



LIVE WEB EVENTS 2008 MEDIA KIT

TMCnet.com Webinar Schedule - Microsoft Internet Explorer provided by Technology Marketing Corporation

Address: <http://www.tmcnet.com/webinar/>

TMCnet On the Web

COMMUNICATIONS

CHANNELS Wireless & Mobile Home VoIP

SERVICE PROVIDER Home VoIP

ENTERPRISE What's New

DEVELOPER August 15, 2006

RESELLER TMC

GOVERNMENT Date

CONSUMER October 5, 2006 2:00pm ET Register Now

XML October 12, 2006 1:00pm ET

INTERVIEW

TMC WEBINARS

Date	Description	Presenters	Sponsor
October 5, 2006 2:00pm ET Register Now	Deploying Secure SIP Services and Applications Session Initiation Protocol (SIP) is the protocol of choice for multimedia communications over next-generation networks. Most voice over IP (VoIP) softswitches, IP PBXes, <u>web</u> <u>services</u> , and enterprise collaboration platforms already support SIP, and the few that do not, will soon.	Kurt Bertone VP Product Management Convergence Robert Liu Executive Editor TMOut	collegence TELEPHONE
October 12, 2006 1:00pm ET	Calling Call Center Outsourcers: Creating an	Ric Koshka President	ADOBE PH...

VOX It's Time To Call VoX Wholesale VoIP Services





Turn-Key Events

**Quality Lead Generation • Reach Key Decision Makers • Increase Product Awareness
Position Company as Leader in Field • Turn-key Marketing Program • Connect with Customers**

BENEFITS OF SPONSORING TMCnet's LIVE WEB EVENT

Pre-Event Marketing and Branding:

- Print ads in TMC publications
- Web ads promoting the event on TMCnet
- Series of e-mail blasts promoting the event to targeted lists
- e-newsletter promotion
- Editorial coverage (Web sites and blogs)
- Customized landing page

During Event:

- Industry perspective delivered by respected industry analyst provided by TMC
- Speaking opportunity for your company executive
- Deliver your powerful message by educating the audience about your technology
- Engage in live Q&A with attendees

Post Event:

- Receive complete database of all registrant contact information
- Web events archived for up to 18 months for new prospects to access and view 24/7 on demand
- Editorial write-ups in TMC publications, Web sites and blogs
- Event is archived (up to 18 months) for ongoing promotion

IMPRESS YOUR PROSPECTS WITH A TURN-KEY EVENT

TMCnet makes it easy for you to impress your best prospects. Your Live Web Event is completely turn-key. TMC's expert team handles all marketing, advertising, registrations, technology (providing the most effective conferencing software platform) and post-event procedures.

Live Web Events are typically one hour long, though 90 minute events are available if necessary.

Your event will deliver your message via streaming audio along with a PowerPoint presentation providing a content-rich learning experience. Events are interactive. Moderators ask and answer questions fully engaging the attendee through a Q&A session.



TMC'S EXPERT TEAM

TMC's dedicated team of experts makes your Web event a success!

To ensure the success of your live Web event, TMC maintains a dedicated team of experts to focus exclusively on making sure every detail of your event is covered.

TMC professionals create quality, effective Live Web Events carefully planning and executing your event from strategy sessions, to the actual event, and beyond. TMC fully understands the resources that must be dedicated to support such a robust promotional vehicle and drives the most effective Web Events the industry has to offer.





Guaranteed ROI

LEAD GENERATION

Lead Generation! Your TMC Live Web Event will generate hundreds of quality leads. We work directly with you to design a targeted promotional campaign allowing you to reach your exact audience.

TMC can target your specific prospect groups with a compelling promotional campaign

Pinpoint your prospects by:

- Industry type (SP, Enterprise, Resellers, Integrators, Distributors)
- Annual Revenue
- Number of Employees
- Region, State, City (Domestic & International)
- Job Function



Your ROI is virtually guaranteed. TMC will create custom capture questions during registration to collect the exact data you seek. Following your Live Web Event, you will receive qualified, targeted leads including complete contact information for all registrants - including those unable to attend the live session.

