

Bringing The World of Communications & Technology Together

February 2-4, 2011 • Miami Beach Convention Center
Miami, Florida





You Can
Travel
Every Day of The Year
And Still
NOT
Visit With
As Many Companies
As You'll See In
Just
3 Days!



ITEXPO East 2011

The Face-to-Face Gathering Point for
the Communications and Technology
Community – Uniting Purchasers with
Solutions Providers.

February 2-4, 2011
Miami Beach Convention Center
Miami, Florida
www.itexpo.com

Projected Attendance: 8 – 10,000
Projected Exhibitors: 250



The Value of Face-to-Face



A True Solutions Exchange Where Practitioners Meet Providers

ITEXPO is the perfect location to promote your solutions in front of thousands of [high quality attendees](#) who are attending to source the latest technologies and services.

As the global economy sputters, tech continues to be the bright spot which allows companies to save money and explore new opportunities.

There are untold hundreds of billions of dollars still to be made in the video space, wireless, smart grid, M2M, cloud computing, SIP trunking, video-conferencing and collaboration markets.

While so many industries seem to have a gray cloud cast over their future, we are all very fortunate that tech innovation is coinciding with the global realization that tech and communications technology have the power to

boost sales, service levels, employment and global economies.

The goal of ITEXPO is to aid you and your company in achieving your goals - including increased sales, brand awareness and market share.

Come Build Your Business

During the show, the networking and educational opportunities are endless. Come join thousands of people from within the telecom industry who gather with enterprises, SMBs and other end users to build their businesses.

I look forward to seeing you personally in Miami next February and working closely with you to help you reach all of your 2011 goals.

Rich Tehrani



The Value of Face-to-Face

Because There's Nothing Like Being There... LIVE

ITEXPO is the premier live event for the Communications and technology industry.

Starting with the inaugural event in 1999, the past 22 ITEXPOs have attracted in excess of 110,000 professionals.

They come to ITEXPO to learn, exchange ideas, develop new contacts, and meet with vendors like you on the exhibit floor.

The result is one of the most unique atmospheres you will find: A high-level conference, coupled with a bustling exhibit hall where knowledgeable people conduct business and close deals.



The Value of Face-to-Face

Today, Business is Driven by Communications

Fixed or mobile, communications solutions drive global business.

Enterprises, Government Agencies, SMBs, and companies representing every vertical market attend ITEXPO to ensure they are using today's most powerful technologies to improve profitability.

Service Providers, Carriers, Resellers, Developers, and Manufacturers come not only to meet potential customers, but also to share their views on the future of communications and its potential impact on the global economy.



The Value of Face-to-Face

360 Degree Support

News Media Coverage

- ITEXPO routinely draws 75-100 credentialed reporters and industry analysts who generate additional awareness for your company
- TMC's own respected reporters and bloggers provide an additional 90 days of pre-show coverage, highlighting your company in the critical days before the show when attendees are planning their show floor strategy.
- Social Media outlets are abuzz with candid communications prior to and direct from the event.



The Value of Face-to-Face

360 Degree Support

Pre-Show Marketing Opportunities

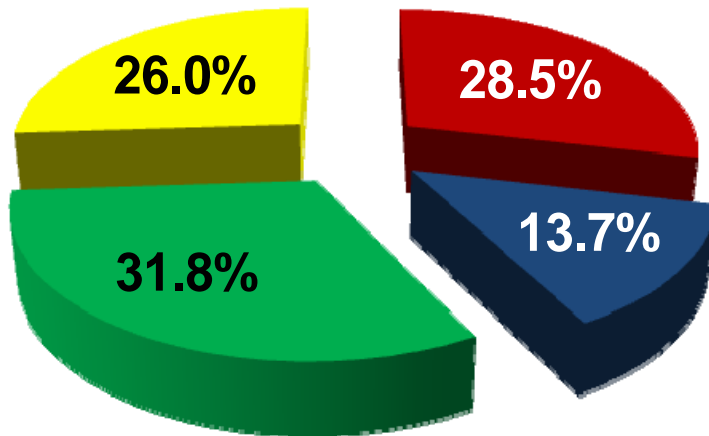
- Each ITEXPO sponsorship level includes access to the pre-show registration list for you to deliver special offers, and custom messages directly to your best prospects.
- Each exhibitor is provided custom Web advertising buttons, and unlimited free VIP passes to distribute to your customers and prospects.
- Each exhibitor is provided with press release templates you can customize and distribute announcing your presence.
- Each exhibitor is provided access to the ITEXPO PR team to assist with publicity, press conferences, and special events.



