

Invitation To Exhibit & Sponsor

VoIP DEVELOPER CONFERENCE™

**A World-Class Conference
On IP Telephony With
World-Class Speakers**

**August 2-3, 2005
South San Francisco
Conference Center
S. San Francisco, CA**

2nd Annual Conference For Developers From TMC, The VoIP Leaders!

Reach Influential Developers, Program Managers and Manufacturers



**Forge Valuable
Relationships!**

- **Hardware Development**
- **Software Development**
- **Wireless/WiFi Development**
- **SIP Developer's Workshop**



Platinum Sponsors



AVAYA

DeveloperConnection
Program



Produced by the most trusted name in VoIP. TMC is the publisher of INTERNET TELEPHONY Magazine since 1998; and the host of INTERNET TELEPHONY Conference & EXPO since 1999.

www.voipdeveloper.com

VoIP is The ONLY Driving Force Behind Today's Telecom Resurgence



Reach the Most Influential Developers & Program Managers At This Amazing Event

In an age of focused, targeted marketing, you won't find a better and more direct way to reach developers in the IP communications space than TMC's VoIP Developer Conference™.

VoIP is The ONLY Driving Force Behind Today's Telecom Recovery

The IP telephony market is growing like no other technology market, and venture capitalists and technology companies from virtually every space are getting into the game. As this market literally rockets skyward, a development frenzy is in the works, causing companies to scramble like never before to develop tomorrow's converged solutions.

TMC's Reputation for Quality Education Ensures You'll Reach Serious Developers

The conference will teach delegates how to develop applications focusing on DSPs, WiFi telephony, cable telephony, DSP resource boards, IP PBXs, SIP, peer to peer, Linux telephony and more! This is the single event where you will reach the customers who will be choosing your hardware and software development tools and testing solutions.

Emphasis will also focus on helping you find developers for IP PBX and hosted telephony solutions. This is where you will connect with the developers who will develop vertical applications that leverage your IP PBX. This is where you will find a developer to customize your hosted PBX solution to enable a hospitality application.

Great Program, TMC's Marketing Power Combine to Attract Influential Hardware and Software Developers

Three simultaneous tracks focusing on hardware, software and SIP development ensure that we will reach virtually every developer in the space. Couple this targeted conference program with a strategic Silicon Valley location and you have a recipe to inexpensively reach the most targeted VoIP developers in existence.

For nearly a decade, TMC publications have been targeting developers in the communications space through Internet Telephony® and Communications Solutions® magazines as well as a host of online products. No other company has access to this prized list and we will bring this resource to bear as we market this event.

I urge you to contact Dave Rodriguez right away to arrange your participation at the conference. Call Dave at 203-852-6800 ext. 146 or e-mail drodriguez@tmcnet.com.

Come and meet with the highest caliber of IP telephony developers only at VoIP Developer Conference™.

Sincerely,



Rich Tehrani, TMC President and Group Editor-in-Chief

The People You Meet Come to the Conference to Learn About Development on YOUR Platform...

**“Let me tell you who will attend TMC’s
New VoIP Developer Conference...”**

Conferees will represent a variety of entrenched telecom companies as well as new entrants. I’m expecting to see an equal division of attendees between hardware and software developers — a minimum of 100 conferees evenly divided between the hardware developer and software developer camps.

**Only the most serious developers interested in learning more
about your platform will be in attendance.**

They’ll be attracted by a first-class Conference Program developed by the editors of INTERNET TELEPHONY® magazine, the longest-published, most respected publication focused on VoIP/IP telephony.

