

**The  
New  
Home**  
of ITEXPO West 2011



**September 13-15, 2011**  
**The Austin Convention Center**  
**Austin, Texas**

The industry's best attended event attracting  
thousands of communications professionals

**The One and Only Event for:**

- Enterprise/SMBs
- Government
- Service Providers
- Resellers
- Developers



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#ITEXPO



ITEXPO will travel to Austin for the next installment of ITEXPO West. With the latest tech developments, it will benefit both your knowledge and your wallet! Austin ranked #7 on the list of America's Top Tech Centers, and is also a spot for the highest job growth! Plus, the Austin Convention Center is close in proximity to downtown hotels, dining, and entertainment.

- Austin ranks #7 on the list of America's Top Tech Centers, according to American Cities Business Journals. (May 2009)
- Austin lands the number one spot as the top U.S. city for job growth, according to the U.S. Bureau of Labor Statistics.
- TMC has arranged for all ITEXPO participants to enjoy free WiFi connections throughout the center's massive network, capable of serving 5,800 simultaneous users
- 6,000 hotel rooms downtown – all within easy walking distance to the convention center
- Less than 15-minute drive from airport to downtown
- Convenient, non-stop flights from virtually every major U.S. city on major U.S. carriers
- There are over 120 restaurants in downtown Austin, with a wide culinary range and many award-winning options.
- Austin is the Live Music Capital of the World – 200 live music venues

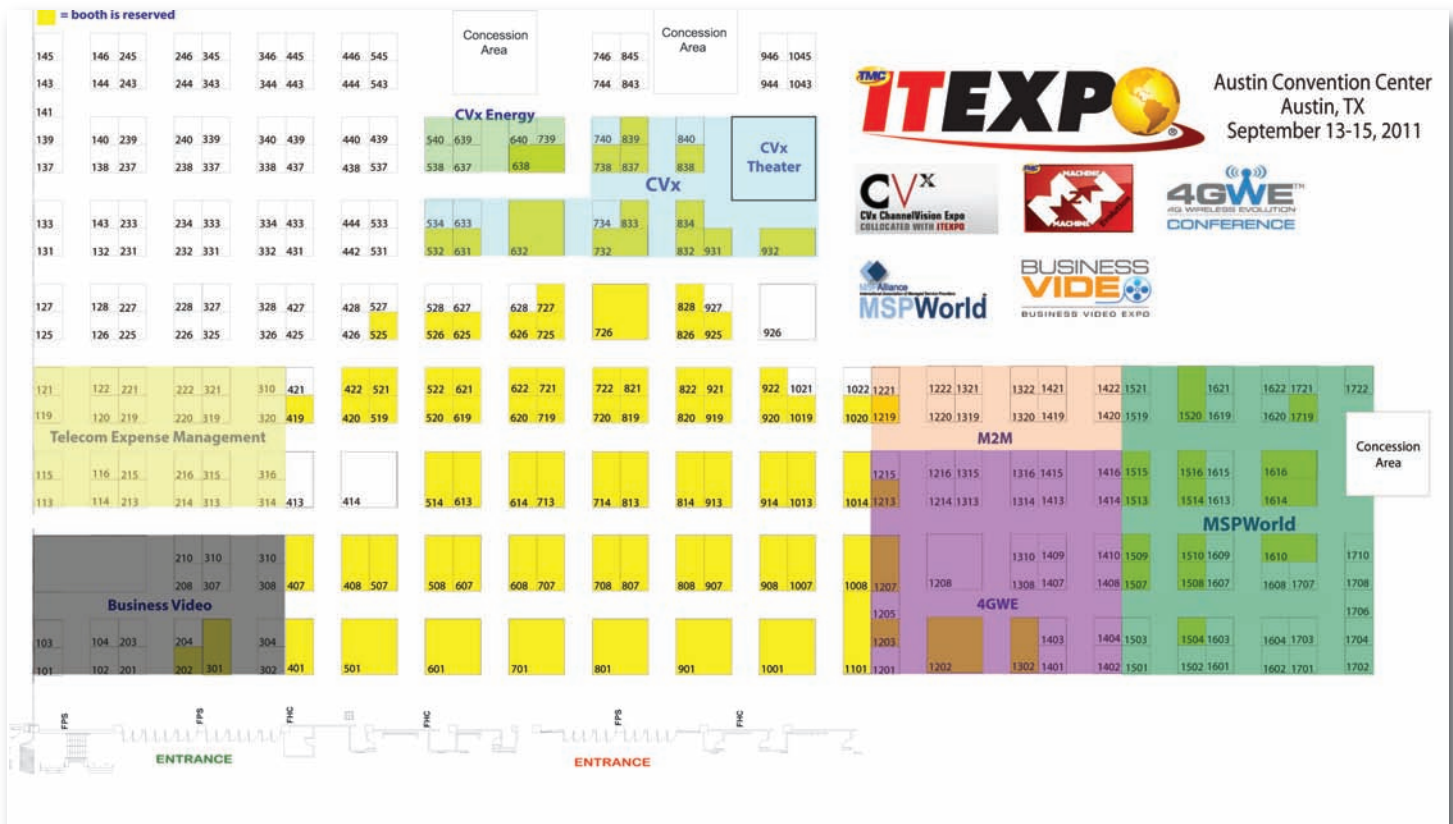


The exhibit floor at ITEXPO is the most productive in the industry, with thousands of attendees seeking business solutions. Other, less focused events cannot match the intensity and 'Buzz' you encounter at ITEXPO.

