

The Most Trusted Name In IP Telephony Conferences For The Past Six Years!



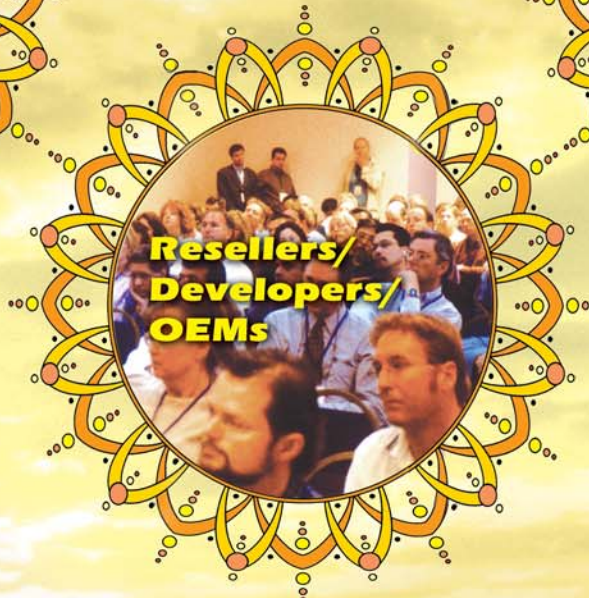
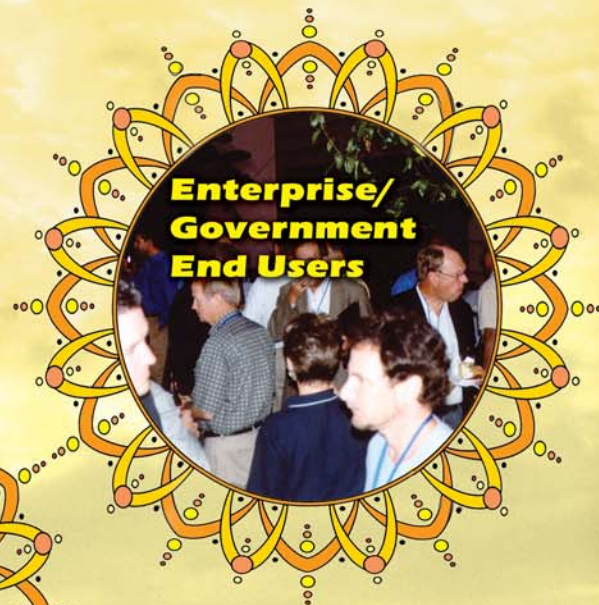
“ The INTERNET TELEPHONY® Conference & EXPO 2003 in Long Beach was an out-of-the-park homerun for Qovia. I can't remember an energy level like this since the Internet World shows of the early and mid 1990s. We've met partners, resellers and customers and are 99.9% positive we'll have orders right after the show. ”

— Pierce Reid, VP Marketing, Qovia

The #1 Global Event On Voice, Video,
Fax, And Data Convergence

February 11 -13, 2004
Hyatt Regency Miami
Miami, Florida
www.itexpo.com

The IP Telephony Event Where You Meet Serious Buyers & Partners



Exhibitor & Sponsorship Prospectus

It's Unanimous! You Reach *LARGE QUANTITIES* *OF QUALIFIED BUYERS & PARTNERS* At INTERNET TELEPHONY® Conference & EXPO.

“The turnout at the INTERNET TELEPHONY® Conference & Expo in Long Beach was great! We were able to get the word out about our wholesale terminations and wholesale billing solutions to small businesses looking to get into the VoIP market more efficiently.”

— Carlos Rivas, VoIP Americas



“We were not properly staffed for the large crowds that the INTERNET TELEPHONY® Conference & Expo in Long Beach provided. There were so many attendees that we did not have enough staff to attend to them.”

— Bruce Reily, Regional Sales Manager, Citel Technologies

“The INTERNET TELEPHONY® show in Miami was a great success. The level of interest on the part of the attendees to dig into VoIP was nothing short of amazing. We spent both days in the Exhibit Hall talking to folks almost non-stop. If this show is any indication of what's happening in the market as a whole, then we should all be wearing smiles. VoIP has sprouted wings and is ready for lift-off!”

— Matthew Able, Marketing Systems Engineer, Interactive Intelligence

“We are a contact center company and this show has been very good for us. It exceeded all our expectations and we will be back at future INTERNET TELEPHONY Conference & EXPO shows.”

