The New Home of IT EXPO 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

Platinum Sponsors:

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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

Exhibiting and Sponsorship Information, Contact Joe Fabiano (jfabiano@tmcnet.com / 203-852-6800 x132) or Maureen Gambino (mgambino@tmcnet.com / 203-852-6800 x109)
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.

* Demographic stats from ITEXPO East - Miami 2010
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.

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.

**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

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

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

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, real-time video, Fax-over-IP, mobility and more. Critical issues such as security will also be addressed.