ITEXPO

Attendee Profile

Attendee *Company Type*

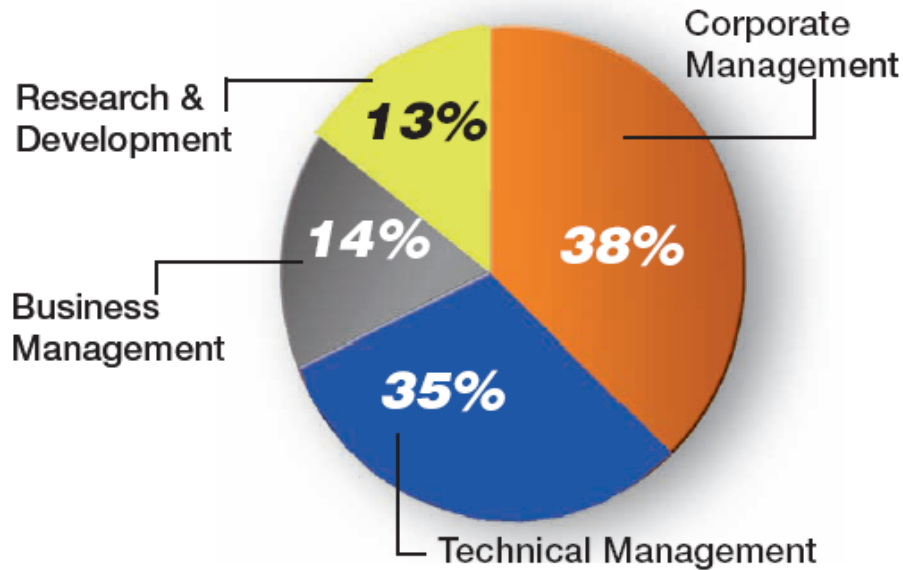


- Enterprise/SMB
- Developer/Manufacturer
- Reseller/Integrator
- Service Provider/Carrier

ITEXPO

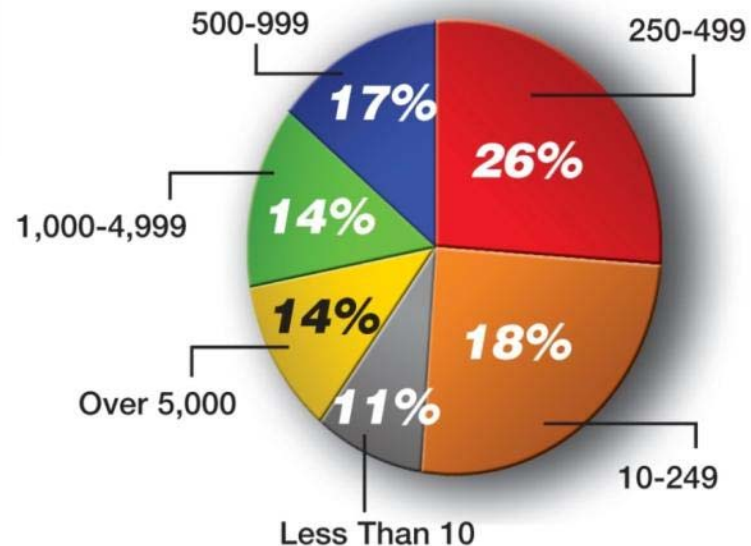
Attendee Profile

Attendee **Job Type**



Company **Size**

Number of employees



By The Numbers

81% of attendees said the show influenced a product or vendor selection*

95% of attendees are personally involved in making buying decisions*

80% of attendees plan to spend at least \$100,000 this year on IP communications products*
This is estimated at \$608 Million based on an average 8,000 attendees!

