Build Relationships and Forge Partnerships with the Industry's Leading Developers & Program Managers

As communications evolves, one thing is for certain: The need for applications has never been greater. There is a race on to build tomorrow's unified communications applications for the enterprise while service providers are opening their networks through the likes of IMS to give application partners access to a vast audience of telecom consumers.

In the mobile space alone there is serious talk of video, music and community sites each being multi-billion dollar markets.

How will the communications market adapt to the iPhone, and what new applications may be developed to work with the iPhone - and the littany of new devices created to compete with it?

Businesses too will spend on new applications whether those applications converge fixed and mobile phones, or tie PBXs into vertical systems such as accounting or business automation.

The 5ᵗʰ Annual Communications Developer Conference will be held September 16-18, 2008 at the Los Angeles Convention Center in Los Angeles, California. On top of the cutting edge educational sessions, special workshops, and networking receptions that are all part of the conference's agenda, the show will be part of the largest gathering of IP Communications professionals this year. All of this creates one of the most unique experiences of any tradeshow - one where you meet face to face with hundreds of highly qualified potential business partners. Most of the exhibitors I spoke with actually closed deals on the exhibit floor, covering the cost of their trip before the show had ended.

I invite you to come spend invaluable time networking with your development peers so you can learn and share ideas. You'll also have the opportunity to meet and forge relationships with OEMs in desperate need of your ideas.

There is simply no other event focused on communications for the development community. This is where the industry comes together to learn how to build tomorrow's high-demand applications.

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.

Sincerely,

Rich Tehrani
TMC President and Conference Chairman

COMMUNICATIONS DEVELOPER CONFERENCE™

September 16-18, 2008
Los Angeles Convention Center

The Premier Event for the Developer Community

In an industry that is constantly changing, the Communications Developer Conference continues to evolve to provide the most complete event for the development community. This year we are moving our event from the Silicon Valley to Los Angeles, which allows for easier more transporation options for our growing international audience.

More than the change of venue and new fall dates, Communications Developer's most imortant changes are our ongoing dedication to providing the very latest information.

The People You Meet Come to Communications Developer Conference to Learn About Development on YOUR Platform

At the heart of the Communications Developer Conference is the three days of in-depth educational offerings designed to provide these top-level developers the information needed to enhance their skills. With two distinct tracks covering today's most importnat topics, and courses ranging from beginner to advanced, Communications Developer Conference is the only event specifically and exclusively created to meet the needs of the development community.

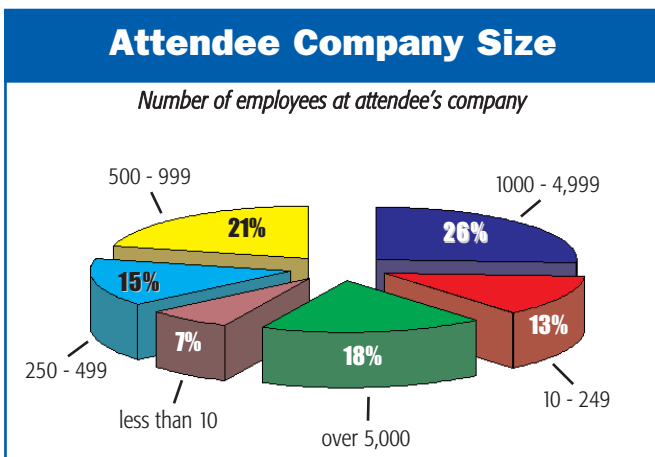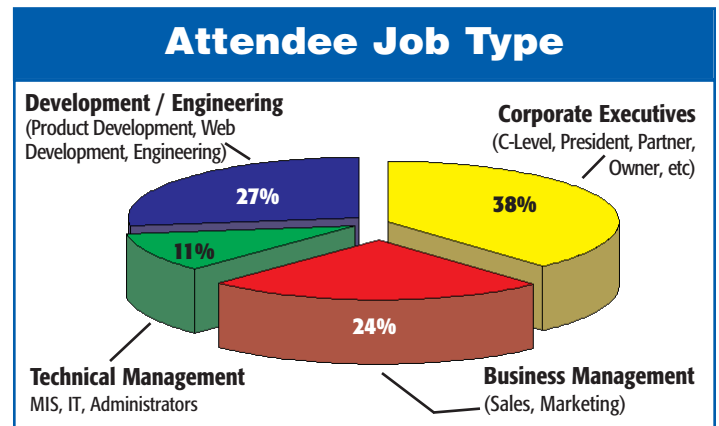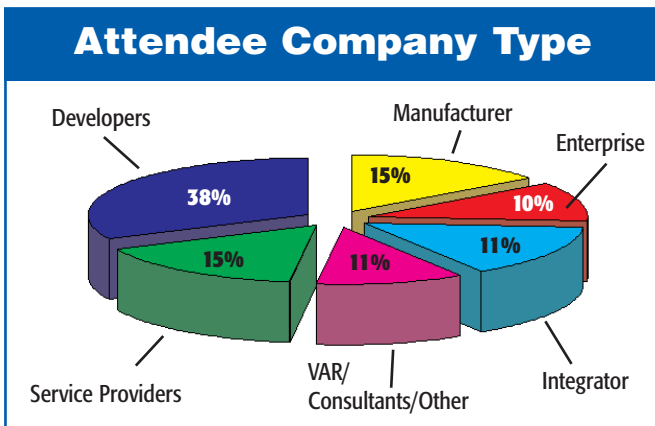## The conference program will cover the following topics*:

- 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
- Next-Generation System on Chip Silicon
- Open Source Design Considerations
- Developing Wireless VoIP Solutions
- Developing IMS-Compliant Gear
- Developing Cable Telephony Solutions
- Designing Consumer VoIP Products
- Enabling Technology Shoot Out
- Developing a Complete VoIP System
- Building WiFi Telephony Devices
- VoIP Enabling Legacy Products
- Advanced TCA Design Considerations
- High Availability
- Testing as Part of the Development Process
- Basics of Protocols - SIP/H.323/MGCP

- All About Echo Cancellation, Compression and Silence Suppression
- Introduction to the Softswitch Architecture
- Introduction to Development Tools - What's Out There to Help Develop?
- Designing Wireless VoIP Applications
- Test Tools - How Do You Load Test This Stuff?
- The Role of Open Source in Developing VoIP Solutions
- Developing IP PBX Applications
- 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 IP Telephony Applications
- Developing Next-Generation Network Applications
- Designing High-Quality Voice Applications
- Developing Applications Utilizing Presence and Availability
- Service creation
- Peer to Peer
- Service Oriented Architecture

* subject to change

For exhibit information, contact Dave Rodriguez at (203) 852-6800 x146 or DRodriguez@tmcnet.com

Who Attends Communications Developer Conference?

The Communications Developer Conference is unique in being **the only major event dedicated to the developer community**. But perhaps the most impressive aspect of the event was the type of attendee that came. Last year, the 4th Communications Developer was attended by 964 developers. These **attendees were the highest quality** - 38% were C-level executives or higher, another 38% were developer/engineers or technical management - coming from companies of all sizes from all around the world. In other words, you had the brains and the power, gathered together in one place.

Last year's show kicked off with the exhibit hall grand opening reception, which set the stage for a great week and was unlike any other event you have been to. At many receptions the attendees just come for the free food and beverages, but at Communications Developer they weren't eating or drinking - they were having in-depth conversations with exhibitors – for over 2 hours – until we finally had to ask them to leave because the facility was closing. That is indicative of the type of attendee this event draws - **the serious developer** who is coming to the event to learn, both in the classroom and on the exhibit floor .

Attendee Company Type

Developers — 38%
Manufacturer — 15%
Enterprise — 10%
Service Providers — 15%
VAR/Consultants/Other — 11%
Integrator — 11%

Attendee Job Type

Development / Engineering (Product Development, Web Development, Engineering) — 27%
Corporate Executives (C-Level, President, Partner, Owner, etc) — 38%
Technical Management MIS, IT, Administrators — 11%
Business Management (Sales, Marketing) — 24%

Attendee Company Size

Number of employees at attendee's company

500 - 999 — 21%
1000 - 4,999 — 26%
250 - 499 — 15%
less than 10 — 7%
over 5,000 — 18%
10 - 249 — 13%

940 companies of all types and sizes were represented at the last Communications Developer Conference

29 countries from around the world were represenented.

38 percent of attendees were C-Level executives or higher.

53 percent of attendees were either a developer or manufacturer of communications technologies

COMMUNICATIONS DEVELOPER CONFERENCE™

Who Should Exhibit at Communications Developer Conference?

IP PBX Vendors

Cisco, Avaya, NEC, Nortel, Mitel/Mitel US, Siemens, Alcatel, Ericsson, ShoreTel: Every IP PBX company with a development program that wants a third-party community developing applications on their platform.

Chip Vendors

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

Hosted Platform Vendors

Sylantro, Broadsoft, Covad, IP Unity, Convedia: Every hosted platform vendor with a development program wanting a third-party community developing applications on their platform.

Testing Tools Vendors

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

SIP and IMS Vendors

Lucent, Nortel

Bus & Board, and Chassis Vendors

Dialogic, Audiocodes, Elma Bustronic, Motorola, Alliance Systems, Diversified Technology, Peformance Technologies, Kontron, Radisys.

