



# WEBINARS

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## TMC's Webinar Program - The Most Leads, Best Value

TMC is your webinar expert, with a team of webinar professionals ready to help make **your webinar the most successful it can be**. TMC's unprecedented reach into the market provides us with access to more of your future customers than any one else - via our magazines, our industry leading website, our newsletters, and events. This enables us to promote your event to massive audiences and guarantee a successful turnout. And at the same time, we are providing you with well over 1 million impressions, which solidifies your brand and offers enhanced recognition. Beyond the marketing aspects, TMC has a stable of writers and editors around the world, which ensures us of having experts on hand for any webinar topic.

### ***The Four Steps to a Successful Webinar:***

#### **1. Pre-event Promotion**

TMC's pre-event promotion of your webinar event is the most comprehensive in the industry. We not only conduct a wide spread campaign to drive attendees to your event, we also provide you with **well over 1 million marketing and advertising impressions** which is invaluable to your branding efforts.

**Over 1 Million**  
Get well over 1 million impressions from your TMC webinar campaign

#### **2. Editorial Coverage**

As part of every webinar package you will receive **three articles written by our award winning editorial team**, focusing on your webinar and company. This editorial coverage will include two articles before the event, and one article after the event has concluded.

#### **3. Turn-key Webinar Event**

TMC is the expert on running successful webinar events, and makes the event as smooth and easy-to-execute as possible for you. Our team of experts, including subject matter experts helping you with the content, **will guide you every step of the way**.

#### **4. Post - Event**

Once your event ends, TMC's webinar program continues to deliver with our on-demand webinars that are archived for up to 18 months. This, in combination with our expert SEO, will **deliver new leads to you for months after the webinar has ended**.

- 1. Pre-Event Promotion
- 2. Editorial Coverage
- 3. Turn-Key Event
- 4. Post Event

For more information contact: Companies Beginning A-P  
or with a Number: Jim Spangenberg  
(203) 852-6800 x211 or [jspangenberg@tmcnet.com](mailto:jspangenberg@tmcnet.com)





## Web Promotion Delivers **More Leads and Exposure**

Web advertisements on TMCnet are potentially seen by over 2 million visitors to the website each month. This not only promotes the webinar event, but also delivers additional marketing exposure for your company, further establishing your brand. Since TMCnet is the most visited site in the IP Communications industry, these ads are guaranteed to be seen and seen often by an impactful audience.



**SIP Trunking for the SMB**

**FREE WEBINAR**  
Register Now!

Tuesday, February 12th  
2:00pm ET 1:00pm CT 11:00am PT

**Register Today!**

**600,000**

Over the course of a two-month advertising cycle on TMCnet you will average 600,000 impressions



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11:00am PT

**Register Today!**

Our team produces a variety of ads promoting your event, enabling us to promote the event in multiple locations throughout the website. TMCnet receives an average of 2 million unique visitors per month, and a typical banner ad campaign like this receives 300,000 views per month. These ads are powerful marketing tools for both your webinar and your brand awareness.

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## Print Ads in Leading Publications Further Promote Event

As part of your total webinar promotional package, we run full page ads in our industry leading publications - *INTERNET TELEPHONY*, *Customer Interaction Solutions*, *Unified Communications*, and *NGN Magazine*. With a combined readership of well over 600,000, this is yet another powerful way to both drive attendees to your webinar and increase your brand recognition.



### 600,000

TMC's industry leading publications are read by more than a combined 600,000 readers each month.

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## Email Campaign Promotes Webinar & Your Company

