

October 2-5, 2012: Workshops & Conference Sessions

October 3-5, 2012: Exhibit Hall

**Austin Convention Center
Austin, Texas**



ITEXPO



www.itexpo.com

Stand Out from the crowd with **Unique Sponsorship Opportunities**

ITEXPO and its collocated conferences attract strong attendance and hundreds of exhibitors. Maximize your presence at the event and stand out from the crowd with one of our enhanced sponsorship opportunities.

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#ITEXPO

Secure Your Sponsorship Today!



Visit www.itexpo.com for details!

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Maximize your presence at ITEXPO and stand out from the crowd with one of the enhanced sponsorship opportunities.

Maximize Your Presence:

Sponsors receive the most exposure to this critical audience—before, during, and after the show. Sponsors literally receive **MILLIONS** of impressions this powerful audience.

- Establish your company as a leading provider
- Generate more traffic, MORE LEADS!
- Your company logo included in all promotions (*Where applicable)
- Your company logo on signage and in the show guide
- Banner ad on event website
- Opportunity to distribute literature to all attendees



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.



ITEXPO works because it delivers traffic to the exhibit hall, and all of these attendees have the time to make their way to your booth. That means your booth will have visitors—often more traffic than you can handle. That translates into more leads, more sales and more business—which is why you are exhibiting in the first place. Stretch your marketing dollar further and generate the ROI you need by exhibiting at ITEXPO.

Secure Your Sponsorship Today! Contact:

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

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

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Top Level Sponsorship Packages

Diamond Sponsorship Package Includes:

- 20'x20' exhibit space
- Your company logo in all pre-conference advertising*, appearing in top publications such as eWeek, InfoWorld, Network World, along with major dailies.
- Your logo on all printed show materials (brochures, advertisements, Show Guide, signage, banners, etc.)
- Business card-sized ad in Show Guide.
- Highlight of your company published in Show Guide and show website including State of the Industry Q&A with INTERNET TELEPHONY magazine's Executive Editor, and your CEO. Your CEO's picture and company logo are also published.
- Your logo on the cover of the show directory.
- Four-color, two-page spread advertisement in the Show Guide.
- Four-color logo with 200-word description in the Show Guide.
- Your logo linked from premium position on show website to your website.
- 468x60 banner ad rotating on show website from the time of sponsorship payment to conclusion of the show.
- 200-word description on show website with your company logo.
- Your logo on all event signage.
- Large four-color sign displayed in a prominent area at the event.
- 5-Full Conference Passes.
- Inclusion of company promotional piece in all attendee bags.
- Priority booth space selection for future ITEXPO.
- Complimentary meeting room in convention center.

Platinum Sponsorship Package Includes:

- 20'x20' exhibit space
- Your company logo in all pre-conference advertising*, appearing in top publications such as eWeek, InfoWorld, Network World, along with major dailies.
- Your logo on all printed show materials (brochures, advertisements, Show Guide, signage, banners, etc.)
- Business card-sized ad in Show Guide.
- Highlight of your company published in Show Guide and show website including State of the Industry Q&A with INTERNET TELEPHONY magazine's Executive Editor, and your CEO. Your CEO's picture and company logo are also published.
- Your logo on the cover of the Show Guide.
- Four-color, two-page spread advertisement in the Show Guide.
- Four-color logo with 200-word description in the Show Guide.
- Your logo linked from premium position on show website to your website.
- 468x60 banner ad rotating on show website from the time of sponsorship payment to conclusion of the show.
- 200-word description on show website with your company logo.
- Your logo on all event signage.
- Large four-color sign displayed in a prominent area at the event.
- 5-Full Conference Passes.
- Inclusion of company promotional piece in all attendee bags.
- Priority booth space selection for future ITEXPO.
- Complimentary meeting room in convention center.

Gold Sponsorship Package Includes:

- 10'x20' exhibit space
- Your logo on all printed show materials (brochures, advertisements, Show Guide, signage, banners, etc.)
- Full page, four-color advertisement in the Show Guide.
- Your logo linked from show website to your website.
- Pre & Post Show emailing
- 100 Word comp description
- Your logo on all event signage.
- Your logo linked from premium position on show website to your website.
- 2-Full Conference Passes.
- Inclusion of company promotional piece in all attendee bags.
- Priority booth space selection for future ITEXPO's.

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Aisle Signs - Prominent placement of your company name and logo, suspended high above the exhibit hall's main aisles, ensuring high visibility and repeat viewing. **\$8,500**



Attendee Backpacks - The official bag given to each paid attendee, speaker and member of the media, these bags feature your company logo aside the official conference logo. All will see hundreds of these bags throughout the week, and attendees will take them home and use them again and again. **\$10,000**



Attendee Confirmation Emails - As each of the expected 8,000 attendees register, they receive an informative confirmation email. Your company's message and link to your site would be included as the exclusive sponsor of these emails, sure to be seen and read by every attendee. **\$5,000**

Badge Inserts - Your company's promotional information will be inserted into the badge of each attendee. Your message is guaranteed to be seen and read by everyone. **\$7,500**



Badge Logo - Have your company's logo printed on every show badge. It will be seen by thousands of decision makers, and enhance your brand awareness with this powerful audience. **\$5,000**

Car Giveaway Sponsor - One lucky attendee will drive away with a brand new car! Be one of the 12 sponsors of this giveaway, and get hundreds, perhaps thousands of attendees coming to your booth to get their entry cards stamped. **\$5,000**



Conference Notepads - These convenient 6 x 9 pads paper will feature your company logo prominently printed on each page. All attendees will receive one to use for notetaking during sessions and back at their offices. **\$4,000**

