

The World's Largest IP Communications Marketplace!

The industry's best-attended event attracting thousands of Communications Professionals seeking new partners and the latest information



**Exhibitor & Sponsorship
Prospectus**

Diamond Sponsors:



Supported By:



More than **7,000 INDUSTRY PROFESSIONALS** Descend upon Los Angeles for the 18th ITEXPO

Attendees will be coming from companies of all shapes and sizes, and from all around the world to join us for this exciting three-day event.

INTERNET TELEPHONY® Conference & EXPO is the premier event in the IP Communications industry. Since our first event held in 1999, over 80,000 IP Communications professionals have 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 at any event, with a bustling exhibit hall filled with knowledgeable people doing business and making deals.



LOS ANGELES CONVENTION CENTER
LOS ANGELES, CALIFORNIA • SEPTEMBER 16-18, 2008
www.itexpo.com



With a **GLOBAL AUDIENCE**

You could
TRAVEL
every day of the year
and still not visit
with as **many companies**
as you'll see
IN JUST 3 DAYS
at ITEXPO

and nearly every type and
size of company imaginable,
no matter who your target
audience is...

you'll find it at ITEXPO.

111 different countries

Attendees from 111 different
countries attended ITEXPO
in the past year.

4,000 Different Companies

over 4,000 different compa-
nies were represented at the
last ITEXPO, covering the full
gamut of the industry.

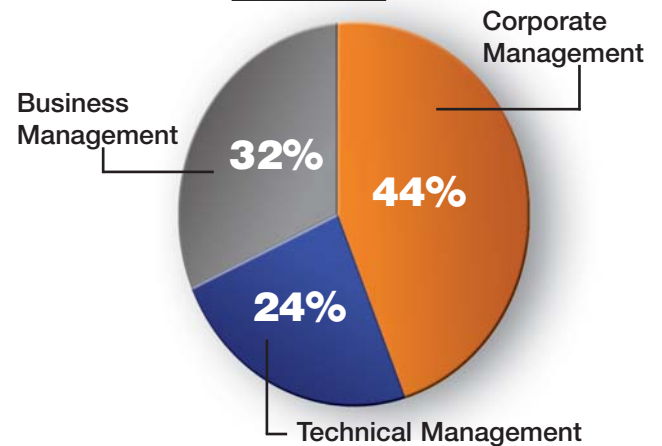
72% Are Decision Makers

Nearly 3 of every 4 attendees
at ITEXPO are Vice Presidents
or higher, with thousands of
C-Level execs and
presidents in attendance.

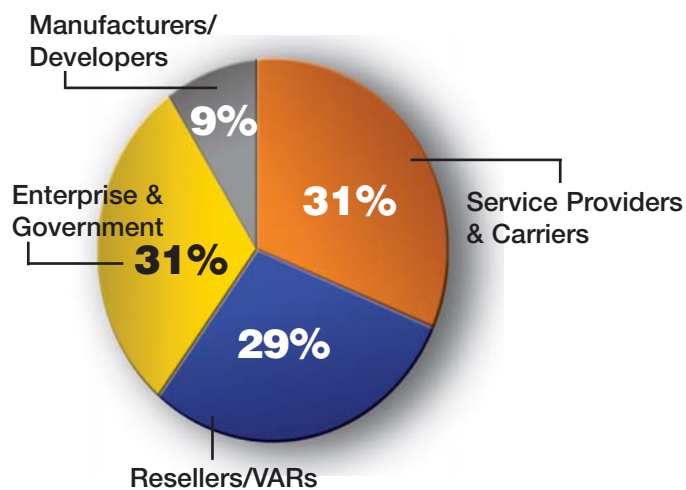
WHO ATTENDS ITEXPO?



