



LIVE WEB EVENTS 2007 MEDIA KIT

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TMCnet.com Webinar Schedule

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) subscribers, IP PBXes, gatekeepers , proxies , and enterprise collaboration platforms already support SIP, and the few that do not, will soon.	Eurt Bertone VP Product Management Convergence Robert Liu Executive Editor TMCnet	convergence INTEGRATED TELEPHONY
October 12, 2006 1:00pm ET	Calling Call Center Outsourcers: Creating an <i>Professionalized Call Center</i>	Ale Kosiba President	Adobe Ph...



GUARANTEED ROI • PIN POINT PROSPECTS • BRAND BUILDING • INDUSTRY EXPERT RECOGNITION • TURN KEY EVENT



Turn-Key Events

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

BENEFITS OF PARTNERING WITH TMCnet FOR YOUR NEXT WEBINAR

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
- Archived event promoted through print advertising (up to 18 months)

IMPRESS THE BEST 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, registration, technology (providing the most effective conferencing software platform) and post-event wrap-up.

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

Your event will deliver your message via streaming audio or telephone 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 Webinar generates 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 questions during registration to collect the exact data you seek. Following your Live Web Event, you will receive qualified, targeted leads with 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 through a massive outreach campaign including:

- **Email Promotional Campaign** - Customized text and HTML e-mails are delivered to TMC's distribution list.
- **Print Advertising** - 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 SIP 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.

INDUSTRY EXPERT

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 As Many As 3 Million Communications Professionals Each Month with the World's Leading Communications & Technology Site!

No Other Communications Site Even Comes Close!

- **30.0 Million Page Views¹ Average/Month**
- **As Many As 3 Million¹ Unique Visitors Per Month**



¹Source: Web Trends 2007

TMCnet vs. IP Communications Sites	
Web Site	U.S. Reach (Visitors/Month)*
Tmcnet.com	711,127
Techweb.com	39,513
Lightreading.com	19,797
Telephonyonline.com	12,165
Phoneplusmag.com	6,970
Searchvoip.com	6,872
Xchangemag.com	6,429
Voip-news.com	6,429
Pulver.com	5,808
BCR.com	3,097
Telecommagazine.com	1,936
VON.com	1,782
Americasnetwork.com	1,548
Vonmag.com	1,548
Fiercemarkets.com	1,161
Pulvermedia.com	604
Commnews.com	387
Voip-loop.com	387
IPBusinessmag.com	387
Commweb.com	387

*Source: Quantcast

- **Your TMCnet Ad Campaign Reaches More Prospects, Drives More Quality Leads, Faster**
- **#1 Search Result for 100s of Relevant Terms on Google, Yahoo, MSN**
- **More Than Two Million Total Unique Visitors Worldwide**
- **30 Million Page Views per Month**
- **TMC Blog Sites Alone Reach Nearly 4x the Prospects of any Other IP Communications Site**



TMC's Powerful Media Vehicles

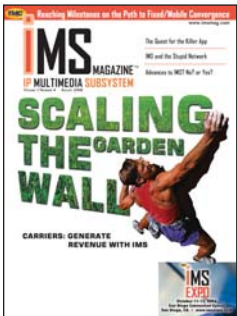


INTERNET TELEPHONY magazine

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

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.

Unified Communications magazine

In July 2007, TMC launched *Unified Communications* to educate enterprise decision makers on why and how they need to deploy Unified Communications (UC) solutions. Every issue features a comprehensive news section; case studies of successful deployments and lessons learned; interviews with leading hardware and software companies; and an industry section, featuring analysis of important M&A activity, partnerships and a Wall Street perspective on the market.