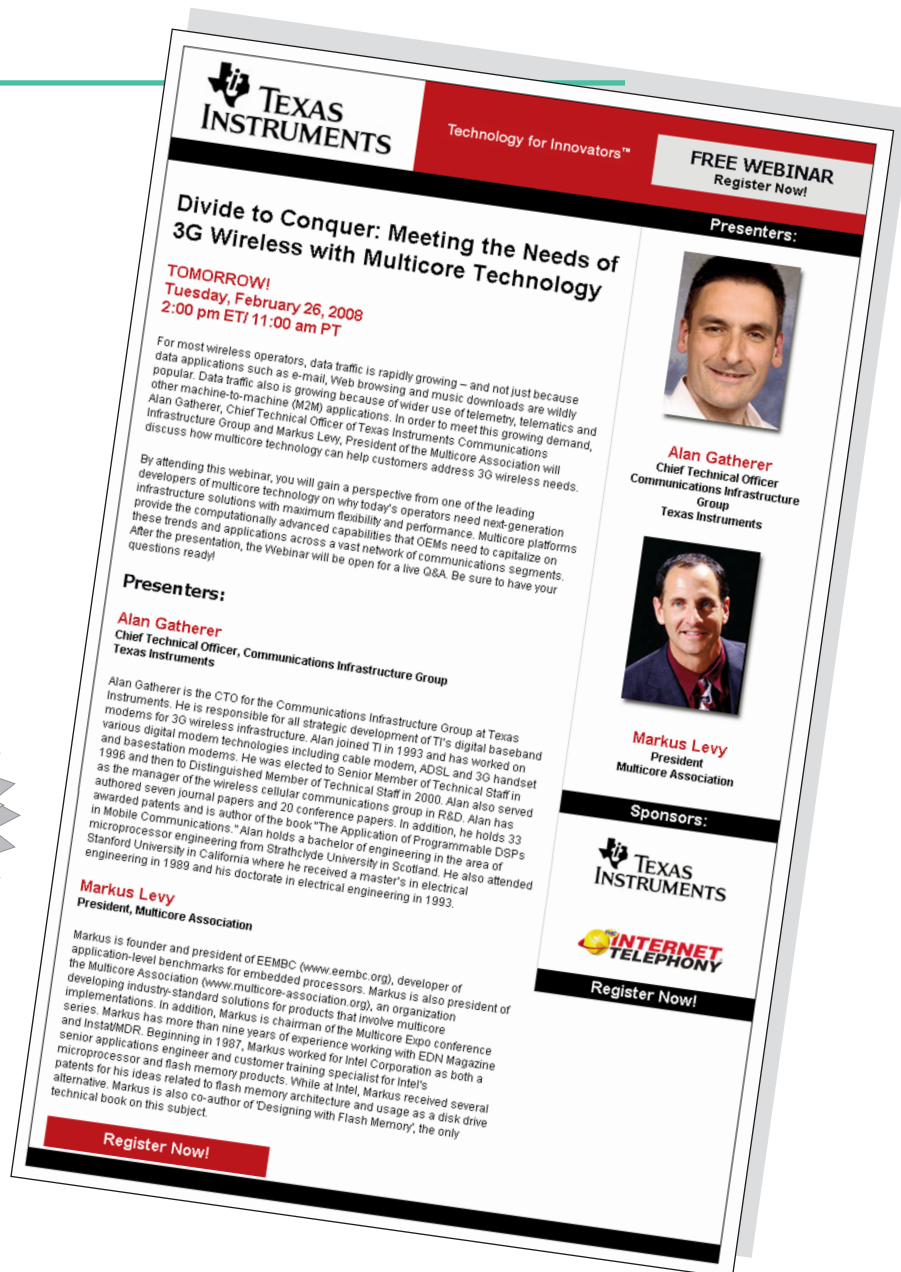
As part of every TMC webinar campaign we conduct a massive email campaign to promote the event. We identify the best potential audience for your webinar event, and send a customized html email blast to the appropriate opt-in list. Most of these lists are over 30,000 strong and on average we send 8 message for each webinar event. That means this is another excellent opportunity to both promote the event and further enhance your branding initiative.



**240,000**

With an average of 8 emails sent out to a list averaging 30,000 names, our email promotion generates another 240,000 impressions.

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**TEXAS INSTRUMENTS**  
Technology for Innovators™

**FREE WEBINAR**  
Register Now!

**Divide to Conquer: Meeting the Needs of 3G Wireless with Multicore Technology**

**TOMORROW!**  
Tuesday, February 26, 2008  
2:00 pm ET/ 11:00 am PT

For most wireless operators, data traffic is rapidly growing – and not just because data applications such as e-mail, Web browsing and music downloads are wildly popular. Data traffic also is growing because of wider use of telemetry, telematics and other machine-to-machine (M2M) applications. In order to meet this growing demand, Alan Gatherer, Chief Technical Officer of Texas Instruments Communications Infrastructure Group and Markus Levy, President of the Multicore Association will discuss how multicore technology can help customers address 3G wireless needs.