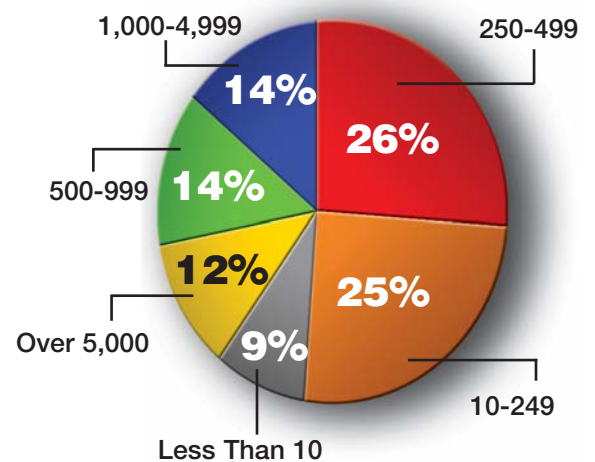
Attendee Job Type



Attendee Company Type



Company Size



ITEXPO ATTENDEES MEAN BUSINESS

No matter what type of solution you provide, you'll find attendees at INTERNET TELEPHONY Conference & EXPO who are actively looking to buy it.

95% of attendees 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

That means there are literally thousands of attendees on the exhibit floor looking to buy what you offer AND **with significant amounts of money to spend.**

One of the most unique things you will find at ITEXPO that differentiates it from other events is the buying activity of the attendees, and 80% of attendees plan to spend at least \$100,000 on telecom/IT products in 2008.

“ I was impressed with the **quality and quantity of buying customers** at the show. It appears **this is a key industry venue for consumers.** **”**

— Dave Immethun, Sr. Director Sales, Packet8 , Exhibitor - ITEXPO West 2007

what are attendees looking for?*

Billing/OSS

Cable Telephony

Call recording/logging/monitoring

CRM

Hosted telecom services

Hosted contact center solutions

IMS solutions

Industrial computing

Interconnection facilities

Internet telephony gateways

IP centrex

IP conferencing

IP contact center

IP fax

IP PBX

IP phones

IP telephony headsets

IPTV solutions (for carriers)

Media servers

Open source solutions

PC-to-Phone solutions

Peer-to-peer VoIP

Prepaid calling

Presence-based apps

QoS/Network monitoring

Network security

Service creation

Session border controllers

SIP trunking

SIP solutions

SMB solutions

Softswitches

SOHO IP telephony

Speech

Telecom expense management

Test/measurement tools

Triple play solutions (for carriers)

UC applications

UPS/Power solutions

Video conferencing

Voice peering

VoIP components (DSPs, SOC, boards, etc.)

VoIP training

Wholesale telecom service

WiFi telephony

Workforce management

63% of attendees plan to purchase products and services they saw on the show floor within 12 months*

81% of attendees say the show influenced a product and/or vendor selection*

* Source: Attendee Survey



SPONSORSHIP OPPORTUNITIES

Sponsors of INTERNET TELEPHONY Conference & EXPO receive the most exposure to this critical audience - before, during, and after the show. With prominent signage, frequent print ads, aggressive online marketing, and post-show communications, sponsors receive MILLIONS of impressions to this powerful audience.

Make the most of your ITEXPO experience with one of our three premium sponsorship packages - DIAMOND, PLATINUM, or GOLD. Each sponsorship package has been designed to deliver the most successful show possible, including exhibit space, signage, promotional materials, and a significant Web site presence.

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



EXHIBIT Opportunities

The exhibit floor at INTERNET TELEPHONY Conference & EXPO is the most productive in the industry, with thousands of attendees seeking out business solutions. Other, less focused events might have bigger exhibit halls, with bigger booths that stretch as far as the eye can see. But without the traffic, is the huge expense of participating in those shows worth it?

ITEXPO works because it delivers traffic to the 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. But 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.



SPECIAL Opportunities

Stand out from the crowd with these special opportunities created to highlight your company, showcase your new product, or drive more traffic to your booth.

New product showcase

There is no better place to launch your new product, or showcase a recently released product, than the New Product Showcase at ITEXPO West 2008. Your product will be displayed prominently in the most high-traffic area of the convention center complete with signage. In addition, you will receive a photo and description of the product in both the show directory and the ITEXPO Web site, along with a rotating banner ad on the Web site.



Car sponsorship

You can once again sponsor a brand new car 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 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.)



High profile sponsorship opportunities

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



Each of these opportunities is only available to a limited number of participants.
Call today to make sure you don't miss out!

203-852-6800 Ext. 146

Travel Info

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, CA 90071

In the heart of Los Angeles' downtown financial district, and just blocks from the LA 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 ITEXPO attendees by staying at the official show hotel.

Book now and mention that you are an INTERNET TELEPHONY® Conference & EXPO attendee to receive special rates.*

Group rate - \$189.00 - includes complimentary Internet access in guestroom.