High Availability Middleware Vendors

GoAhead Software, Service Availability Forum.

" Thanks to [The TMC Team] for a fantastic event. From the moment we started planning through the end of the show, everything was well communicated and implemented to perfection. Rarely do we work with such a professional and flexible team as your group and we greatly appreciate all you have done for us. The show exceeded expectations and we are very excited about some of the future possibilities we discussed. "

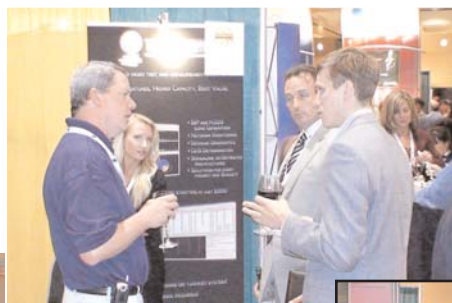*– Joe Marzulla, DeveloperConnection Program, Avaya*

Exhibit and Sponsorship Opportunities

Diamond Sponsor

Includes 8 X 20 Booth Space

1. Opportunity to demo your platform as part of the Communications Developer Conference product showcase.
2. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times.
3. Opportunity to sponsor additional items during the conference – lanyards, notepads networking receptions, etc.
4. **8' x 20'** booth space on the exhibit floor.
5. Your logo included on all promotional materials created for the event (Greater Than 500,000 Impressions – based on date of signing.)
6. Your logo on the cover of the Conference Directory distributed at the event.
7. Your company logo on banners and signage created for the event.
8. Your company logo and link from the Communications Developer Conference homepage to your Web site.
9. Full page ad in the Conference Directory.
10. Internet banner (including a link to your site) rotating on the Communications Developer Conference Web site.
11. 200-word description in Conference Directory and on www.commdeveloper.com with your company's logo.
12. Four-color logo with your listing in Conference Directory.
13. 4' x 6', four-color banner hung in a prominent area at the show.
14. Business card-sized ad in attendee brochure.
15. Ad on Communications Developer Conference Web site.
16. Three full-conference passes.
17. Inclusion of a special one-page company promotional piece in all attendee bags.
18. Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the show Web site.
19. Priority sponsorship options for future Communications Developer Conferences.

Platinum Sponsor

Includes 8 X 20 Booth Space

1. Opportunity to demo your platform as part of the Communications Developer Conference program.
2. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times .
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. Ad on Communications Developer Conference Web site.
6. Three 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 the show Web site.
9. Priority sponsorship options for future Communications Developer Conferences.

Gold Sponsor

Includes 8 X 10 Booth Space

1. Opportunity to demo your platform as part of the Communications Developer Conference program.
2. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times .
3. Two full-conference passes.
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 the show Web site.
6. Priority sponsorship options for future Communications Developer Conferences™.

Significant Media and Analyst Presence

In addition to our aggressive marketing campaign making millions of impressions with top level prospects, our year-long public relations campaign gets press releases out to all major media outlets, driving significant press coverage along with analysts and VCs.

Our pre-event advertising blitz also includes ads in some of the industry's leading publications such as *INTERNET TELEPHONY*, *Compact PCI*, *Application Development Trends*, *IMS Magazine*, and *Unified Communications Magazine,* as well as the industry's #1 web site TMCnet, which receives nearly 3 million unique visitors per month. In addition to promoting the event to drive additional traffic, each of the event's sponsors received mention in these ads, providing millions of additional impressions, adding additional value to their sponsorship packages.

COMMUNICATIONS DEVELOPER CONFERENCE™

Meet as many as 1,000 communications developers intent on enhancing their skills with the best educational content available, at the only conference specifically dedicated to communications application development.

September 16-18, 2008 • Los Angeles Convention Center • Los Angeles, California • www.commdeveloper.com

Stay at the Official Show Hotel!
Save Time, Save Money, & Network with Colleagues All in One Location!

Westin Bonaventure Hotel & Suites
404 South Figueroa St.
Los Angeles, California 90071 USA
Phone: (213) 624-1000
Complimentary shuttle service to Convention Center

In the heart of Los Angeles' downtown financial district, and just blocks from the L.A. Convention Center, the landmark Westin Bonaventure Hotel & Suites, Los Angeles is ideally located. Guests have easy access to cultural and business centers, as well as nearby beaches, the Los Angeles Convention Center, Staples Center, and Dodger Stadium.

Get the best value, most convenience, and option to network with thousands of other Communications Developer Attendees by staying at the official show hotel.

Special Room Rate: $189/night

Call (213) 624-1000 to reserve your room.

Mention the Comm Dev Conference to secure special rate

Special group rate. Subject to availability.

Group rate expires Friday August 15, 2008, or whenever room block is filled.