. These are very savvy attendees and qualified buyers. We ran out of 800 pieces of literature on the first day! It's been a wonderful conference for us, far exceeding our expectations."

- John Rooney, CEO
Viola
Platinum Sponsor
Internet Telephony Conference & Expo 2005

Sponsors Are the Backbone of INTERNET TELEPHONY Conference & EXPO

The INTERNET TELEPHONY Conference & EXPO is the highest quality and best-attended conference of its kind in the world. The conference has continued to grow year after year, show after show, with more attendees and exhibitors each time. At the heart of this unprecedented growth and success is the ongoing support of our corporate sponsors. We are proud to be partners with these innovative world-leaders, and they are the fuel behind our explosive growth.

Because of the importance of our corporate sponsors, it is important that we foster a mutually beneficial relationship. Our sponsors enable us to offer the top-level keynote speakers and special events, as well as the ability to produce the promotional materials that attract the steadily increasing streams of traffic to our exhibit hall. In return, we expose each of our sponsors to highly desirable, targeted customers in a wide variety of media outlets that literally reach tens of millions of people. Our sponsors enable us to put on the best conference in the VoIP/ IP Telephony industry, and we enable our sponsors to stretch their marketing budget by reaching millions and millions of potential customers that they may not have otherwise reached.

Tens of Millions of Potential Customers

In promoting the Fall, 2005 Internet Telephony Conference & Expo, all of our marketing and advertising efforts generated nearly 20 million impressions. That means millions of people were able to see our advertising message and in turn the names and logos of our esteemed sponsors.

Print Advertisements

Through our network of media partners, we are able to promote INTERNET TELEPHONY Conference & EXPO in a wide variety of publications - ranging from major daily newspapers such as the LA Times and Miami Herald, to important industry trade journals such as Fat Pipe, Network World, eWeek, InfoWorld, and of course *INTERNET TELEPHONY* magazine. For the Fall 2005 IT Expo in Los Angeles, we ran a total of 48 advertisements in 17 publications, resulting in at least 11.1 million impressions. By using the vast resources of our media partners, we are able to vigorously promote the conference - and therefore our sponsors - to an incredibly large audience of VoIP / IP Professionals. The end result year after year is the best-attended conference in the industry, and the most active exhibit hall around.

Ad from the Los Angeles Times featuring our main sponsors. This ad was run a total of 6 times and another 2 in a Spanish language format.

Banner Ad promoting IT Expo Fall 2005

Internet Advertising

Another major avenue of promotion for IT Expo is website advertising. With well placed banner ads on key sites, we are able to reach another 4.4 million potential customers. With advertising on major web sites such as InfoWorld.com, NetworkWorld.com, LATimes.com, and TMCnet.

By far the most effective of these advertisements is on our very own TMCnet, which is ranked among the top 2,500 websites in the world by Alexa.com, and is by far the most visited site of any in the VoIP/ IP Telephony industry. In an average month, TMCnet receives over 700,000 unique visitors per month. And since we own the site and its content, we are able to fully promote each of our sponsors throughout

E-Mail Marketing

In part by working further with our media partners, we are able to contact another 1.5 million potential customers via e-mail. With our regular email activity, we are able to focus on more specific information than in the print ads - such as certain key activities hosted by our sponsors. In addition, we are able to send information to these valuable customers specifically focusing on information about our sponsors. This adds tremendous value to the sponsorship package by enabling our sponsors to get their personalized message to our entire email list. And again, helps us bring in more attendees which means more traffic for your booth.

Direct Mail Marketing

Perhaps the most effective and memorable method of marketing for the INTERNET TELEPHONY Conference & EXPO is the mailing of our conference brochure, which details the event, including descriptions of all sessions and speakers. Included in this piece is a thorough description of all activities hosted by our sponsors, with repeated references and mention of the sponsors and their logos. Additionally, many sponsors have a featured speaker for the event, and the brochure contains a photo of each. Our surveys show this brochure is the most memorable and influential of all marketing activities we do for IT Expo, and it reaches nearly 1 million customers .