BRANDING & PROMOTION

A successful branding campaign requires diversified and repetitive marketing initiatives. Through print advertising, online advertising and e-mail campaigns, you will fortify your brand name. Your event will be promoted throughout TMC's Live Web Event massive outreach campaign including:

- **Email Promotional Campaign** - Customized text and HTML e-mails are delivered to TMC's distribution list.
- **Print Promotion** - Your Live Web Event will be included in TMC's print advertising campaign. TMC promotes Live Web Events through its four leading publications, INTERNET TELEPHONY, Customer Interaction Solutions, IMS Magazine and Unified Communications Magazine.
- **Web Advertising** - TMCnet, the leading communication and technology Web site, promotes Live Web Effective online advertising including banner ads, "splash" pages, skyscrapers, leaderboards and tiles. As many as one million TMCnet visitors will be exposed to your company's Live Web Event.
- **E-newsletter Sponsorships** - Prospects will find details of your Live Web Event in their inbox. TMC e-newsletters pinpoint your target audience.
- **Live Web Event Library** - Your Live Web Event will be posted on TMC's Live Web Event schedule Web page prior to the event. Your event will remain as an archived event up to an additional 18 months giving busy professionals 24/7 on demand viewing.

These promotional efforts lead to a powerful branding campaign producing recognition for your company as a leader in your field.

BE SEEN AS AN INDUSTRY THOUGHT LEADER

Position your company as the authority for industry solutions. Become an exclusive sponsor of a Live Web Event and cultivate a thought leadership position. Your prospects will be directed to you for solutions to their needs, thus solidifying your company as an industry expert.



Leaders In Communications Technology Media

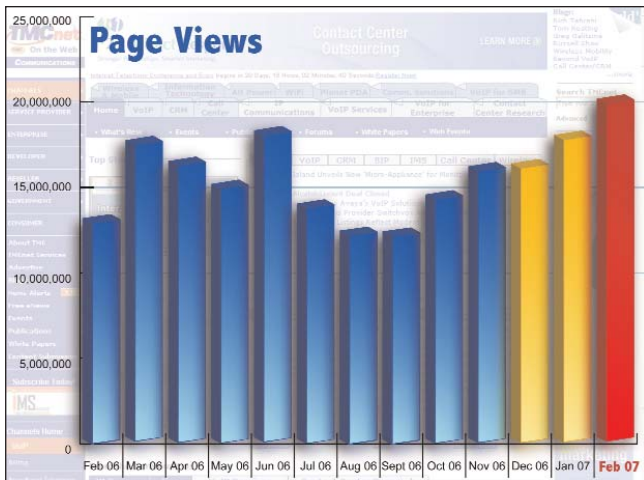
Reach Over 2 Million Communications Professionals Each Month with the World's Leading Communications & Technology Site!

No Other Communications Site Even Comes Close!

- **20.0 Million Page Views Average/Month**
- **2 Million Unique Visitors Average/Month**



**Source: Web Trends 2006*



** Source: Alexa.com ranks Web sites by traffic. The number indicates a site's proximity to being the number one most visited Web site. Date: 12/5/06
 Alexa is an Amazon.com Company. Neither Alexa.com nor Amazon.com endorse, or are affiliated with, TMCnet.com in any way.

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TMCnet.com Traffic vs. Technology/IT Web Sites		TMCnet.com Traffic vs. Business Magazine Web Sites		TMCnet.com Traffic vs. Fortune 500 Company Web Sites	
Web Site	Alexa Site Rank	Web Site	Alexa Site Rank	Web Site	Alexa Site Rank
TMCnet.com	4,227	TMCnet.com	4,227	TMCnet.com	4,227
InfoWorld	8,243	Inc. Magazine	8,812	Ford	7,618
Network World	6,290	Fast Company	9,358	General Motors	12,180
Light Reading	35,781	Smart Money	11,210	Coca-Cola	11,029
BtoB Online	44,440	Technology Review	13,112	State Farm Insurance	11,936
Pulver.com	65,599	Red Herring	18,100	General Electric	12,336
VolP News	62,442	CIO Magazine	21,999	DuPont	28,272
Telephony Online	87,816	Barron's Online	24,325	Citigroup	40,354
Wireless Week	143,273	Weekly Standard	39,699	Chevron Texaco	34,885
Destination CRM	144,505	BtoB Online	44,440	Exxon Mobil	45,276
CommWeb	4,078,625	Worth Magazine Online	425,458	Kroger	53,351
Call Center Magazine	249,654	Business Solutions Magazine	791,661	Fannie Mae	87,071
America's Network	361,754				
Telephony World	459,213				
Telecomweb	395,725				
VON Magazine	356,351				
Communications News	1,321,172				
IP Business Magazine	1,625,651				