PARTNERS IN YOUR SUCCESS

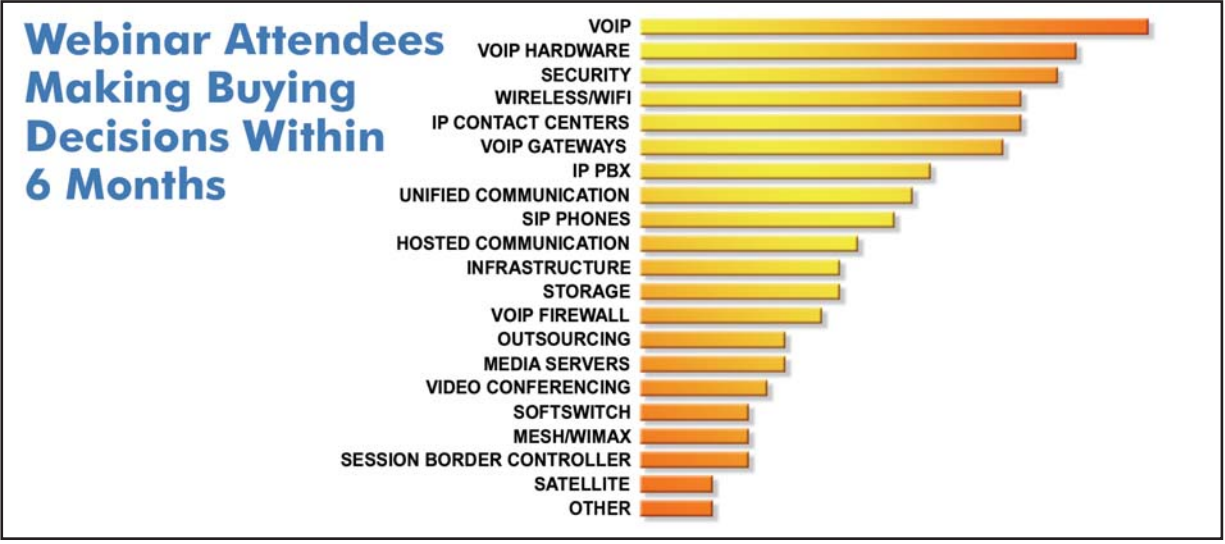
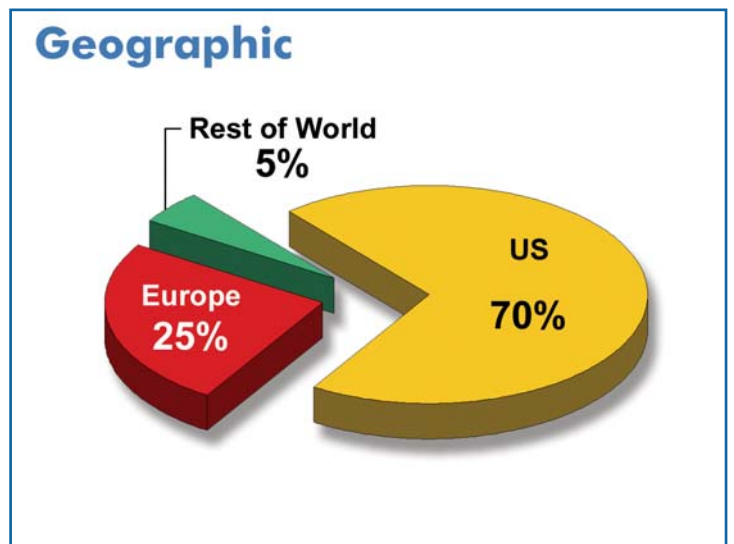
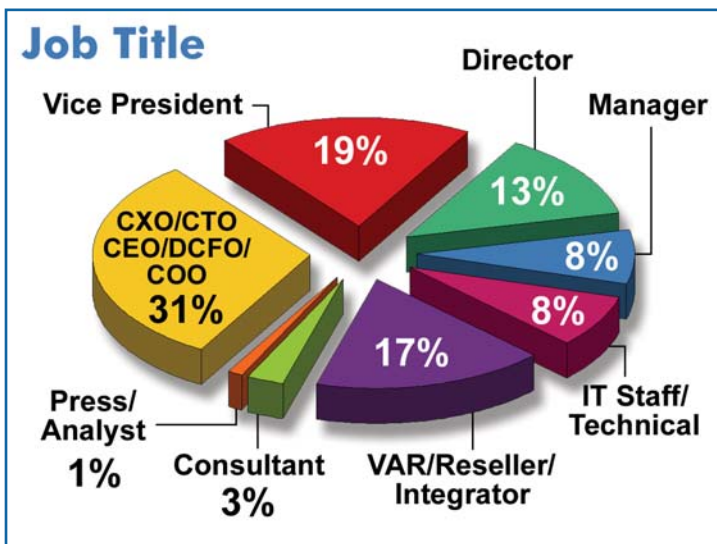
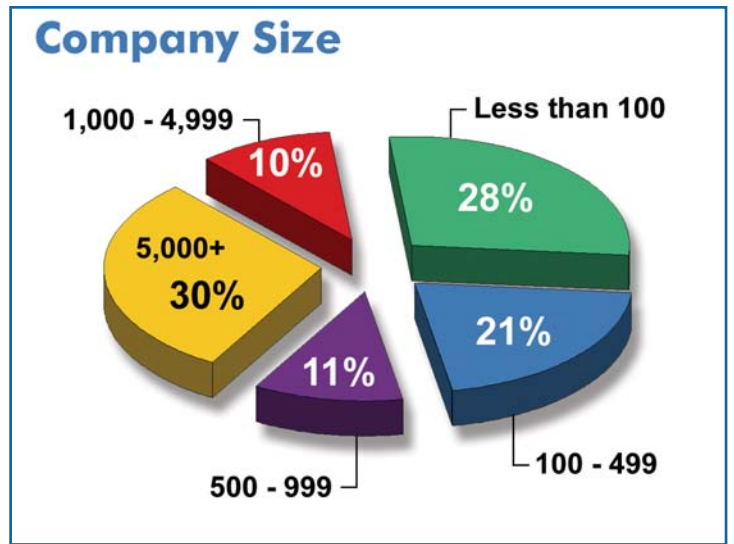
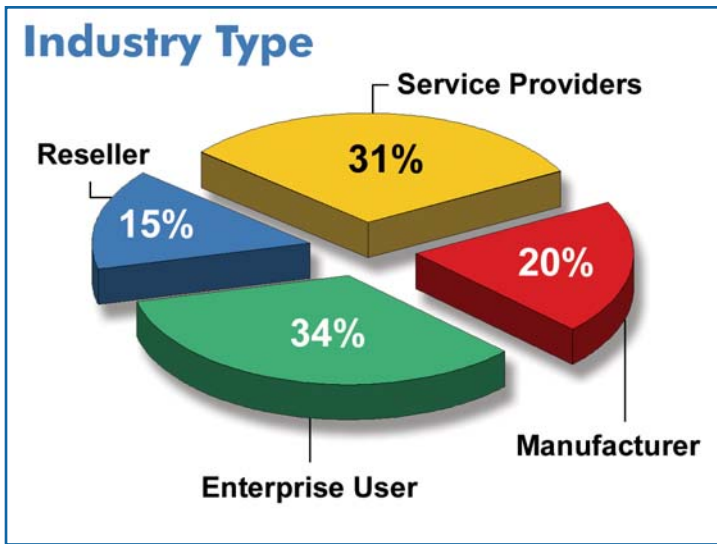
TMC has a successful track record as the leading communications and technology media company.

- As the leading communications & technology Web site, TMCnet is ranked among the top 6,000 most visited Web sites in the world by alexa.com, an amazon.com company that monitors Web traffic. TMCnet is viewed by 2,000,000 - 3,000,000 unique visitors and up to 30 million page views monthly.
- TMC's print publications are the leading industry trade magazines in their genre, reaching over 650,000 readers in total every month.
- TMC's major annual trade shows including INTERNET TELEPHONY Conference & Expo and Call Center 2.0 attract thousands of attendees representing more than 115 countries.



TMC's Reach

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TMC Live Web Event All-Stars

Web Event *All Stars*



JOIN THE ALL STAR CAST OF TMC'S LIVE WEB EVENTS LOGOS OF COMPANIES



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



Live Web Events

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(please contact the appropriate sales person by your company name)

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