63% of attendees said they plan to purchase a product they saw at the last ITEXPO*

95% of exhibitors said they reached the specific audience they were targeting*



ITEXPO West 2010 Sponsors

DIAMOND *Sponsor*



GOLD *Sponsors*



PLATINUM *Sponsors*





The Power of Sponsorship

Making a Memorable Impression Generating Business via Relationship Building

Sponsors of ITEXPO receive the most exposure before, during, and after the show.

With prominent signage, aggressive online marketing, frequent print ads, and post-show communications with attendees, you will receive **MILLIONS of impressions** to the influential ITEXPO audience.

Make the most of your ITEXPO experience with one of our three premium sponsorship packages. Each delivers you the most successful results possible, including first choice exhibit space, signage, promotional materials, and a significant Online presence.

Call today to find out which package works best for your company, and make the most of your time at ITEXPO.

The Power of Sponsorship

Unique Sponsorship Opportunities

For maximum impact and long-term visibility, you can select from Diamond, Platinum and Gold level sponsorships.

These packages offer outstanding means to resonate with attendees and prospects. In addition, your sponsorship can include additional items you can select to best fit your marketing objectives and budgets.



Banners

Event Bags



Attendee Hotel Key

The Power of Sponsorship

Grand Prize Sponsorship

You can sponsor a brand-new car to be given to one lucky attendee at ITEXPO. This car giveaway is definitely one of the most popular features of the show. The sponsors of the giveaway not only receive great appreciation from the winner, but more importantly, receive a huge surge in booth traffic as attendees must visit each sponsor's booth to enter the drawing. A very affordable and highly effective way of increasing your booth traffic and visibility in the exhibit hall. (Hurry - these will sell out FAST.)



The Power of Sponsorship

High-profile Sponsorship Opportunities

There are many other worthwhile sponsorship opportunities available, designed to increase your visibility among the high-profile audience at ITEXPO. Sponsor the official conference backpacks, notepads and pens, event literature bags, or have your banner prominently displayed in the lobby for all to see.



Badge Insert



Aisle Signs



Meter Boards



ITEXPO West 2010 Exhibitors



888 VoIP Store
8x8, Inc.
Aastra
Aculab / ApplianX
AireSpring
Aksys Networks Inc.
Algo Communication Products
AlloyCP
Alvarion
AT&T
ATCOM Technology Co., Ltd.
ATL RespOrg Services
AudioCodes
Aviat
Axcient
BillSoft
BridgeWave
Broadvox
BTI Systems
CA Technologies
CASWELL Inc.
Cbeyond
CDMA Development Group
Certeon
Citel
CMS

Commetrex
CoreDial, LLC
CreativeWorks Systems Inc.
DDB Unlimited
Dialexia
Dialogic
DIDWW Ireland Limited
Digitech Systems
Digium
DiTech Networks
Do IT Smarter
Duxoft
eG Innovations, Inc.
Endstream Communications
E-SOFT BILLING
Fanvil Technology Co., Ltd.
FaxBack, Inc.
FaxCore Inc.
FaxSIPit Services Inc.
Fonality
Freeside Internet Services
GBH Communications
Grandstream Networks
GreenAPPX
Guangzhou
GaoKe Comm. Technology



ITEXPO West 2010 Exhibitors

HD Communications Corp
InCharge
Ingate
Insite Support Services, Inc.
Intelligent Computer Solutions
Interactive Intelligence
Irlink
IVR Technologies
Iwatsu
Kaseya
Konftel
Level 3 Communications
LightYear
MegaPath
Mera Systems
N-able Technologies
NetNumber Inc.
Nexge Technologies (P) Limited
Nimsoft
Optelian
Packet Trap/Quest Software
PlanetOne
PortaOne
Powernet Global