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.



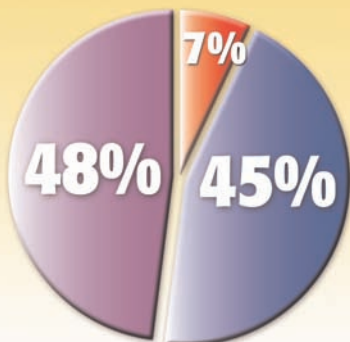
## The Austin Convention Center Exhibit Floor Map



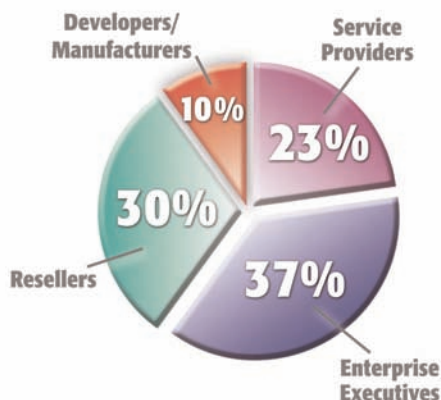


By participating in ITEXPO you will be able to influence these end-users directly, and have the opportunity to meet with over 2,000 VARs/Reseller/Distributors/Agents actively looking to form profitable partnerships.

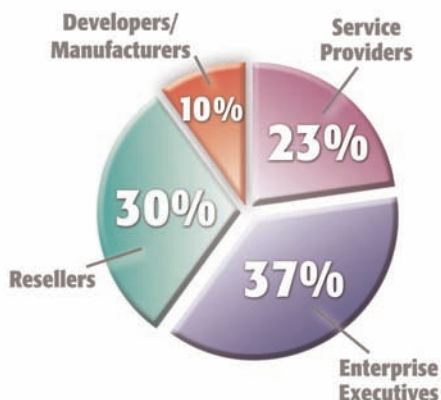
## Job Titles



## Demographic Breakdown



## Demographic Breakdown



**95%**

Are personally involved in making buying decisions\*

**90%**

Plan to spend at least \$25,000 this year on IP communications products\*

**70%**

Of attendees said they plan to purchase a product they saw at the last ITEXPO\*

**71%**

Said the show influenced a product or vendor selection\*

**71%**

Of exhibitors said they reached the specific audience they were targeting\*

\* Demographic stats from ITEXPO East - Miami 2010

# BUYERS SEEKING SOLUTIONS



**September 13-15, 2011**  
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Thousands of attendees will be on the exhibit floor looking to buy what you offer AND have 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.

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 postshow communications, sponsors receive MILLIONS of impressions from 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.

## ***You Belong At ITEXPO If You Offer:***

- Billing/OSS
- Branch Solutions
- Cable Telephony
- Call recording/logging/monitoring
- Cloud Computing
- CRM
- Data Center Applications/Technology
- Hosted telecom services
- Hosted contact center solutions
- IMS solutions
- Industrial computing
- Interconnection facilities
- IP conferencing
- IP contact center
- IP fax
- IP PBX
- IP endpoints
- IPTV solutions (for carriers)
- M2M
- Media servers
- Mobile Apps Devices
- Network Cloud-Storage
- Open source solutions
- PC-to-Phone solutions
- VoIP IP Peering

- Prepaid calling
- Presence-based apps
- QoS/Network monitoring
- Network security
- Service creation
- Session border controllers
- SIP trunking
- SIP solutions
- SMB solutions
- Smart Technologies
- Switching/Routing Technology
- Systems Integration
- SOHO Comms
- 4G/Wireless
- Telecom expense management
- Test/measurement tools
- Triple play solutions (for carriers)
- UC applications
- UPS/Power solutions
- Video conferencing/Telepresence
- VoIP components (DSPs, SOC, Boards, Etc.)
- VoIP training
- Wholesale telecom service
- WiFi/VoWLAN
- Workforce management





**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.**

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## 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 sponsorship opportunities are only available to a limited number of participants.