By attending this webinar, you will gain a perspective from one of the leading developers of multicore technology on why today's operators need next-generation infrastructure solutions with maximum flexibility and performance. Multicore platforms provide the computationally advanced capabilities that OEMs need to capitalize on these trends and applications across a vast network of communications segments. After the presentation, the Webinar will be open for a live Q&A. Be sure to have your questions ready!

**Presenters:**

**Alan Gatherer**  
Chief Technical Officer, Communications Infrastructure Group  
Texas Instruments

**Markus Levy**  
President  
Multicore Association

**Sponsors:**

**TEXAS INSTRUMENTS**

**INTERNET TELEPHONY**

**Register Now!**

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## Over 1 Million Impressions Before Your Event Even Begins

Because TMC has such a unique and unprecedented reach into the industry - via web, print, email, and live events - we are able to promote your webinar event unlike any other company. At the end of a typical campaign, promotions for your webinar will have been seen by up to 1 million people. This not only helps guarantee a success webinar event, but provides invaluable branding for your company.

	Approximate number of
Web-site Ads <sup>a</sup>	<b>600,000</b>
Print Ads <sup>b</sup>	<b>500,000</b>
Email campaign <sup>c</sup>	<b>240,000</b>
Articles <sup>d</sup>	<b>60,000</b>
total	<b>1.4 million impressions</b>

a - web ad impressions based on average page views of banner ad campaign for 2 month period

b- readership includes subscribers and pass along for 4 TMC magazines

c - based on email to average list of 30,000 and average of 8 emails for each webinar

d - average page visits of tmcnet article, for 3 articles over 2 months period



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## Editorial Coverage is Powerful Added Value with TMC

One very unique aspect of TMC's webinar program that sets it above others is the editorial coverage included with each package. You will receive a total of three feature articles covering your company and webinar — 2 before the event and 1 after the event. And because of TMCnet's industry-leading traffic - averaging over 2 million unique visitors per month - and our team of SEO experts, these articles place at or near the top of searches on Yahoo, Google, and more for your keyword topic. This is a powerful tool that will help increase attendees to your event, and more importantly supports your company's branding initiatives.

**TMCnet** On the Web

**TEXAS INSTRUMENTS** Technology for Innovators™ **FREE WEBINAR** Register Now!

**Divide to Conquer: Meeting the Needs of 3G Wireless with Multicore Technology**  
Tuesday, February 26, 2008 2:00 pm ET 11:00 am PT

TMCnet Unique Visitors, January 2008: 2,448,403

**CHANNELS** HD Voice SIP IPTV TET Solutions VoIP Services Billing Visual Voicemail Hosted Communications Green

**COMMUNITY SITES** Call Recording IP Telephony IP Communications Rich Media Open Source PBX Contact Center Business VoIP

**SERVICE PROVIDER** What's New Events Publications Forums Web Events White Papers

**ENTERPRISE** Get Local » Latin America Europe Asia Middle East Australia

**DEVELOPER** Wifi Revolution

**RESELLER** Featured Article » Wifi Revolution home  
February 14, 2008

**GOVERNMENT** Upcoming Webinar Highlights Multicore Technology

**CONSUMER** By Stefania Viscusi, TMCnet Assistant Editor

As data traffic continues to grow for wireless operators beyond just data applications to also include a growing use of telemetry, telematics and M2M applications, a closer review of multicore technology becomes necessary.

If you're wondering why today's operators need next generation infrastructure solutions with maximum flexibility and performance then an upcoming Texas Instruments (News - Alert) Webinar is a must attend.

Click here to learn how to leverage greater long-term value from your CRM system.

**TEXAS INSTRUMENTS** Technology for Innovators™ **FREE WEBINAR** Register Now!

**Divide to Conquer: Meeting the Needs of 3G Wireless with Multicore Technology**  
Tuesday, February 26, 2008 2:00 pm ET 11:00 am PT

The Webinar, "Divide to Conquer: Meeting the Needs of 3G Wireless with Multicore Technology," taking place on February 26, 2008, at 2:00pm ET, will highlight how multicore technology can help address customers' 3G wireless needs.