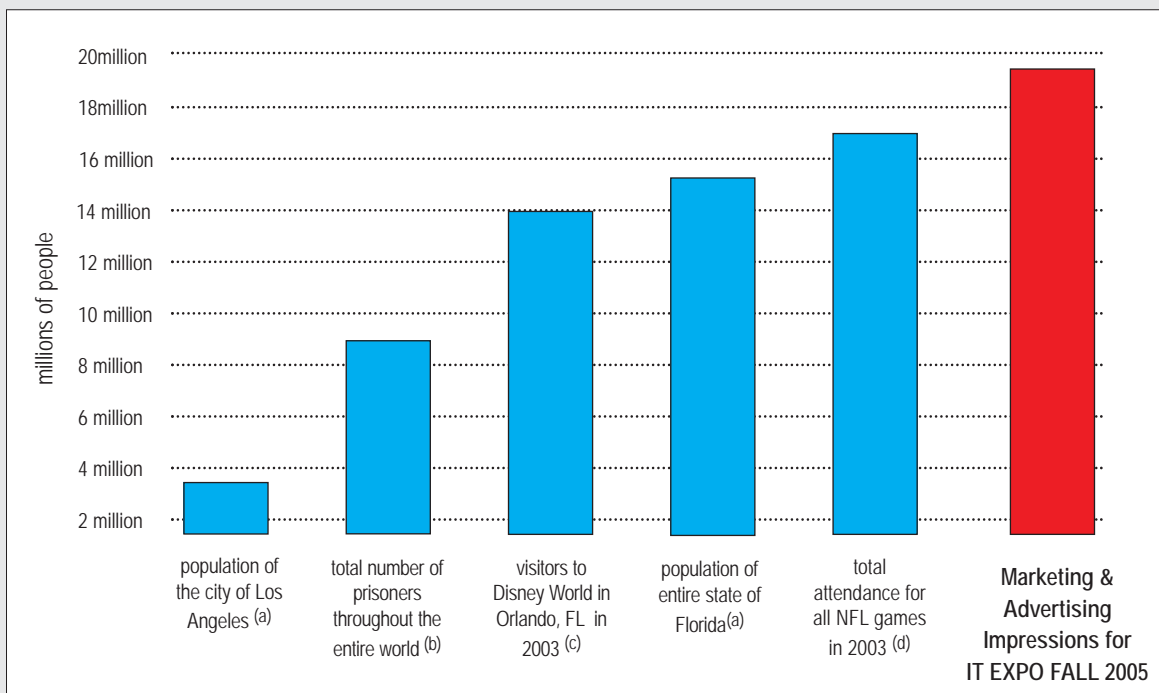
Medium	Impressions	
Print Advertisements	11.5 million	+
Email Marketing	2.1 million	+
Web-site Advertisements	4.7 million	+
Direct Mail Marketing	1 million	
19.3 Million impressions		
Total number of marketing & advertising impressions from the INTERNET TELEPHONY Conference & EXPO Fall 2005.		

Official Conference Program

One of the most powerful promotional vehicles for our sponsors is the Official Conference Program distributed to attendees at the event itself. Although not distributed to anywhere near as many people as some other marketing efforts, the 8000+ people who do receive this program refer to it regularly throughout the event, and many take it home and reference again and again. Our sponsors receive great exposure in this program, which offers even more value for their sponsorship dollar.

Nineteen million impressions sounds like a lot. But how many people is that? To show you just how many people 19 million is, we've compared to the totals for other places and events.

Exactly how many people is 19 million?



(a) source: www.wikipedia.org

(b) source: United Kingdom Home Office Dept.

(c) source: <http://themeparks.about.com/cs/usparcs/a/attendance2003.htm>

(d) source: NFL.com

What Does 19.3 Million Impressions Mean?

Nineteen million is certainly a large number. But what does that mean in regards to marketing and advertising impressions? Quite simply, it means that 19 million people had the opportunity to see the advertisement or marketing piece. Of course not everyone who could see it did see it, but even if just a fraction saw it - imagine how many people that is?

If only 10% saw the ad or marketing effort, that's 1.9 million. 20%? Nearly 4 million. And if half of the possible audience saw it...that's more than 9 million people who saw the promotion. No matter how you look at it, getting this number of impressions with one marketing effort is truly unprecedented. Where else can you expose your company to that many people with one effort? What about an aggressive advertising campaign in *USA Today*? It only reaches about 2.3 million. How about the *Wall Street Journal*? Even less than that. What about *Time*, *Newsweek*, or *Fortune*? Not even if you combined all three would you reach 19 million people. And of course your cost for running those ads would FAR exceed the cost of a sponsorship at the INTERNET TELEPHONY CONFERENCE & EXPO, and you would not get the valuable face to face time that is so important. Simply put, sponsoring the INTERNET TELEPHONY CONFERENCE & EXPO is one of the best ways to maximize marketing dollars.



