

October 4-6, 2010
Los Angeles Convention Center
Los Angeles, California



ChannelVision Expo

Collocated with **ITEXPO** 

**Where the Channel Meets to Learn,
Network and Find Solutions**



**Communications
technology
is evolving**

Learn techniques and solutions
to succeed in the face of a
changing channel ecosystem at
ChannelVision Expo

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Thousands of agents, resellers and dealers will be at ChannelVision Expo (CV^X), the face-to-face gathering point for the communications and technology channel community.

At the CV^X Showcase, collocated with ITEXPO, professionals will network and gain insight on the future services and products that will better their communications technologies. As these solutions evolve, Telecom agents, Value-added Resellers, Interconnect Dealers and others in the channel ecosystem face historic changes.

To effectively sell today's intricate product sets to small/medium business and enterprise customers, there are new skills and new tactics required. You will find these skills and tactics at CV^X Showcase at ITEXPO—where today's real world implementations can be explored in tandem with the most promising solutions of tomorrow.



Why Attend?



Attend CV^X Showcase at ITEXPO

The CV^X Showcase, at ITEXPO was created specifically to help channel players and wholesale service providers develop partnerships that cross traditional lines of business and provide all players with opportunities to expand their service portfolio through new suppliers and new relationships with other types of services and equipment distributors.

Educational opportunities, 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.

Explore the CV^X Showcase

You'll find an array of carriers, service providers, OEMs, developers, wholesalers, agencies and other organizations that need representatives. Develop new alliances and pursue relationships with businesses that will expand your portfolio. CV^X will enable you to seize new opportunities in a rapidly changing marketplace. Meet face to face with potential partners who may enhance your competitive advantage.

Who Will Attend?

Exhibitors and attendees of CV^X will include C-level and sales-oriented executives from:

- Wholesale voice and data carriers and resellers
- Independent telecom agents and master agencies
- Value-added resellers
- System integrators and interconnect dealers





Register Today! • www.cvxexpo.com









Agenda At-A-Glance

This series of educational sessions 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.

Monday, October 4, 2010

| | | |
|---------------------|--|---|
| 11:00 am - 11:45 am | IPV6 What Partners Need to Know | |
| 12:15 pm - 1:00 pm | The New Role of the Reseller - Mass Comm | |
| 1:15 pm - 2:00 pm | An Open Forum on Agent Agreement | |
| 2:15 pm - 3:00 pm | Data Center Services: Uncovering Collocation & Managed Hosting Opportunities | |
| 3:15 pm - 4:00 pm | Don't Let 4G Disrupt Your Income | |
| 4:00 pm | Keynote Presentation at ITEXPO : Jean-Pierre Lartigue CTO and Vice President, Marketing and Strategy Wireless Division, Alcatel-Lucent |  |
| 4:30 pm | Keynote Presentation at ITEXPO : Adam Famularo General Manager Cloud Computing, Customer Solutions Unit |  |
| 5:00 pm | Welcome Reception | Sponsored by:  |
| 5:30 pm | StartupCamp 2: Communications Edition |  |

Tuesday, October 5, 2010



| | | |
|---------------------|---|--|
| 8:30 am - 9:15 am | Business Continuity via a Travel Reduction | |
| 9:30 am - 10:15 am | Telco of the Future: White Label Strategies Plan for Distributors | |
| 10:30 am - 11:15 am | Internet and E-mail Marketing on a Shoestring | |
| 11:30 am - 12:15 pm | Upselling SIP Trunking | |
| 1:15 pm - 2:00 pm | The Wideband Era Begins | |
| 1:15 pm - 2:00 pm | Keynote Presentation at ITEXPO: Alex Dayon Executive Vice President of CRM, Salesforce.com |  |
| 2:30 pm | Keynote Presentation at ITEXPO : Crick Waters Co-founder, EVP Strategy and Business, Ribbit Corporation |  |
| 3:00 pm | Keynote Presentation at CV^x : Brian Twomey President & CEO, TNCI |  |
| 3:00 pm | Keynote Presentation at ITEXPO : Dean Mansfield CEO, Fonality |  |
| 3:30 pm | Keynote Presentation at ITEXPO : Kevin Gavin VP Marketing, ShoreTel |  |
| 4:00 pm - 8:00 pm | Exhibit Hall Grand Opening | |
| 6:00 pm | Networking Reception in ITEXPO Exhibit Hall | Sponsored by:  |