**Call Today To Reserve Your Sponsorship!**  
**203-852-6800 Ext. 109**

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

## **4G WIRELESS EVOLUTION CONFERENCE - [www.4gwe.com](http://www.4gwe.com)**



4GWE is designed to focus on issues related to mobile evolution - as well as expanding mobile coverage. Sessions will explore the quickly evolving mobile enterprise market, covering important topics such as; supporting mobile nomads, mobile apps including the next generation of apps and HTML5, security for the enterprise, devices and so much more. 4GWE has become the industry's premier gathering place for Mobile Network Operators, fixed carriers, handset manufacturers, mobile internet device manufacturers, application providers, and venture capitalists.

## **BUSINESS VIDEO EXPO - [www.business-video.tmcnet.com](http://www.business-video.tmcnet.com)**

The Business Video Expo highlights the latest strategies and technologies available to executives who are serious about leveraging emerging video communications capabilities to build competitive advantage. By bringing together the industry's most innovative video technology vendors with end-users who are pioneering the use of video in the corporate environment, The Business Video Expo mirrors a burgeoning market—no longer just a corporate novelty—with a growing appetite for learning the best practices in implementing video to make business communications more engaging and effective.



## **CHANNEL VISION EXPO - [www.cvxexpo.com](http://www.cvxexpo.com)**



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.

## **CLOUD COMMUNICATIONS EXPO - [www.cloudcommsummit.com](http://www.cloudcommsummit.com)**

The Cloud Communications Expo 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 will explore how communications as a service drastically lowers capital expenditures, reduces project risks and increases service agility and value.



## **M2M EVOLUTION CONFERENCE - [www.m2mevolution.com/conference](http://www.m2mevolution.com/conference)**

The M2M Evolution Conference is for any company that is looking to utilize the wireless network to extend control over their supply chain, product development, and distribution channels. While carriers will benefit from M2M Technology, this event is for all vertical industries that have an interest in managing their assets and protecting their supply chain. Sessions include a series of analyst insight, case studies, and roundtable discussions designed to demonstrate how to exploit new technology to minimize destruction, fraud and theft across all vertical markets.



## **M2M EVOLUTION TUTORIAL**



[www.m2mevolution.com/conference](http://www.m2mevolution.com/conference)

The ability to share software components will allow M2M applications to migrate from the current vertical stovepipe model and adopt the horizontal cloud-computing model of today's enterprise environment. This will facilitate the integration of M2M data with mainstream back-office processes: applications will become an integral part of the ICT environment, thereby leveraging investments in mobilized business processes such as CRM and ERP. This groundbreaking tutorial will explore the changes, challenges, and opportunities of an M2M world.

## **MSPALLIANCE MSPWORLD™**

For more than 10 years the International Association of Managed Service Providers (MSPAlliance) has been serving the global MSP community. Developing professional standards, bringing MSPs around the world together, helping to make "managed services" a common phrase among businesses of all sizes are trademarks of MSPAlliance. In Austin, MSPAlliance MSPWorld™ will continue to bring the best networking and education to the MSP community.



## **REGULATORY 2.0 WORKSHOP: DEEP IN THE HEART OF REGULATORY 2.0**



It's time to talk about the twilight of the PSTN and the move to Internet Communications. Today, there are multiple ways to access the Internet and the associated applications, including IP communications, web pages, social networks and videos. It's fitting then that we are in Austin, Texas in September, where free markets and free ranges meet, where the distance between the cities give us the full spectrum of well-served competitive markets and underserved rural areas.



## **VOICE INTERCONNECT AND PEERING CONFERENCE - [www.vipeering.com](http://www.vipeering.com)**



VIPeering will explore the enabling elements, technologies, practices and standards that serve as the basis for this industry shift towards IP voice Interconnects and peering.

TMC Partner: Crossfire Media

## **SIP TUTORIAL 2.0 - BRINGING SIP TO THE WEB**

The SIP Tutorial is a full day training program that will focus on SIP technology from SIP messaging, though Server types, Security, Firewall and NAT operation, SIP Trunking, Troubleshooting and SIP in Unified Communications.



## **SUPER WIFI SUMMIT**



White Spaces are now open for business: will white spaces now deliver a broadband alternative? Spectrum, free and open, creates lots of business and huge opportunities. In just 10 years, WiFi went from almost being unknown to more than 250 million WiFi access devices. WiFi devices and WiFi service has become ubiquitous. Will the same happen with the new TV White Space spectrum? Super WiFi Summit will delve into the White Spaces business model and investment opportunities, as well as identifying major players and developments in the device market.

## **STARTUPCAMP COMMUNICATIONS**

StartupCamp 4: Comms Edition spotlights early-stage entrepreneurs and innovators in communication technology. Industry leaders, investors, developers and media to network and validate entrepreneur pitches in this energetic, unique setting. 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.



## **INGATE'S SIP TRUNKING WORKSHOP - FREE**



New, innovative programming, this three-day educational seminar series provides in-depth information on the wide breadth of applications falling under the UC umbrella, including SIP trunking, realtime video, Fax-over-IP, mobility and more. Critical issues such as security will also be addressed.