Value of Sponsoring the INTERNET TELEPHONY Conference & EXPO

- **Get Immediate Recognition of Your Company as a Trusted VoIP Provider or Manufacturer.**
- **Establish Positioning as a Major Player in the VoIP Industry**
- **Create Brand Awareness through TMC's 6-month Promotional Campaign**
- **Sponsorship Coupled with Strong Presence on Exhibit Floor Generates Maximum Traffic for Your Booth**

It's More Than Just Marketing Impressions

In addition to the great exposure sponsors receive from the massive marketing and advertising campaigns, they also get maximum exposure at the conference itself. First is the the premium booth space on the bustling exhibit floor, which is part of their package. Beyond that, sponsors get prominent signage throughout the conference center and expo hall. Many also sponsor special events during the conference, which provides them additional exposure and often an opportunity to make a presentation without any competition from other companies.

Anyone who has been to the INTERNET TELEPHONY Conference & EXPO knows this is not just another conference. The Internet Telephony Conference & Expo draws more than any other conference in the VoIP/IP Telephony Industry, and continues to get bigger and bigger every year. Beyond the quantity of people, the quality is beyond reproach as well. Our most recent post-conference survey showed that 100% percent of exhibitors said the exhibit hall traffic was equal to or better than anything they had seen in the past year. Beyond that, 84% of exhibitors felt they got more leads at the Internet Telephony Conference and Expo than any other show they had exhibited at in the previous 12 months, and 83% said that the target audience was exactly what they were looking for. Additionally, the attendees are mostly executives or senior management, and 90% have buying authority. The bottom line is that all exhibitors are happy with the business they conduct at the Internet Telephony Conference & Expo. And all sponsors are ecstatic!



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- 83% of exhibitors said that the target audience was exactly what they were looking for
- 90% of exhibitors are executives or upper management with buying authority

"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, VP - Marketing
Quintum Technologies
Gold Sponsor
Internet Telephony Conference & Expo 2005

EXPO Coverage

The World's Largest VoIP Marketplace

No technology event can match the activity you find on the INTERNET TELEPHONY Conference & EXPO exhibit floor. Thousands of buyers from more than 50 countries met with the 150+ companies on the show floor. Attendees took advantage of the energetic atmosphere to network with colleagues, form relationships and build their businesses.

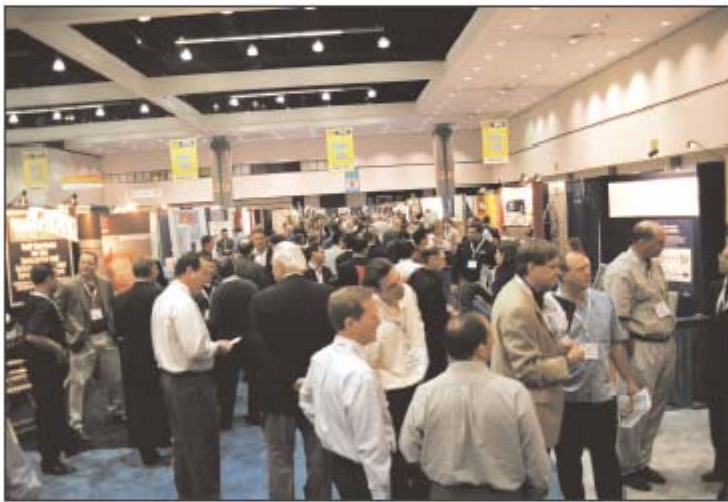




Exhibit floor at the Internet Telephony Conference & Expo West, Los Angeles, CA - October, 2005. Attendance in Ft. Lauderdale is expected to be even higher.

"We were so busy both on the floor and outside the exhibit area with back to back meetings that I didn't have any time even for a quick chat. Like always the Internet Telephony Show has been a great success for us. With more than 250 quality Leads this show has been the best show ever for ABP."

-- Robert Messer
ABP
Gold Sponsor
Internet Telephony Conference & Expo 2005

Copy of print ad that was run in numerous magazines, including Business Week, and INTERNET TELEPHONY.

**INTERNET
TELEPHONY
CONFERENCE & EXPO**

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October 24-27, 2005 • Los Angeles Convention Center • www.itexpo.com

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Keynote Speakers Include:

Diamond Sponsor: **Platinum Sponsors:**