TMCnet Traffic Analysis

Note: Alexa.com ranks Web sites to their proximity to being #1. The lower the number, the higher the ranking and therefore the greater the traffic. Yahoo!, the world's busiest Web site, is ranked #1 by Alexa.com



TMC's Powerful Media Vehicles

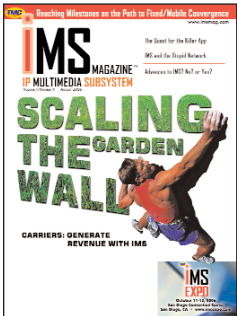


INTERNET TELEPHONY magazine

Since the first issue in February of 1998, INTERNET TELEPHONY magazine has been providing experience and unbiased views of the complicated IP communications space. INTERNET TELEPHONY offers its audience of decision-makers rich content from solutions-focused editorial content to reviews on products and services from TMC Labs and Miercom.

Customer Interaction Solutions magazine

Celebrating 25 years as the voice of the contact center, CRM and teleservices industries, *Customer Interaction Solutions* continues to lead the way with the most comprehensive editorial. Senior management, decision makers, and customer interaction professionals rely upon *Customer Interaction Solutions* to keep them current in the most critical technologies and services for the contact center.



IMS Magazine

The trade magazine that has quickly become the leading IMS publication. Since the premier issue published in February 2006, *IMS Magazine's* circulation has more than doubled to over 38,000 subscribers. Nowhere else can readers find a one-stop resource dedicated to IMS-related information. Insightful articles, revealing news, case studies and in-depth product information in the world of IP multimedia subsystems are featured in every issue. *IMS Magazine* focuses on education, evangelizing and focusing on success stories in the market and aims to be the primary resource service providers turn to when deploying next-generation networks.

