ITEXPO
TMC
www.itexpo.com

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

Sell Today's Intricate Product Sets to Large Enterprises and SMBs

ITEXPO attracts thousands of executives—executives from large enterprises to SMBs. Most large enterprises have already bought the products and solutions they need.

An average of **23%** of the global installed base and **37%** of the North American installed base of traditional PBX systems migrated to IP. That leaves a large number of users who are still considering their options for products and solutions they need for their businesses.

Only at **ITEXPO** will you meet with influential decision makers from enterprise organizations of all sizes, as well as meet potential channel partners who will be valuable in your efforts to promote your products and solutions when targeting the SMB market.

Let's Take a Look at the Attendee Breakdown:

Total ITEXPO Attendance: 7,561
34% of those attendees represent Large Enterprises and SMB's.

Enterprise Company Size:
1,000+ : 34%
<1,000 : 66%

Not only will you be able to influence the end-user directly, but you will also have the opportunity to meet with over 2,000 VARs/Reseller/Distributors who will be actively looking to form profitable partnerships. *(Upcoming ITEXPO Event Projected Attendance is Over 8,000!)*

ITEXPO Attracts the Audience with Purchasing Strength:

- **95%** are personally involved in making buying decisions
- **80%** plan to spend at least $100,000 this year on IP communications products
- **63%** of attendees said they plan to purchase a product they saw at the last ITEXPO
- **81%** said the show influenced a product or vendor selection
- **95%** of exhibitors said they reached the specific audience they were targeting

All statistics from registration and post-conference surveys.

All of the above results quantifiable increase in potential revenue.

Specific Conference Track Dedicated to Your Needs

- An Overview of a Rapidly Transforming Enterprise Communications Environment
- Managing the Mobile Workforce
- The Millenial Generation is Coming - Are You Ready to Support It?
- Developing and Effective RFP for the New Environment
- Mobile VoIP
- Meeting the Demand for In-building Wireless Networks
- Responding to Today's and Tomorrow's Enterprise Requirements
- What Can Presence Do For You?
- The Next Generation of Voice over WLAN
- Extending Security to the Mobile Workforce
- Trends and the Future of VoIP/Telco 2.0 - The Emergence of Cloud Telephony
- How Next Generation Value Resonates Throughout the Organization
- How Mobility and Collaboration Change Everything - Especially Your Business
- TEM Session

- Key Takeaways for Enterprises
- Securing Tablets and Smartphones in the Enterprise
- Connecting the Distributed Enterprise via Video
- Differentiating Yourself with Bundled Offerings
- UC Strategies
- Making Telepresence Affordable and Reliable
- Enabling the Three-screen Ecosystem
- The Future of Video Communications on Mobile Devices
- Achieving Operational Efficiency by Optimizing Service Delivery
- Everyday Business Conferencing - A New User Experience
- De-mystifying Hosted Communications
- Transformational Call Center Results: Improving the Customer Experience
- The Interoperability Conundrum in Mulit-vendor Environments
- Innovations in Call Recording
- Hosted vs. On-premises VoIP
- Bringing Your Contact Center into the IP Generation
- Browser Embedded Phones for the Call Center

And More!

Collocations Include:

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Joe Fabiano
jfabiano@tmcnet.com
203-852-6800 x132

Maureen Gambino
mgambino@tmcnet.com
203-852-6800 x109

Anthony Cassio
acassio@tmcnet.com
203-852-6800 x105

Kevin Lake
klake@tmcnet.com
203-852-6800 x127

Nicole Pradella
npradella@tmcnet.com
203-852-6800 x289

Presented by:

TMC