



INTERNET TELEPHONY Conference & Expo

ITEXP

www.itexpo.com



October 4-6, 2010 • Los Angeles Convention Center
Los Angeles, California

- IP Communications
- Video
- Unified Communications
- Smart Products
- Cloud/Virtualization
- Wireless...

The World's Communications Conference

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

The One Event For:

- Enterprise/SMB
- Government Agencies
- Service Providers
- Resellers
- Developers

Diamond Sponsors:



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INTERNET
TELEPHONY



TMCnet



NGN
Next Generation Networks



CUSTOMER INTERACTION
Solutions



Unified
COMMUNICATIONS



**INFLUENTIAL
PROFESSIONALS**

More than **7,000 PROFESSIONALS** convened
in Los Angeles in 2009 for the 20th ITEXPO

Once again this year, attendees will come from companies of all shapes
and sizes, and from all around the world to this exciting three-day event.

ITEXPO is the premier event in the Communications industry. Since our first event held in
1999, more than 95,000 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: a high level conference accompanied by a
bustling exhibit hall filled with knowledgeable people doing business and making deals.



LOS ANGELES CONVENTION CENTER
LOS ANGELES, CALIFORNIA • OCTOBER 4-6, 2010

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GLOBAL
AUDIENCE



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

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

you'll find it at ITEXPO.

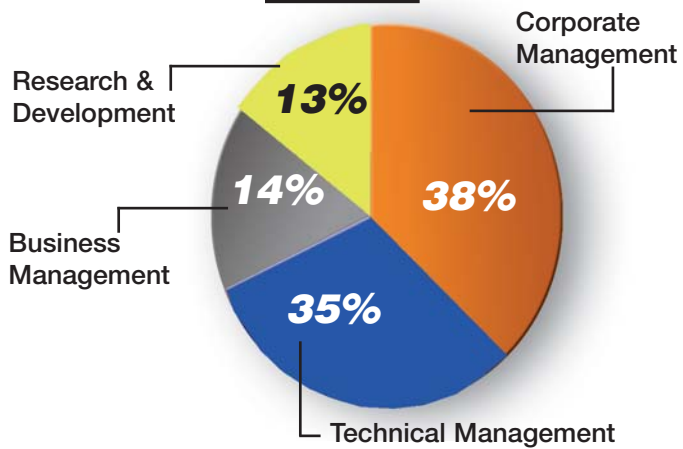
Attendees from 111 different countries attended ITEXPO in 2009.

More than 3,800 different companies were represented at ITEXPO in Los Angeles last year, covering the full gamut of the industry: Service Providers, Enterprise, SMB & Channel.

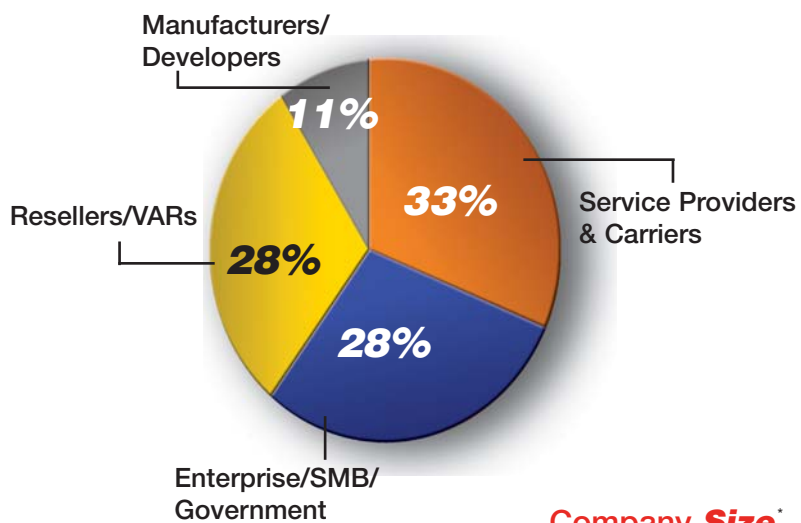
Nearly 3 of every 4 attendees at ITEXPO are Vice Presidents or higher, with thousands of C-Level executives and Presidents in attendance.