Call 213.624.1000 to make a reservation - you must reference ITEXPO to receive the special discounted rate.



* This special group rate is subject to limited availability.

Rate expires Friday, August 15, 2008 - 5:00 pm PDT or when room block is filled.

Past Attendees

DIDXchange
 DIDXchange
 Digital Fairway
 Digium
 Dirigo
 Ditech Communications
 Eastwind
 ECA
 Ecocarrier
 Eicon Networks
 Emergent
 Enterprise Communications
 Association (ECA)
 Epygi
 EUR Systems
 Excel Telecommunications
 Exinda Networks
 Extra Strength Phone
 FatPipe
 Faxback
 Faxcore
 Fonality
 GENBAND
 GlobalNet
 GlobalPOPs
 GlobalThink
 GlobalTouch
 Grandstream
 Grandstream Networks
 Gryphone
 GVSC USA
 HBF
 Host.net
 Hosted Networks
 i2Telecom
 Ideacom
 IgeaCare USA
 iKnowWare
 Ingate
 Inphonex
 Interactive Intelligence
 InterEdge
 Interstar
 Inter-Tel
 Intertex
 Intervoice
 Interwork
 Intuitive Voice
 InvisoSoft
 IP Business Magazine
 IP Gear
 IPCC
 IPDrum
 Iperia
 IPSmart Systems
 IPSmarx
 iQ NetSolutions
 IQ Services
 ISI Telemanagement
 ISN Telcom
 Iwatsu
 Kancharla
 Kayote Networks
 Kentrox
 Konzept
 KS Telecom
 Lumenvox
 Lumenvox
 Marriott Vacation Club Int'l
 MediaRing
 Mediatrix
 MERA RU
 Mera Systems
 Miami Herald
 Minacom
 Mix Networks
 MobileMax
 Morse Communication
 Multi-Tech
 MultiTech Systems
 net.com
 Net2Phone
 NetCentrex
 Netcentrex/Comvers
 Netcom
 NetIQ
 Netlogic
 Netsapien
 NETXUSA
 New World Brands (TELESUSA)
 NICE Systems
 Noble Systems
 Nortel Networks
 Nuera
 Nuvio
 Ontario Canada
 Outpost Sentinel
 Packet Island
 Pactolus
 PAETEC
 Pandora
 Pandora's Networks
 Panduit
 Paracon
 pbxnsip
 pbxnsip, Inc.
 PCCW Global
 Phoenixsoft
 Phonefusion
 PIKA Technologies Inc.
 Pingtel
 Pirelli Broadband Solutions (ABP)
 Plantronics
 Plantronics Inc.
 Polycom
 PortaOne
 Profitec
 Progress Telecom
 Psytechnics
 Purple Heart
 Quantum
 Quantum Technologies
 Radian Technologies
 Ranch Networks
 Raytheon
 Redsky Technologies
 Rhino Equipment
 Ring 9
 RNK Communications
 RNK Telecom
 Sagem-Interstar Inc (formerly
 Interstar)
 Samsung
 Sangoma
 Sansay
 Seawolf Technologies
 Sencommunications
 Sentio
 SER
 Siemens Company
 Signalsys
 Signate
 Simple Signal
 Simton
 SinglePipe
 SinglePipe Communication
 SIP Forum
 Sip2sip Communications
 Smart Network Solutions
 snom
 Solegy Systems (telic)
 Solus
 Solutions360
 Spanlink
 SysMaster
 System Design
 Systems Design
 Tadiran
 Talkswitch
 Tangoe
 Taqua
 Target Dist
 Tech Data
 Tektronix
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“ IP Communications is now. For the who, what, where, why and how, **INTERNET TELEPHONY Conference & EXPO (ITEXPO)** hosted by TMC, is the key event in the IP Communications industry.”

— Tradeshow Vibes newsletter

“ This is one of the best shows for IP Communications, combining everybody from the U.S. and customers from Latin America. A great crowd, very busy, one of the best shows for us every year. We got a lot of great leads here.”

—Robert Messer, ABP

“ The traffic has been very heavy - we've had people in front of the booth for the whole show. This has been one of our best shows in the last few years.”

— Roy Essex, AudioCodes

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Technology Marketing Corporation
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Norwalk CT, 06854
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