Conference Literature Bags - Every exhibit hall attendee receives a bag full of information as s/he enters the event. Have your company logo prominently displayed on the side of the bags to be seen by all. Additionally, you will be able to put your own literature into the bag, providing information about your products and helping to increase traffic to your booth. **\$5,000**

Conference Show Guide - This is the complete booklet featuring descriptions of every session being held throughout the event. This is an invaluable guide that is referenced repeatedly by every attendee, it's one of the best tools for repeat on-site visibility. Your company name and logo will appear prominently on the cover, as well as on a full-page ad inside. **\$3,000**

Conference Track Sponsorship - Most attendees come to ITEXPO for the unsurpassed educational opportunities offered in our program. When you sponsor a conference track attendees will favorably associate your company with the topic of the track and see you as a recognized leader. **\$3,000**

Entrance Unit - This is the first thing attendees will see when they enter the Convention Center. What better place to have your company's name and logo. **\$10,000**

Hotel Keycards - All guests staying at one of the official show hotels will receive a room key carrying your logo, ensuring high visibility. **\$7,500**



Hotel Room Drops - Have your promotional materials delivered to the door of each conference attendee staying at the official show hotels. **\$3,000**

Lanyards - Guaranteed visibility during the entire event with your logo around the neck of every attendee! **\$7,500**

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All Conference Party - Be one of the five sponsors of the event that is a popular fixture at the event. Attendees will appreciate you providing entertainment, networking and drinks! This will be the event that everyone talks about.

Sponsorship Includes:

- Full Attendee Contact Information
- Company logo included on Admission Ticket
- Company logo on Event Website
- Company logo included on Event Outreach (Where applicable)
- Company logo imprinted on Beverage Napkins at event
- Preshow email blast
- 1 Panelist to participate in a conference session
- A company executive to welcome guests
- Company Signage at all available space
- Inclusion in the conference program materials
- Inclusion in magazine coverage of the event

\$5,000 Per Sponsor (4 Opportunities Remain)

Lobby Signs - Catch the attention of all attendees as they enter the convention center with can't-miss banners hung in the lobby. Available as either: 10'w x 6'h or 8'w x 8'h **\$5,000**



Looping Keynote Presentation

Displays on screens before and after all keynotes, panels and meals, with details of conference events. Have your logo on each slide and one full slide to promote your company. A great way to reach a captive audience. **\$5,000**

Meal Sponsorships

Breakfast Sponsor - Sponsorship Includes:

Be the exclusive sponsor

- 1 Panelist to participate in one session (at TMC's discretion)
- 2 Executive registration fees for the event
- Custom invitations for up to 100 prospects/clients sent on your behalf by ITEXPO
- Company signage displayed on tables
- Inclusion in the conference program materials
- Inclusion in the magazine coverage of the event

\$10,000 (1 of 2 sold)

Lunch Sponsor - Sponsorship Includes:

Be the exclusive sponsor

- 1 Panelist to participate in one session (at TMC's discretion)
- 4 Executive registration fees for the event
- Introduced and thanked by CEO Rich Tehrani
- Custom invitations for up to 100 prospects/clients sent on your behalf by ITEXPO
- Company signage displayed on tables
- Inclusion in the conference program materials
- Inclusion in the magazine coverage of the event
- Gold Sponsor status of ITEXPO

\$25,000

Mini Conference Guide - This convenient user-friendly conference guide will be a favorite of attendees trying to find their way around. As the exclusive sponsor, you will be featured on the cover as well as in a one "full" page ad inside. **\$7,500**

Networking Receptions - Great visibility with a captive audience as attendees gather to enjoy complimentary hors d'oeuvres and beverages. Your company will be represented with signage throughout the reception area, in the official program, and pre-event marketing materials. Please contact your sales representative for pricing.

Press Room and Media Lounge - A hub of activity, as members of the media gather to work, and share their thoughts about the event. By sponsoring this lounge, your company receives key exposure to this influential group. Sponsor logo will also be featured on signage in the room. **\$5,000**

Registration Counter - One of the most visible areas in the convention center, each attendee entering will look for the registration counter before anything else. Your company logo will be prominently displayed on the front panels. **\$5,000**

Registration Staff Shirts - The attentive and extremely visible staff will be wearing your company's shirts as they check in all conference attendees. **\$3,000**



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Reseller Solutions Week

Reseller Solutions Day workshop is one of the most popular events each year at ITEXPO, packing the room with resellers seeking the latest information. Put your company in front of this targeted audience. Sponsor will be placed prominently on signage, in the directory, mentioned in all messaging of the event, and will have the opportunity to distribute literature. **\$3,000** (Limited to 8)

Show Guide Belly Band - HOT ITEM!

Every attendee receives a show guide directory immediately on arrival. Your company will be the first thing they see when they do! Your company name, logo, message and booth number are displayed prominently for all to see. This is a great tool to drive traffic to your booth. **\$7,500**



Speaker Check-In - This table is prominently placed in the midst of the educational rooms where your banner will be seen by all attendees and speakers. Each speaker must check in at this table and will be given your flyer with their conference materials, while each conferee passes by dozens of times during the three-day event. **\$5,000**

StartupCamp

This unique forum is for early-stage entrepreneurs to pitch their communications products or services to a discriminating audience of potential investors, media, bloggers and industry influencers. The event's fast-paced, "ready, set, pitch" format brings early-stage communications companies, developers, industry leaders and investors together to network and validate entrepreneurial pitches in real time. Ask about pricing.

Welcome Reception - Help kick off ITEXPO with the grand opening welcome reception. Provide attendees complimentary food and beverages in an outstanding networking opportunity. Prominent signage and mentions in promotional messaging delivers great branding for your company. **\$20,000**

Become a ITEXPO Exhibitor & Sponsor.

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All sponsors are asked to submit a logo (Adobe Illustrator vector file) to be included in the for the conference onscreen presentation.

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