SUCCESS

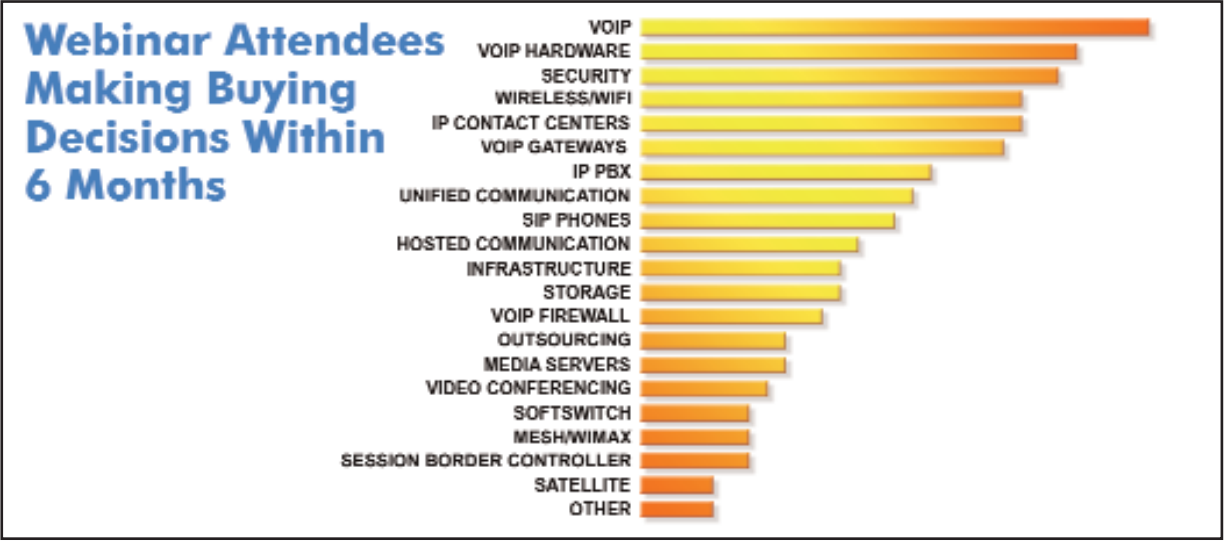
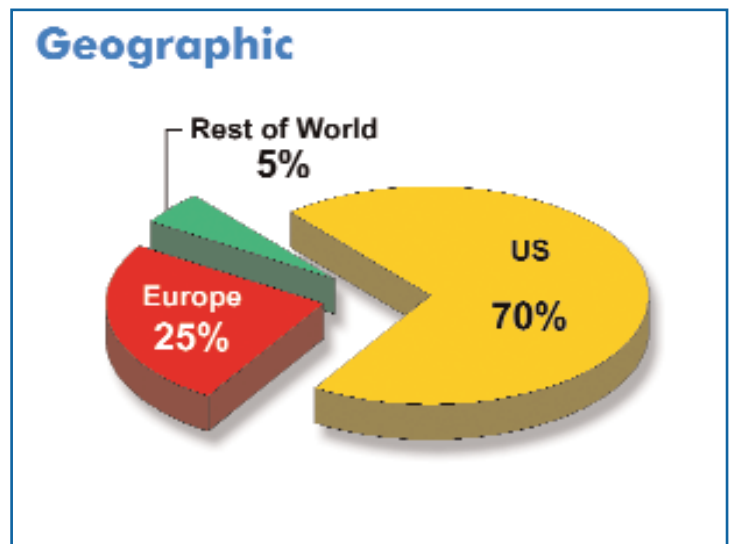
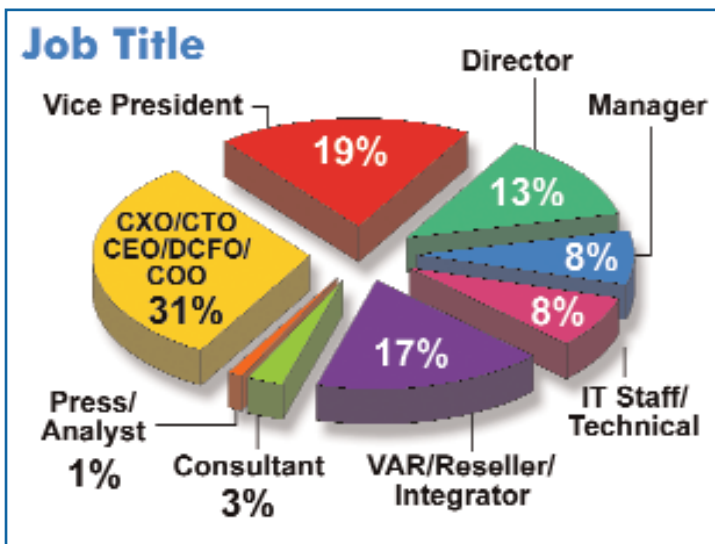
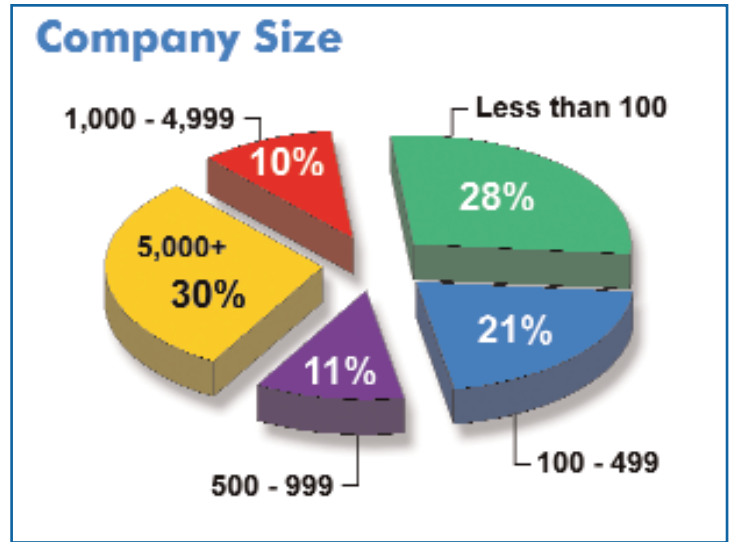
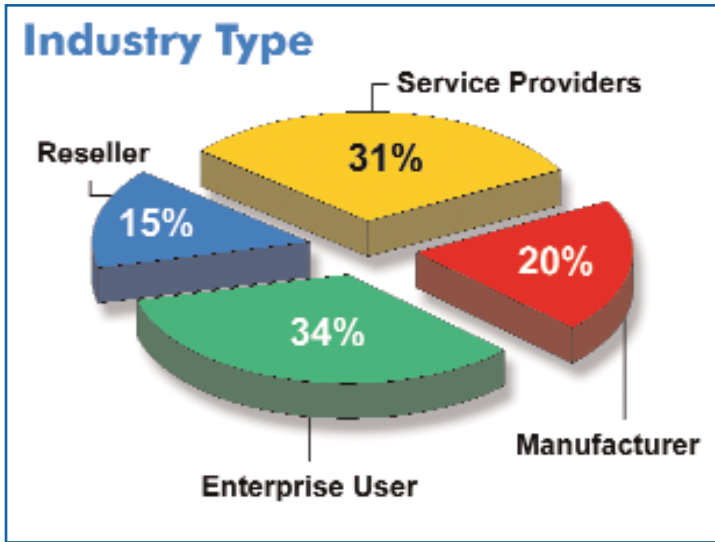
Feel confident with a company that can generate results! TMC has a successful track record as the leading communications and technology media company.