— Kelly Bevan, VP Marketing, eOn Communications

Collect More **Qualified Leads** Than Any Other **IP Industry Event!**



The Best Show You Will Exhibit At All Year!!

INTERNET TELEPHONY® Conference & EXPO will generate the best ROI of any vehicle in all of 2004!

Be part of the 9th **INTERNET TELEPHONY® Conference & EXPO** in Miami and see why this event is the absolute leader in generating buying customers on the exhibit floor. This is not like other shows that focus on partnering first. We attract the OEM market but we attract so much more. In fact, if you sell anything in the communications space, you will be blown away by the frantic buying activity on the show floor.

Admittedly, I am biased. I love this show. Please don't take my word for it. Look at the testimonials in this prospectus and on our Web site at www.itexpo.com. We consistently provide incredible results whether you are looking for service providers, enterprise buyers, resellers, OEMs and even contact center buyers.

Again, don't take my word for it. Exhibitors consistently tell us that they do better at **INTERNET TELEPHONY® Conference & EXPO** than any other show they participate in!

The numbers speak for themselves... 2,500 attendees — more than 250 service provider attendees from more than 175 service provider companies including Verizon, AT&T, Sprint, WebEx, China Telecom, Telecom Argentina, XO Communications, Cable Video de Guatemala, Singapore Telecom, Global Crossing and many other CLECS, wireless and cable companies.

The government market also had a tremendous showing including the DoD, IRS, City of Ontario, US Navy NWAD, Arkansas Children's Hospital, University of West Georgia and Federal Government of Canada.

An incredible enterprise showing included Omaha Steaks, Citigroup, Honda, Hyundai Motor America, Best Software, General Dynamics, Credit Counseling Centers of America, Disney Worldwide Services, and Toshiba America Medical Systems.

IP telephony is the fastest growing segment of technology at the moment. Having evangelized this market since 1996, we are finally seeing large-scale purchases from companies big and small across all industries!

Having the experience of the longest-running publication in the space and the most comprehensive Web site and newsletter arsenal means that TMC® alone has the reach to attract buyers to our shows. Reach that no one else is able to duplicate regardless of claim. We reach over 100,000 subscribers per month with our print communications magazines with a further pass-along in the 200,000 range meaning that you can't partner with a better company.

Again, I direct you to past exhibitors who are our best salespeople. Call us soon so that you can get a great location on the Exhibit Hall floor. As with every show, the better your location, the better you will do.

I look forward to seeing you at the show!

Sincerely,

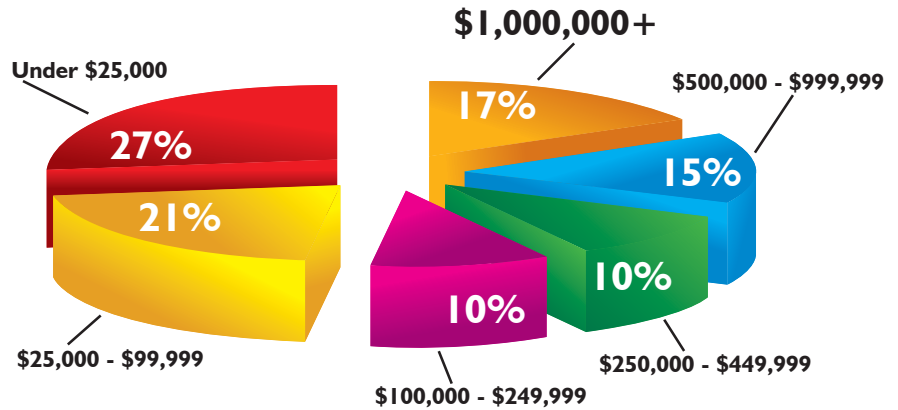
A handwritten signature in black ink that reads "Richard Tehrani".

Rich Tehrani - TMC President/Conference Co-Chairman

The Leads You Get Are REAL!

The People You Meet Are Serious About Deploying IP Telephony...