Agenda At-A-Glance



Collocated with **ITEXPO**

Wednesday, October 6, 2010

| | |
|--------------------|---|
| 8:30 am - 9:15 am | Strategies for Diversifying Revenue for Distributors |
| 9:30 am - 10:15 am | Keynote Presentation at CV^x: Craig Schlagbaum Vice President of Indirect Channel Sales, Level 3 Communications  |
| 10:15 am | Keynote Presentation at ITEXPO: Dirk Gates Chief Executive Office, Xirrus  |
| 11:00 am | Exhibit Hall Opens |
| 12:45 pm - 1:30 pm | The Convergence of Telecom and Energy |
| 1:45 pm - 2:30 pm | Netheads vs. Bellheads |
| 2:45 pm - 3:30 pm | Automation and the Channel |
| 4:45 pm | Mustang Convertible Giveaway in ITEXPO Exhibit Hall |



Win a New Mustang Convertible

Wednesday, October 6, 4:45pm, at the conclusion of Exhibit Hall hours.

Mustang Convertible Giveaway

Visit the Exhibit Hall. Find Solutions and You Could Win a New Mustang Convertible!

1. Pick up your entry card at the registration counter when you arrive.
2. Visit each booth listed on the card, review their offerings, and receive a stamp from each booth.
3. Collect all stamps, then drop your completed card into the entry bin in the exhibit hall.
4. ***YOU MUST BE PRESENT at the DRAWING WEDNESDAY, OCTOBER 6 at 4:45 PM to CLAIM YOUR PRIZE!**

Mustang Giveaway Sponsors:



Monday, October 4, 2010



4:00 pm

Alcatel-Lucent 

Jean-Pierre Lartigue

CTO and Vice President
Marketing and Strategy Wireless Division
Alcatel-Lucent

[Bio Description](#)



4:30 pm

Adam Famularo

General Manager Cloud Computing
Customer Solutions Unit
CA Technologies

[Bio Description](#)



Tuesday Oct. 5, 2010



2:00 pm

Alex Dayon

Executive Vice President of CRM
Salesforce.com



[Bio Description](#)



3:00 pm

Dean Mansfield

CEO
Fonality



[Bio Description](#)



2:30 pm

Crick Waters

Co-founder,
EVP Strategy and Business Development
Ribbit Corporation



[Bio Description](#)



3:30 pm

Kevin Gavin

VP Marketing
ShoreTel



[Bio Description](#)

Wednesday Oct. 6, 2010



10:15 am

Dirk Gates

Chief Executive Officer
Xirrus



[Bio Description](#)



Tuesday 3:00 pm

Brian Twomey

President & CEO -TNCI



[Bio Description](#)



Wednesday 10:15 am

Craig Schlagbaum

Vice President of Indirect Channel Sales
Level 3 Communications



[Bio Description](#)

Conference Program Sessions

Monday, October 4, 2010



11:00 am - 11:45 am

IPv6 What Partners Need to Know

Richard Jimmerson (Moderator) CIO -American Registry for Internet Numbers (ARIN)

Make no mistake, your customers already are hearing about the impending exhaustion of IPv4 addresses, and while everything that has been deployed on the IPv4 Internet will continue to function as expected, future growth depends on widespread deployment of the next version of the Internet protocol: IPv6. This session was created to provide value-added distributors with the information they'll need to protect their customers, as well as their reputations as technology specialists, during the transition to and eventual dominance of IPv6.

12:15 pm - 1:00 pm

The New Role of the Reseller - Mass Comm

Chris Bantoff (Moderator) former president of PAETEC's Alternate Channels

Daniel Lonstein Chief Operating Officer -Airespring

Darren Mass President & CEO -MASS Communications

Rick Ribas VP of Business Development -Intelisys

Emmet Tyding President -AB&T Telecom

Changes in technology and an increasingly competitive environment means agents need more from resellers than a discounted price on minutes and bytes. Increasingly, distributors require resellers to provide multiplatform, multisource customer solutions and improved service levels. Our panel of experienced industry personalities will discuss the benefits resellers must now provide to agents, customers and carriers; whether all resellers are the same; how this sector's growth can be sustained; as well as many other questions and issues facing this sector of the channel.