The conference program will cover the following topics*:

Hardware Track:

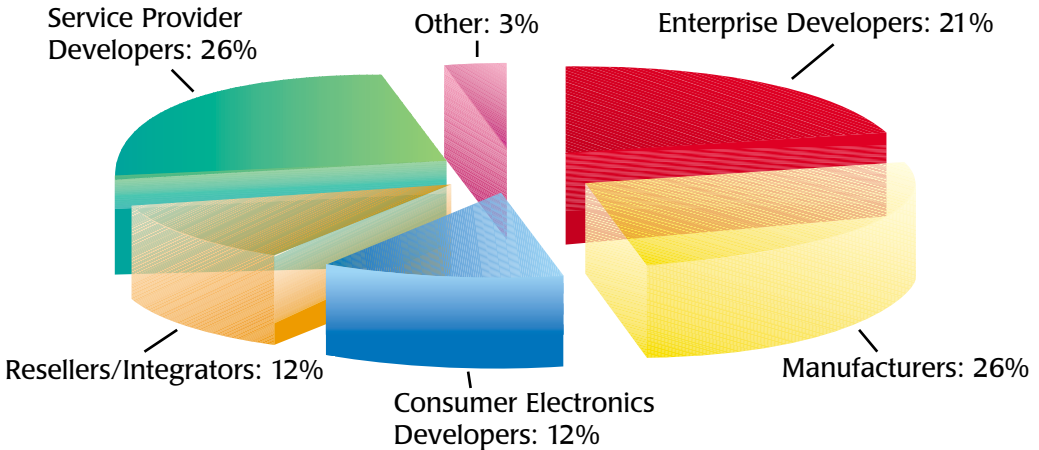
- Developer Boot Camp
- Designing Applications Using DSPs
(Echo Cancellation/Vocoder Design)
- Developing Applications Using Host Processing
Instead Of DSPs
- Designing Applications Using DSP Modules
- Designing Applications Using DSP Resource Boards
- Developing VoIP Devices
- Developing Cable Telephony Solutions
- Enabling Technology Shoot Out
- Developing A Complete VoIP System
- Building WiFi Telephony Devices
- VoIP Enabling Legacy Products
- Next-Generation System-on-Chip Silicon

*Subject to change

Software Track:

- Developer Boot Camp
- Basics Of Protocols - SIP/H.323/MGCP
- All About Echo Cancellation, Compression,
Silence Suppression
- Introduction To The Softswitch Architecture
- Intro to Development Tools - What’s Out There To
Help Develop?
- Test Tools - How Do You Load Test This Stuff?
- The Roll of Open Source in Developing VoIP
Solutions
- Developing IP PBX Applications/VoiceXML/SALT
- Developing Hosted Telephony Applications
- Developing Linux Telephony Applications
- SIP (How Does It Work? Where Does It Fit?
Developing SIP Solutions, Diagnostic Tools,
Support Tools, Using Stacks)
- Developing Peer To Peer Applications
- Developing Applications Using Presence and
Availability

Who Attends VoIP Developer Conference?



85% of attendees influence buying decisions for their organizations

50% of all attendees will spend at least \$100,000 on telecom products and services this year

Who Should Sponsor/Exhibit

IP PBX Vendors

Such as Cisco, Avaya, NEC, Nortel, Mitel, Inter-Tel, Siemens, Alcatel, Ericsson: Every IP PBX company with a development program that wants a third-party community developing applications on their platform

Chip Vendors

Such as Texas Instruments, Agere Systems, Infineon, Mindspeed, Analog Devices, Octasic, Audiocodes, DSP Group, Legerity, VoCAL, BRECIS, Broadcom

Hosted Platform Vendors

Such as Sylanro, Broadsoft, Covad, IP Unity, NetCentrex, Conveda: Every hosted platform vendor with a development program that wants a third-party community developing applications on their platform

Testing Tools Vendors

Such as Agilent, Telchemy, Catapult, Delta Info Systems, Empirix, GL Communications, IP NetFusion, RADCOM, Spirent



**A Diamond Sponsorship
Gets You the Most
Attention and Most
Quality Impressions!**

The Benefits of a Diamond Sponsorship Include:

1. Opportunity to demo your platform as part of the VoIP Developer Conference program.
2. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times – including high-speed Internet connection.
3. Opportunity to sponsor additional items during the conference – lanyards, notepads networking receptions, etc.
4. Your logo included on all promotional materials created for the event
(**Greater Than 100,000 Impressions** – based on date of signing.)
2. Your logo on the cover of the Conference Directory distributed at the event.
3. Your company logo on banners and signage created for the event.
4. Your company logo and link from the VoIP Developer Conference™ homepage to your Web site.
5. Full page ad in the Conference Directory.
6. Internet banner (including a link to your site) rotating on the VoIP Developer Conference™ Web site.
7. 200-word description in Conference Directory and on www.voipdeveloper.com with your company's logo.
8. Four-color logo with your listing in Conference Directory.
9. 4' x 6', four-color banner hung in a prominent area at the show.
10. Business card sized ad in attendee brochure.
11. Button ad on VoIP Developer Conference™ Web site.
12. Three full-conference passes.
13. Inclusion of a special one-page company promotional piece in all attendee bags.
14. Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the show Web site.
15. Priority sponsorship options for future VoIP Developer Conferences™.

**Reserve Your Space Now.
Get Maximum Results
From Your Investment.
Contact Dave Rodriguez at
(203) 852-6800, ext. 146
Or e-mail:
drodriguez@tmcnet.com**

Platinum Sponsor

1. Opportunity to demo your platform as part of the VoIP Developer Conference program.
2. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times — including high-speed Internet connection.
3. Opportunity to sponsor additional items during the conference – lanyards, notepads, networking receptions, etc.
4. Four-color logo with your listing in Conference Directory.
5. Button ad on VoIP Developer Conference™ Web site.
6. Four full-conference passes.
7. Inclusion of a special one-page company promotional piece in all attendee bags.
8. Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the show Web site.
9. Priority sponsorship options for future VoIP Developer Conferences™.

Gold Sponsor

1. Opportunity to demo your platform as part of the VoIP Developer Conference program.
2. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times — including high-speed Internet connection.
3. Two full-conference pass.
4. Inclusion of a special one-page company promotional piece in all attendee bags.
5. Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the show Web site.
6. Priority sponsorship options for future VoIP Developer Conferences™.

Silver Sponsor

1. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times.
2. Listing in Conference Directory.
3. One full-conference pass.

Aggressive Marketing Campaign Attracts Serious Developers:

Direct Mail:

- Conference brochures mailed and bound into issues of INTERNET TELEPHONY® magazine.

Web:

- Banner ads running daily across TMCnet.com and on leading IP telephony and developer Web sites

**TMCNET.COM GETS OVER 4.5 MILLION
PAGE VIEWS EVERY MONTH!**

e-Mail:

- Weekly e-Mail promotions sent to TMC's 75,000+ name opt-in database.
- Unlimited FREE VIP pass promotions e-mailed on behalf of exhibitors and sponsors.

eNewsletters:

- Banner ads and text sponsorships running weekly in TMC's e-Mail newsletters.

Media:

- Aggressive Press Release schedule targeting leading reporters and analysts throughout the year.
- Ads in relevant trade magazines.

SOUTH SAN FRANCISCO CONFERENCE CENTER



255 South Airport Boulevard
South San Francisco, CA 94080
Phone: (650) 877-8787 (TDD Accessible)
Fax: (650) 877-5356
General Email: hotline@ssfconf.com
Website: www.ssfconf.com

The South San Francisco Conference Center is centrally located just one mile north of San Francisco International Airport, 15 minutes from downtown San Francisco, on the edge of the Bay Area's biotech center and just a few miles from the Silicon Valley.

South San Francisco Conference Center

Exhibit Hall Floor Plan

107	108	207	208	307	308	407	408	507	508
105	106	205	206	305	306	405	406	505	506
103	104			303	304	403	404	503	504
101	102	201	202	301	302	401	402	501	502



ENTRANCE



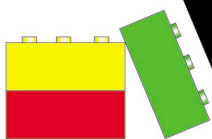
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Hosted By: Technology Marketing Corporation
One Technology Plaza
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www.voipdeveloper.com