Presence Technology
Pulse
Qwest Communications
REVE Systems
RNK Communications
Sansay, Inc
ShoreTel
SIP PRINT LLC
Sippy Software, Inc.
Sixnet
SmoothStone IP
Communications
Speedflow
Spiceworks
Stage 2 Networks
StarView Solutions
SwitchFreedom
Symantec Corporation
Symform
Taqua LLC
TCAST
Telcombrokers
Telecom Brokerage Inc.
TelecomLawyer.Net

Telinta
Telit
Time Warner Cable
TNCI
Touchstone Technologies, Inc.
TouchTone
TransNexus
Utility Telephone
Verio
Verizon Business
Vinculum Communications Inc.
Vitelity - teleFAX,
Voiceserve-Voipswitch Inc
VoIP Innovations
VoIPConsultants.biz
Voxbone
World Telecom Group
Xcast Labs
Xconnect
Xorcom
Yuehetone.com
Zeacom
Zyrion



The ITEXPO Exhibit Hall Buzz

Making a Memorable Impression Generating Business via Relationship Building

The exhibit floor at ITEXPO is the most productive in the industry, with thousands of attendees seeking business solutions. Other, less focused events cannot match the intensity and 'Buzz' you encounter at ITEXPO.

That means your booth will have visitors — often more traffic than you can handle. But that translates into more leads, more sales and more business — which is why you are exhibiting in the first place.

Testimonials



"I must say I too have been listening to such negative news on the streets, TV, media and so on. I did not know what to expect from your show in Miami. I must confess it was probably one of the best shows I have attended for a while. We ran out of magazines by the end of the show, we also met with very quality leads.

While walking around the floor talking to exhibitors I was told several times they almost pulled out of the show and this is what they told me, 'What a mistake we would have made. This is turning out to be a super show'. I must agree with them. People who missed this show missed out on a great opportunity to establish themselves in the market. Well done TMC. Great show!"

— **Berge Kaprelian, Group Publisher President/CEO**
Beka Publishing



"We're very pleased to be at ITEXPO, it's been a great show with a lot of traction. The whole TMC team has done a great job of pulling this together, and it's been a top-rate show. The events have been great. We got to meet a lot of people from the area, and we've seen a lot of people from Latin America, and we've seen a lot of end users and a fair amount of partners who want to talk to us as well. We can't wait to get to L.A. for the fall and back here [in Miami] next year."

— **Altitude Software**



Testimonials



“ This show has exceeded all our expectations. Going through the last few years with this economy, [ITEXPO shows] have been good, but this one has been exceptional. This has been our fourth year in a row here in South Florida. We’re making arrangements to participate again in Los Angeles and have plans to come back here again next year.

We invest our money in where we get results and ITEXPO has proven itself year after year for us. The show has proven to be a very good networking venue for us. We’ve had a very successful wrap-up today. The foot traffic we’ve seen and the interest far exceeded what you’d expect on the show’s third day. We’re continuing to expand our opportunity pipeline. ”

— **Steve Safely, President, VoIPConsultants.biz**



“ A whopping 61.5% of the attendees fit our customer profile. Resellers, VARs, Service Providers who provide Hosted PBX services to the SMB market. We went home with piles of solid leads. ITEXPO is the show that brings in real buyers. ”

— **Moshe Maeir, Chief Flattening Officer, The Flat Planet Phone Co.**

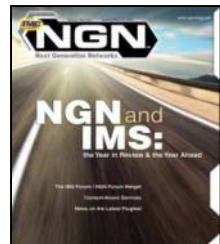


“ I suspect that you'll hear from almost everyone that it was a great show! Even with the bad economy, it was fairly well attended and we feel that it was a good show for us! You guys are awesome! ”

—**Todd Regan, Sr. VP Marketing, AireSpring**



Supported by Leading Technology Media



- **Product-focused Editorial**

With a practical focus on product selection and implementation, editorial content in all TMC media vehicles places prospects in the frame of mind to select and deploy your products and services.

- **Largest Global Reach into Your Markets**

With as many as 3 million monthly unique visitors from around the World, TMCnet's audience dwarfs any B-to-B site covering communications and technology. According to Quantcast.com figures, TMCnet's traffic is many times greater than ALL other communications and technology sites COMBINED!



Collocated Conferences





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