1:15 pm - 2:00 pm

An Open Forum on Agent Agreements

Ben Bronston (Moderator) Managing Partner -TelecomLawyer.net

Ted Schuman CEO -PlanetOne Communications

Avi Lonstein CEO -Airespring

Ben Humphreys President & CEO -Comtel Communications

Neil Ende Managing Partner -Technology Law Group

Come take part in this interactive session discussing the ins and outs of agent agreements with particular emphasis on permitting session attendees to ask questions in an open forum atmosphere. Our panel of experts, representing all sides typically involved in agreement negotiations, will place particular emphasis on the best practices all agents should consider, commonly made mistakes and things to avoid, and how changes in technology and the business climate have altered the traditional relationships between suppliers and distributors.

2:15 pm - 3:00 pm

Data Center Services: Uncovering Collocation & Managed Hosting Opportunities

Danny Bouché CEO -Colotraq

Despite any economic downturn, demand for data center services remains strong. Revenue opportunities exist for agents and VARs that are able to gain an understanding of how adding collocation and hosting to service offering can improve a value proposition. This presentation will strike a balance between the technical aspects and the sales opportunities of collocation and managed hosting. Along with covering the various products and services, which range from simply housing, powering and protecting equipment to comprehensive managed hosting packages, the presentation will discuss sales strategies that can be readily implemented into an existing client base, allowing distributors to tap into this market segment.

3:15 pm - 4:00 pm

Don't Let 4G Disrupt Your Income

Tem Wu Wireless Manager -World Telecom Group

4G is no longer a future technology; it's here, and it will be disruptive. This session was created to help value-added distributors understand who the 4G technology players are, explain what 4G can replace and what it can supplement, offer solutions they can sell to their customers and show how to protect their customers from direct reps. Come and learn how to make 4G with 4G.

4:00 pm

ITEXPO Keynote Presentation

Jean-Pierre Lartigue

CTO and Vice President, Marketing and

Strategy Wireless Division

Alcatel-Lucent

Alcatel-Lucent 

4:30 pm

ITEXPO Keynote Presentation

Adam Famularo

General Manager Cloud Computing,

Customer Solutions Unit

CA Technologies



8:30 am - 9:15 am

Business Continuity via a Travel Reduction Plan

Kyle Nisenson (Moderator) Senior Wholesale Channel Manager -InterCall

Sure, there are some instances when seeing someone face-to-face is the only way to achieve your business goals, but sometimes making the commute is not feasible – one simply can't always control outside factors such as severe weather, illness or budget restraints. In order to maintain continuity and success in the workplace, especially when the unexpected occurs, companies can implement a travel reduction plan that utilizes key collaboration tools to ensure communication continues under any circumstances. As an alternative to travel, meeting virtually can help you better manage expenses, plan for the unexpected and ultimately improve productivity in the workplace. In this session, we will outline the steps to building a successful travel reduction plan, including establishing program objectives, goals and timing; developing the plan and creating travel alternatives; presenting and gathering support for the proposal; promoting, training and adopting the plan; and evaluating program findings to measure results.

9:30 am - 10:15 am

Telco of the Future: White Label Strategies for Distributors

David Walsh President -Starview Solutions

John Abraham Executive Vice President of Sales and Marketing - Starview Solutions

In the legacy environment, value added distributors looking to launch branded voice services faced significant hurdles – from taxation and regulatory requirements to billing, network operations, support services and more. But the adoption of VoIP dramatically lowers many of these barriers, creating huge opportunities for the channel. This panel will discuss white label voice opportunities not only for agents, master agencies and other traditional voice distributors but also for PBX and equipment VARs, network integrators, data network resellers, managed hosting/data center companies and just about any organizations with an affiliate client base. Indeed, the logical “telco of the future” is the company that has the closest relationship with the end customer, regardless of its core business.