Leading developers of multicore technology Alan O. Technical Officer of Texas Instruments Infrastructure, Mark Levy, President of the Multicore Association, will present the informative Webinar session.

During their presentation, they will also discuss how multicore platforms provide "the computationally advanced" OEMs need to capitalize on trends and applications in communication segments.

The Webinar will also include a live Q&A session with the speakers.

**Register Now!**

**yes! 3.0** to Contact Center Managers... who care more about a product's capabilities than a vendor's name

By Stefania Viscusi, TMCnet Assistant Editor

For any business interested in finding out how to optimize agent productivity, an upcoming Webinar, "Optimizing Agent Productivity: yes! 3.0 to Contact Center Managers..." is an event you must attend.

The free TMCnet Webinar, presented by Stefania Viscusi, TMCnet Assistant Editor, will be held on Wednesday, February 27, 2008 at 2:00 pm ET / 11:00 am PT and will include a live Q&A session with the speakers.

The Webinar will highlight the ways desktop integration makes it possible to utilize hosted agents from having to toggle back and forth between multiple applications as well as demonstrate how agents can use the same data set over and over again.

Desktop integration can change the way agents interact with their desktop and make it possible to achieve decreased call times and improved customer satisfaction.

Stefania Viscusi provides application integration and automation software for the enterprise so they can reach wider ROI benefits and reduce the cost of application integration.

Join Franco Carden, CEO, Quidragon and TMC Associate Editor Bill Lister (Guest - Host) to learn how the Quidragon Platform can help allocate business pain.

The demonstration of the following will also be held during the Webinar:

- Clear integration of web and desktop data applications and applications prior to the Webinar.
- Extensive testing of desktop integration and automation software.
- Presenting existing applications to existing web business logic.
- Presenting existing applications to existing web business logic.

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## Turn-key Program Makes Registration a Breeze

Our team of experts will take all of the hassle out of your webinar program by handling the logistics, which includes attendee registration. We will not only recruit the attendees, but handle their registration, capturing their information and ensuring that these registrants will actually attend the event. These registrants become your future leads, making this a critical process in the webinar program.



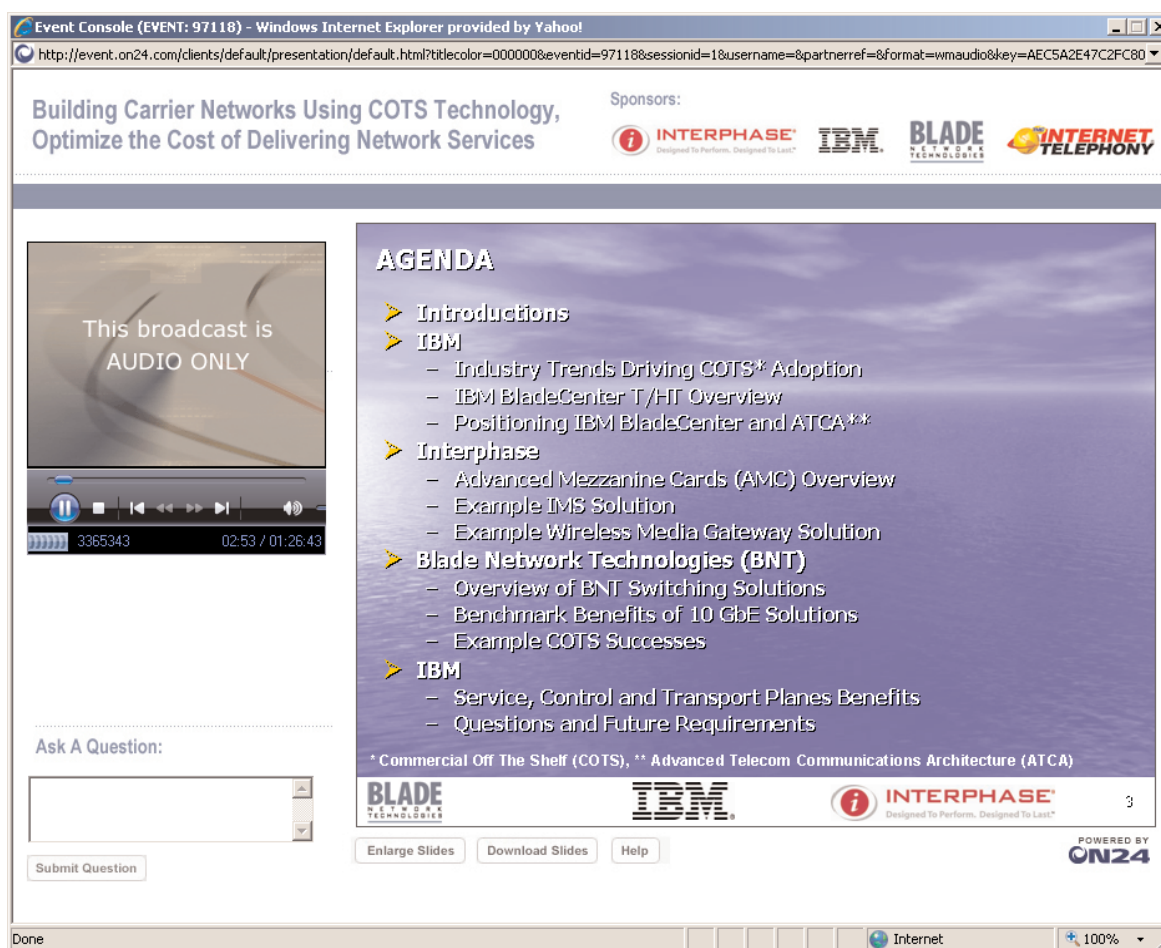
1. Pre-Event Promotion
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TMC handles all of the logistics, including all registration details. The registration page will be branded with your logo, along with additional details about the event itself.