WHO ATTENDS ITEXPO?

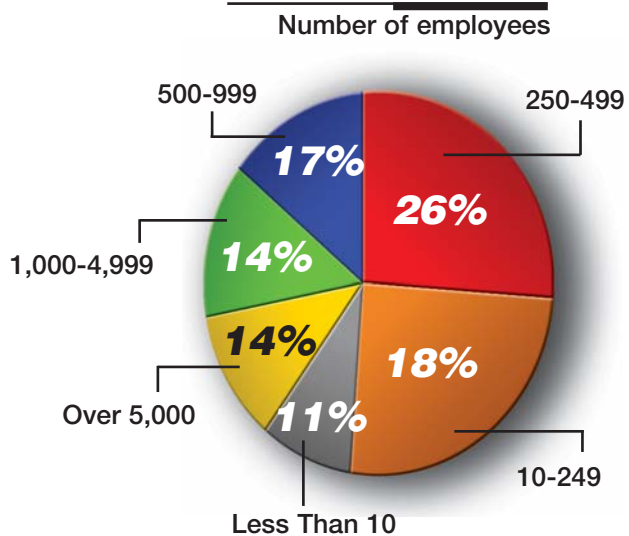
Attendee Job Type*



Attendee Company Type*



Company Size*



* - demographic stats from 2009 ITEXPO West registrations



ATTENDEES MEAN BUSINESS



No matter what type of solution you provide, you'll find attendees at ITEXPO 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. At last year's ITEXPO, 80% of attendees said they plan to spend at least \$100,000 on telecom/IT products in the next 12 months.

“ When I arrived on the Tuesday the whole place had a buzz about it. Everyone I met was upbeat and energized. At every exhibition session we took quality leads in volume as high as we have ever seen at ITEXPO. January 2009 was Aculab's biggest month since December 2007 we also have a very strong order book looking out over the next three months. That situation coupled with the atmosphere at ITEXPO could easily cause one to question 'what recession?'. ” —Chris Gravett, Aculab plc, ITEXPO East 2009

* - all statistics from registration and post-conference surveys, ITEXPO East 2009

You Belong At ITEXPO if You Offer:

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
 4G
 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

DIAMOND **Sponsors**



PLATINUM **Sponsors**



8x8, Inc.



BridgeWave
COMMUNICATIONS



The Asterisk Company



GOLD **Sponsors**



Sponsors of ITEXPO 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. Each is designed to deliver 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.

“Only a week after “Bloody Monday”, dire economic news every day, and travel restrictions at most companies, I have to admit, I headed to this first trade show of the year with trepidation. I have to say, I was very pleasantly surprised! The opening of the show floor was very well attended, and not just for the complimentary refreshments: significant business discussions were going on. Some booths had visitors stacked up three rows back.

The attendance at the sessions the following day was just as good; the pinnacle keynote session (for which the room was quite large to begin with) was standing room only.

The overall air was quite positive and upbeat; people seem to be there to do business!”

- Debbie Greenstreet, Texas Instruments
ITEXPO East 2009

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. 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.



“ 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

EXHIBIT OPPORTUNITIES



INTERNET TELEPHONY Conference & Expo

ITEXP

www.itexpo.com



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.

Unique Sponsorship Opportunities

For maximum impact and long-term visibility, we offer Diamond, Platinum and Gold level sponsorships. These packages offer outstanding means to resonate with attendees and prospects. In addition, we offer a menu of sponsorship items so you can select what best fits your marketing objectives and budgets.



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.)

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.



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. 109

COLLOCATED EVENTS



Collocated events help draw even more attendees to ITEXPO, with their focused agendas that have additional appeal to help attract more from Service Providers, Resellers, OEMs, Enterprises, and more.

4G WIRELESS EVOLUTION SHOWCASE



The 4GWE Showcase at ITEXPO provides the opportunity, for a limited number of companies, to define and showcase their role in the wireless evolution. The 4GWE audience will attend the showcase to seek out strategies to implement high-speed wireless Internet solutions that support the requirements of their subscriber's home, business, nomadic and mobile use.