10:30 am - 11:15 am

Internet and E-Mail Marketing on a Shoestring

Tim Basa Vice President -Nitel

Looking to beef up your Internet marketing program without breaking the bank? Telecom business owners attending this session will learn to efficiently maximize their Web sites and Web presences on a budget. Tactics to be discussed include organic search engine optimization, pay-per-click campaigns, email marketing, quality content development and little-known resources that can boost a brand.

Session attendees will take away some impactful and focused do-it-yourself tips that can be applied to any email or Internet marketing strategy at little or no cost.

11:30 am -12:15 pm

Upselling SIP Trunking

Peter Radizeski (Moderator) CRO -RAD-INFO, Inc.

David Byrd VP, Sales & Marketing -Broadvox

Scott Wharton CEO -Vidtel

Steve Vickers President -Newport Audio and Video

Joseph Gillette President & CEO -Stage 2

A SIP trunk can be much more than a PRI replacement. It's also a path by which a business can be SIP-enabled for all types of services, such as video, security and more. A panel of SIP veterans will discuss how a super SIP trunk can add value to a business and help create bundles specifically for a vertical market that increase productivity and distributors' MRC.

1:15 pm - 2:00 pm

The Wideband Era Begins

Darren Wolner Director, Product Management, Data Services - Time Warner Cable Business Services

The Wideband Era Begins With the advent of DOCSIS 3.0 technology – the basis for the cable operator's networks – today's cable Internet users are discovering blazing fast connection speeds launched or being launched in various markets across the U.S. Wideband IP transport products can provide businesses with significantly faster Internet speeds, allowing for more efficiency and increased productivity for high-capacity bandwidth applications. Customers can propel themselves into the next generation of the Internet with speeds up to 50 Mbps. This session will provide distributors with the necessary background on wideband technology and its opportunities in the SMB segment.

3:00 pm

CVX Keynote Presentation

Brian Twomey President & CEO, TNCI

A member of the TNCI executive team for 12

years, Twomey has more than 27 years of experience in the telecommunications industry. As TNCI's president since 2000, he directly oversees all strategic direction, product management, technology development, sales relationships, marketing, finance and business operations. Twomey led TNCI in the development of the groundbreaking Agent Equity Plan and the deployment of the TNCI net private IP network. Twomey held a position on the Phone+ Channel Partners Advisory Board and was named Channel Executive of the Year in 2008 by Phone+. Prior to joining TNCI, Twomey gained executive experience in sales, marketing, financial management, product development and network planning disciplines through positions held at AT&T, NYNEX now Verizon, Sprint, McCaw Cellular now Cingular and FaxNet.



Conference Program Sessions

Wednesday, October 6, 2010



8:30 am - 9:15 am

Strategies for Diversifying Distributor Revenues

Ted Schuman (Moderator) CEO -PlanetOne Communications

Adam Edwards President -Telarus

Ken Mercer Senior Vice President -Telecom Brokerage Inc.

Don Douglas President & CEO -Liquid Networks

It doesn't take an MBA to know the risks of having too many eggs in one basket. In other words, valueadded distributors that rely to heavily on a limited number of products or partners could find themselves in a precarious situation, particularly during these times of ongoing consolidation and rapid M&A activity. Our panel of veteran distributors and resellers will discuss strategies for diversifying partners' revenue streams, in terms of both new and emerging products, as well as nonconventional business models.

9:30 am - 10:15 am

CV^x Keynote Presentation

Craig Schlagbaum Vice President of Indirect

Channel Sales, Level 3 Communications

Schlagbaum manages indirect channels for Level 3 Communications, which includes all sales, marketing, operations and sales engineering functions. An executive at Level 3 for more than six years, Schlagbaum and his team built the widely recognized Level 3 Business Partner Program, the company's most recent indirect channel program. The Business Partner Program has grown to include multiple national master agents and direct agents as well as thousands of subagents based across the United States. Overall, Schlagbaum has spent more than 20 years in indirect channel positions, including roles at NTT/Verio, Qwest Communications, IBM Corporation and Sony Corporation. He recently was named in 2010 as one of the top 100 channel executives in CRN magazine, as well as a top 10 Channel Chief in Phone+ Magazine.



