

Invitation To Exhibit & Sponsor

TMC
VoIP
DEVELOPER CONFERENCE™

*A World-Class Conference
On IP Telephony With
World-Class Speakers*

August 8-10, 2006 • Santa Clara, California • Hyatt Regency Santa Clara

3rd Annual Conference For Developers From TMC, The VoIP Leaders!

TMC
VoIP
DEVELOPER CONFERENCE™



Reach:

Developers

Program Managers

Manufacturers

Forge Valuable Relationships & Partnerships!



Featuring:

Hardware Development

Software Development

Wireless/WiFi Development

SIP Developer's Workshop

Open Source



Platinum Sponsors

aculab

SANGOMA
TECHNOLOGIES

AudioCodes

Gold Sponsor

NMS COMMUNICATIONS™

TMC

Produced by the most trusted name in VoIP. TMC is the publisher of INTERNET TELEPHONY Magazine since 1998; and the host of INTERNET TELEPHONY Conference & EXPO since 1999.

www.voipdeveloper.com

Meet the Right People to Increase Sales of Your Products and Services



There is no question that the VoIP industry is at an exciting point in its development. Each day it seems there are new technological breakthroughs or another company jumping into the market. As VoIP explodes onto the world scene there is a developmental frenzy as companies race to create new products and technologies that will define their position in the market.

With so many companies involved in VoIP development, the competition is fierce and each is looking for an edge. To get ahead, these companies need to stay on top of changes in this rapidly transforming industry, as well as establish a network of partnerships to maximize their productivity.

Luckily for them, they can do both of these things in one place - at the 3rd Annual VoIP Developer Conference August 8-10, 2006. Our top-level educational courses attract leaders of VoIP development firms from Silicon Valley and around the world. Our exhibit floor is packed with more than 1,000 attendees who are looking for their next business partners. And if you want to meet these leaders - CEOs, CTOs, VPs, et al - then The VoIP Developer Conference is the ideal place to exhibit this summer.

The Leaders in VoIP Now Focusing Specifically on VoIP Development

TMC has been covering VoIP market since 1996 through our *Communications Solutions* and *INTERNET TELEPHONY* magazines. And this event's sister conference, INTERNET TELEPHONY Conference & EXPO, which we've been hosting since 1999, has grown into the largest VoIP event in the world.

Now in its 3rd year, the VoIP Developer Conference grew out of feedback we received from sponsors, exhibitors, and attendees of the INTERNET TELEPHONY Conference & EXPO. These folks thought that as the VoIP industry keeps growing, we needed an event that provided an opportunity for the VoIP Development community to gather, learn, and network. I am proud that TMC was able to bring this event to the industry, and even more proud of what the event has grown into after three years.

When you combine TMC's solid reputation in the VoIP industry, the unprecedented line-up of educational offerings, and the strategically selected Silicon Valley location, this event is positioned to best of the year for anyone seeking to meet VoIP developers.

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 Group Editor-in-Chief

VoIP is The MAJOR Driving Force Behind Today's Telecom Resurgence



TMC's Reputation for Quality Education Ensures You'll Reach Serious Developers

The conference will teach delegates how to develop applications focusing on DSPs, WiFi telephony, cable telephony, DSP resource boards, IP PBXs, SIP, IMS, peer to peer, Linux telephony, open source, and more! This is the single event where you will reach the customers who will be choosing your hardware and software development tools and testing solutions.

Emphasis will also focus on helping you find developers for IP PBX and hosted telephony solutions. This is where you will connect with the developers who will develop vertical applications that leverage your IP PBX. This is where you will find a developer to customize your hosted PBX solution to enable a hospitality application.

Only the most serious developers interested in learning more about your platforms will be in attendance.

The conference program will cover the following topics*:

Hardware Track:

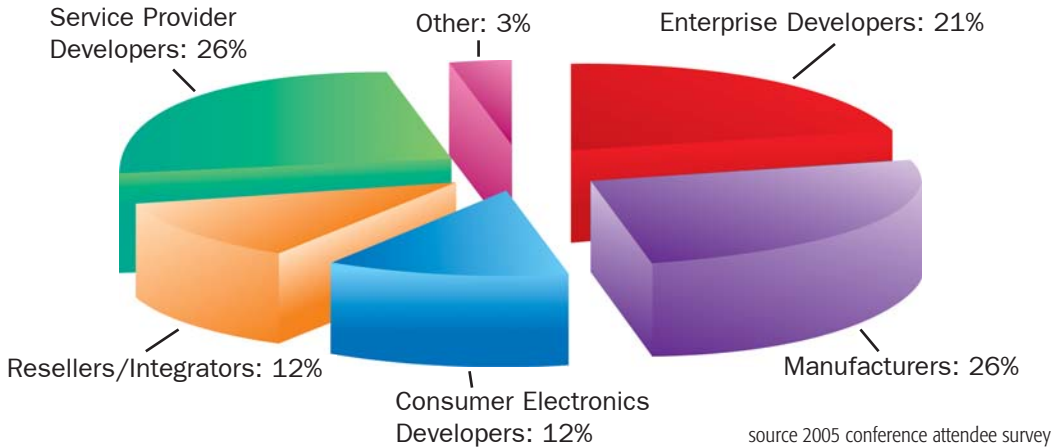
- Designing Applications Using DSPs (EchoCancellation/Vocoder Design)
- Developing Applications Using Host Processing Instead of DSPs
- Designing Applications Using DSP Modules
- Designing Applications Using DSP Resource Boards
- Developing VoIP Devices
- Next-Generation System on Chip Silicon
- Open 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

Software Track:

- 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 a Availability

*Subject to change

Who Attends VoIP Developer Conference?



85% of attendees influence buying decisions for their organizations

50% of all attendees will spend at least \$100,000 on telecom products and services this year

Who Should Sponsor/Exhibit

IP PBX Vendors

Such as Cisco, Avaya, NEC, Nortel, Mitel, Inter-Tel, Siemens, Alcatel, Ericsson: Every IP PBX company with a development program that wants a third-party community developing applications on their platform

Chip Vendors

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

Hosted Platform Vendors

Such as Sylanro, Broadsoft, Covad, IP Unity, NetCentrex, Convidia: Every hosted platform vendor with a development program that wants a third-party community developing applications on their platform

Testing Tools Vendors

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

SIP and IMS Vendors



**A Diamond Sponsorship
Gets You the Most
Attention and Most
Quality Impressions!**

The Benefits of a Diamond Sponsorship Include:

1. Opportunity to demo your platform as part of the VoIP 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. One, **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 VoIP 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 VoIP Developer Conference™ Web site.
11. 200-word description in Conference Directory and on www.voipdeveloper.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. Button ad on VoIP 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 VoIP Developer Conferences™.

**Reserve Your Space Now.
Get Maximum Results From
Your Investment.
Contact Dave Rodriguez at
(203) 852-6800, ext. 146
Or e-mail:
droduiguez@tmcnet.com**

Platinum Sponsor

8 X 20 Booth Space

1. Opportunity to demo your platform as part of the VoIP 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. Button ad on VoIP 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 show Web site.
9. Priority sponsorship options for future VoIP Developer Conferences™.

Gold Sponsor

8 X 10 Booth Space

1. Opportunity to demo your platform as part of the VoIP 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 pass.
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 show Web site.
6. Priority sponsorship options for future VoIP Developer Conferences™.

Silver Sponsor

8 X 10 Booth Space

1. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times.
2. Listing in Conference Directory.
3. One full-conference pass.

We have many additional sponsorship opportunities available to help enhance your exhibit. Give us a call today to discuss ways to improve your exhibit experience, or visit www.voipdeveloper.com for more information.

Aggressive Marketing Campaign Attracts Serious Developers:

Direct Mail:

- Conference brochures mailed and bound into issues of INTERNET TELEPHONY® magazine.

Web:

- Banner ads running daily across TMCnet.com and on leading IP telephony and developer Web sites

e-Mail:

- Weekly e-Mail promotions sent to TMC's 35,000+ name opt-in database.
- Unlimited FREE VIP pass promotions e-mailed on behalf of exhibitors and sponsors.

eNewsletters:

- Banner ads and text sponsorships running weekly in TMC's e-Mail newsletters.

Media:

- Aggressive Press Release schedule targeting leading reporters and analysts throughout the year.
- Ads in relevant trade magazines.

**TMCNET.COM GETS OVER 10
MILLION PAGE VIEWS EVERY MONTH!**



Join us for the VoIP Developer Conference

Meet over 1000 VoIP developers intent on enhancing their skills with the best educational content available, at the only conference specifically dedicated to VoIP development.

August 8 - 10, 2006 • Hyatt Regency Santa Clara, CA

Stay at the official show hotel for your convenience and save time & money!

The Hyatt Regency Santa Clara

is a deluxe, full-service hotel conveniently located in the heart of Silicon Valley, approximately 5 miles from San Jose International Airport, and about 30 miles from San Francisco International Airport.

Special Room Rate: \$169.00

Hyatt Regency Santa Clara

5101 Great American Parkway
Santa Clara, CA 95054

Phone: (408) 200-1234



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