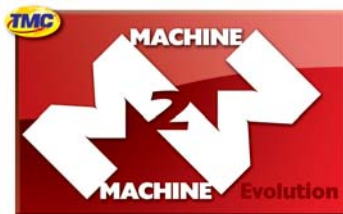
SMART GRID SUMMIT AT ITEXPO

Smart Grid Summit addresses the opportunity coming from the intersection of utilities and communications. The Smart Grid is devoted to a sector poised for the same fundamental transformation that telecom experienced with the advent of IP communications. This is the event professionals need to attend to understand the role that IP communications technologies will play in Smart Grid deployment – not just for making utilities more efficient, but also for enabling the Smart Home and a new generation of communications innovations.



www.smart-grid.tmcnet.com./conference

M2M EVOLUTION AT ITEXPO



www.m2mevolution.com/conference

Machine-to-machine solutions are driving data demand with tight vertical integration for specific industries; or supporting the general IT needs and cross-industry requirements associated data centers, facilities and security. Machine-to-machine embraces the “any to any” strategy of the Internet today, and M2M Evolution is where the industry gathers to share ideas and find solutions.

MSP WORLD AT ITEXPO



If you are an MSP or thinking about transitioning to the business model, you **MUST** take a trip to MSPWorld - MSPworld - Los Angeles Convention Center in Los Angeles, CA . Things are different in MSPWorld; it's a world free of vendor spin and is completely vendor agnostic.

CHANNEL VISION EXPO AT ITEXPO

As communications technologies evolve, Telecom agents, value-added resellers, interconnect dealers and others in the channel ecosystem face historic changes. The CVx Showcase at ITEXPO was created specifically to help channel players and wholesale service providers develop partnerships that cross traditional lines of business and provide opportunities to expand service portfolios through new suppliers and new. Educational opportunities, meanwhile, will cover both traditional lines of business as well as emerging opportunities to provide channel partners with a perspective on how to adapt, what to sell and how to sell it within this ever-evolving communications ecosystem.



LIGHTWAVE'S OPTICAL NETWORKS FOR ENTERPRISE AT ITEXPO



Lightwave's Optical Networks for Enterprises (ONE): LIGHTWAVE's ONE Conference is the only event exclusively focused on real-world optical communications strategies for network owners, managers and service providers. The ONE Conference and Optical Networking Pavilion, collocated with ITEXPO, provide a unique educational and networking opportunity for enterprise and service provider managers who are evaluating, implementing and managing fiber-optic networks.

COLLOCATED EVENTS



THE SOCIAL CUSTOMER SUMMIT AT ITEXPO

TMC is offering a unique opportunity to learn about implementing the social channel in concert with the others at a new event, the Social Customer Summit that is taking place at ITEXPO West Oct. 4-6, 2010 at the Los Angeles Convention Center. The Summit will be a great opportunity to find out more about and to discuss issues such as managing the media and what skills, training and tools are needed and have proven to enable successful use of this channel.



CLOUD COMMUNICATION SUMMIT AT ITEXPO



The Cloud Communications Summit addresses a growing need of businesses to integrate and leverage cloud-based communications applications, process enhancement techniques, and network based communications interfaces and architectures. Business professionals will learn the fundamentals of cloud-based communications business models, market trends and current large efforts and deployments. This series of educational sessions at ITEXPO will explore how communications as a service drastically lowers capital expenditures, reduces project risks and increases service agility and value.

Smart Product Ecosystem Connections AT ITEXPO

Come to Los Angeles this fall to explore a variety of industries at the convergence of smart products. You'll make connections, find solutions, and develop relationships to help you take advantage of this exploding area of technology.

The SPEC Conference sessions dig deeply into all segments, including: Smart Mobile and Wireless; Connected Health, Fitness & Medical Devices; Automotive & Telematics; Home Automation and Connected Home Entertainment Devices; Smart Energy Monitoring and Management Solutions.



You'll uncover opportunities across the ecosystem landscape for each category:

- smart products and services
- emerging platforms
- innovation and IP analysis
- product design reviews
- investments and M&A trends
- business models
- technology partners
- distribution and sales channels
- competitive analysis