- As the leading communications & technology Web site, TMCnet is ranked among the top 3,600 most visited Web sites in the world by alexa.com, an amazon.com company that monitors Web traffic. TMCnet is viewed by 1,000,000 - 2,000,000 unique visitors and up to 18 million page views monthly.
- TMC's four print publications are the leading industry trade magazines in their genre, reaching over 300,000 readers in total every month.
- TMC's major annual trade shows including INTERNET TELEPHONY Conference & Expo, Communications Developer Conference, IMS Expo and Call Center 2.0 attract thousands of attendees representing more than 100 countries.



TMC's Reach

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 225487954125440404450



2552 9523255427301205478125102
2546 4579235642402457959319974
5212 5462157854246624456556562



The TMCNet Webinar package proved to be an exceptional value. The team's service and support was wonderful. In fact, both event registration and actual turnout exceeded our expectations.

**– Brian Henson
IEX**

(View this archived event – www.tmcnet.com/webinar/iex)



TMC has always delivered for me on my important marketing projects. I was not disappointed by TMC's new webinar format. TMC provided effective promotion, well organized event-management, a very high-quality webinar tool with healthy attendee interaction, and ultimately a professional and cost-effective online event that delivered over 400 leads and counting. I would recommend TMC webinars to my fellow marketers who might be considering paying 3-4 times more for equivalent value.

**– Brian Mahony,
VP Marketing, Espial IPTV**

(View this archived event – www.tmcnet.com/webinar/espial)



Our entire team at IBM was extremely satisfied with the IP Convergence Webinar we produced in conjunction with TMCnet. The staff at TMCnet assisted us in conducting a well attended webinar, with more than 1,000 pre-registrants and nearly 400 live attendees. TMCnet provided us with an excellent forum to discuss how IBM, and our partners, can help telecommunications organizations leverage convergence with the IBM BladeCenter family of systems, by combining the best from the telecom and IT industries - yielding flexible deployment options, improved network efficiency, and lower operating costs and capital expenditures.

We are looking forward to working with TMCnet in the future.

**– Bruce Anthony,
IBM Distinguished Engineer and Chief Technical Officer for
Next Generation Networks and Convergence**



Contact Info: *(please contact the appropriate sales person by your company name)*

A thru P, Numbers
Jim Spangenberg
jspangenberg@tmcnet.com
203-852-6800 ext. 211

Q - Z
Joe Fabiano
jfabiano@tmcnet.com
203-852-6800 ext. 132



Technology Marketing Corporation
One Technology Plaza • Norwalk, CT 06468
(203) 852-6800 • www.tmcnet.com