12:45 pm - 1:30 pm

The Convergence of Telecom and Energy

Vince Bradley CEO -World Telecom Group

Tyler Price Agent Sales Manager -World Telecom Group

Dan Harris Senior Vice President, Training and Development - Glacial Energy

Two things that all businesses need are communications and power. For distributors of communications services, the transition to becoming a "utility agent" does not have to be a difficult shift. Truly a commodity service, energy resale requires no network design and no provisioning, while the bill and technical support is delivered by the incumbent provider. What's more, it's increasingly the CIO who is making energy decisions. In this session, representatives of energy services companies will discuss the energy resale opportunities for communications distributors, as well as the ongoing convergence between communications and power via CPE.

1:45 pm - 2:30 pm

Netheads vs. Bellheads

Peter Radizeski CRO -RAD-INFO, Inc.

With AT&T's petition to the FCC to shut off the PSTN in five years, channel partners must start migrating from a TDM, "BellHead" plugnplay approach to a "NetHead," IP communications mentality. A certain amount of knowledge of IP service offerings and how IP can work, whether across a WAN or across the Internet, is required. This session will touch on the vast differences between the current TDM approach and the migration that has to happen in the agent community.

2:45 pm - 3:30 pm

Automation and the Channel

Adam Edwards President, Telarus

As margins in the telecom industry continue to shrink, the need for automation grows in order to strengthen the channel. The transactional products like T1s are becoming a commodity and cannot be dealt with as they were in the past. And as many partners abandon these products much as they have done with POTS, the opportunity to open the door for larger opportunities often disappears. Automation in the channel allows partners to stay profitable, be more intelligent about opportunities and move upstream by focusing on larger opportunities.



Important Information: Registration • Travel • Hotel

CV^x ChannelVision Expo October 4-6, 2010

Any paid conference plan includes:

- All breakout sessions and workshops for which you have registered.
- All Meals served on days in your plan.
- Online access to all conference presentations.
- Unlimited Exhibit Hall access
- All Keynotes and general sessions.
- All networking receptions.

Register Now!

PLATINUM Conference Pass

Standard Rate: \$495

Your CV^x Conference Pass includes access to all CV^x conference sessions, plus keynotes, workshops, networking receptions and exhibits at CV^x and ITEXPO.

**FREE VIP Pass: Pre-Show Online: FREE
Onsite: \$50**

Includes all keynotes, general sessions, free workshops, networking receptions and unlimited Exhibit Hall access. Does not include access to conference sessions or meals.

Visit: www.cvxexpo.com

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For more information visit: www.lalive.com

Cancellation Policy:

Full payment is required prior to admittance to the conference. Registrations are transferable and non-refundable. Registrants may have a dollar-for-dollar credit towards another TMC conference. Credit must be used within two years from original registration date. Program and speakers are subject to change without notice. TMC reserves the right to use attendee company names, titles, images, and photos for future promotions.

Travel Information

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Please inform the agent the code to receive the discount - **Code: NM5XW**

Dates the discount is valid:

September 30 – October 11, 2010

Discounted flights are available from any city to the following airports:

- Los Angeles International Airport – airport code: LAX
- John Wayne Orange County Airport – airport code: SNA
- Bob Hope Burbank Airport – airport code: BUR
- Long Beach Airport - airport code: LGB

Hotel Information

Save Time & Money at the Official Show Hotel: The Omni Los Angeles Hotel

251 South Olive Street,
Los Angeles, CA 90012
213-617-3300

CV^x ChannelVision Expo attendees are offered a fantastic discounted rate of **\$169.00** at the show hotel! Rooms are on a first-come, first-served basis so take advantage and book today.



Reserve your room for the CV^x ChannelVision Expo at
The Omni Los Angeles Hotel

ITEXPO • Rate - \$169

Cut off date - September 2, 2010

Code - ITEXPO

TMC has not employed the services of any third party to book travel arrangements. If you are contacted by any group claiming to represent TMC, please do not engage as we are not affiliated with any group claiming to be the "official housing company of ITEXPO".