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## Live Webinar Delivers Your Information to Attendees

At the conclusion of the promotional activity comes the main event - your webinar. The end result of the promotions is an average of 350 registrations. Of these, on average 43% attend the event, giving you an audience of more than 150 people. Those in attendance will see your company logo prominently displayed on the screen as they watch and listen to the live presentation. In addition, your speaker gains valuable exposure by being presented as a subject matter expert.



## TMC Experts Available to Help Provide Highest Caliber Content

Because TMC has a team of more than 25 writers and editors available, we are able to help you with expert analysis in the creation of your webinar. Our editors can serve as the moderator during your event, which makes your webinar experience a true turn-key endeavor.

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## Archived Webinar **Delivers New Leads for 18 Months**

TMC's webinars are available On-Demand for 18 months following the event, allowing new users to access the information as desired. And because of TMCnet's excellent search engine optimization, these archived webinars will continue to rank at or near the top of searches for key terms associated with your webinar. The end result is even more leads coming in to for up to a year and a half after your event has ended.

The screenshot shows the TMCnet Webinars website interface. At the top, it says "TMCnet On the Web" and "TMCnet Unique Visitors, January 2008: 2,448,403". Below this is a navigation menu with categories like HD Voice, SIP, IPTV, etc. A sidebar on the left lists various services and resources. The main content area features a "WELCOME TO TMCnet WEBINARS" banner and a table of archived webinars.

Date	Description	Presenters	Sponsor
<a href="#">Archived Webinar</a>	<a href="#">Call Recording – Evolving from TDM to VoIP by Transitioning Challenges into Opportunities!</a>	<b>Karen Van Blaricum</b> Product Manager of Voice Recording AudioCodes  <b>Erik Linask</b> Associate Editor Technology Marketing Corporation	 
<a href="#">Archived Webinar</a>	<a href="#">Remote Agents: Taking Full Advantage of the IP Contact Center</a>	<b>Tim Passios</b> Director, Solutions Marketing Interactive Intelligence Inc.  <b>Erik Linask</b> Associate Editor Technology Marketing Corporation	 
<a href="#">Archived Webinar</a>	<a href="#">All-in-one IP-PBX network appliance initiates the "M" in IMS</a>	<b>W. Khris Kendrick</b> Senior Director Business Development Manager Interactive Intelligence Inc.  <b>Erik Linask</b> Associate Editor Technology Marketing Corporation	 
<a href="#">Archived Webinar</a>	<a href="#">Building a Business Case for Remote Support</a>	<b>John Ragsdale</b> VP of Research the SSPA  <b>Robert Bell</b> VP of Customer Support Eclipsys  <b>Thomas M Chamberlain</b> Director, Business Process Marketing Amdocs Software	

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