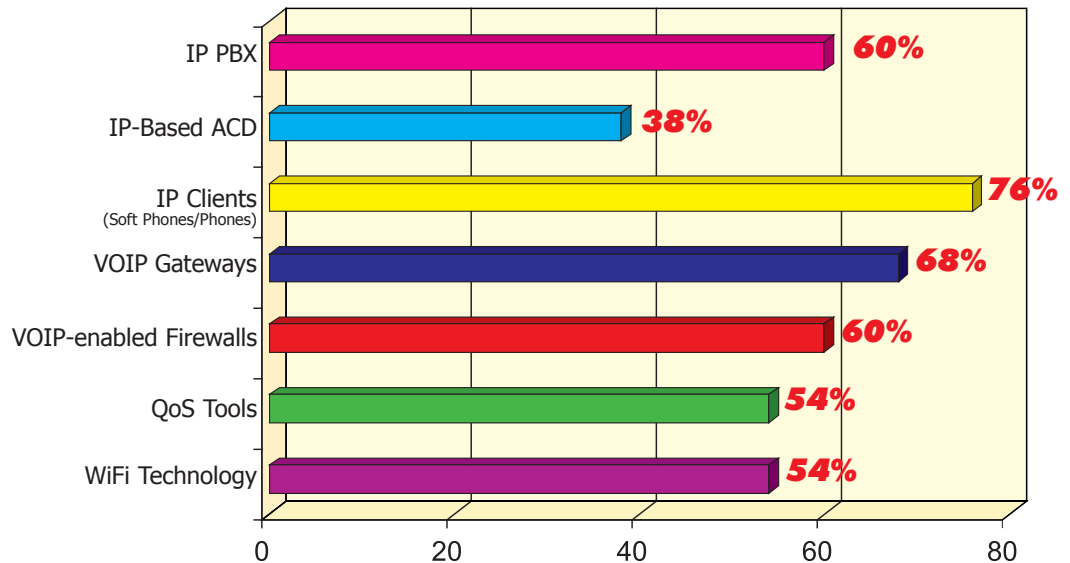
In the next 12 months
52%* of
INTERNET TELEPHONY®
Conference & EXPO
 attendees plan to spend
 at least **\$100,000** on
 IP telephony equipment.



*Source: 2003 INTERNET TELEPHONY Conference & EXPO Long Beach Show Survey

Enterprise & Government Buyers

Enterprise & Government Agencies plan to spend millions of dollars on your products/services in the next 12 months!**



**Source: September, 2003 IP Telephony Analysis Study - Sent to INTERNET TELEPHONY Conference & EXPO Long Beach Attendees

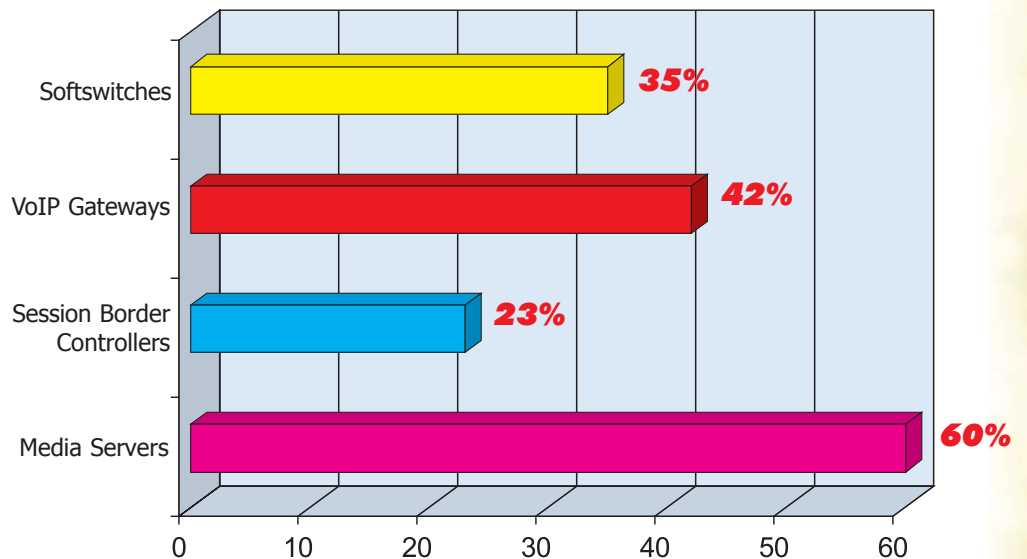
A Sample Of Enterprise & Government Attendees From The October, 2003 INTERNET TELEPHONY® Conference & EXPO:

American Family Insurance	Booz Allen Hamilton	Bravo Financial
Cal State Fullerton	Citigroup	City of Long Beach
City of Sacramento	Continental Airlines	Countrywide Home Loans
Disney Worldwide Services	Federal Investment Corp.	Hewlett Packard
IRS	Omaha Steaks	Orange County Fire Authority
Prudential	Real Estate Central	Sony Pictures
Southern California Water Co.	University of California	US Courts
US Navy	World Savings Bank	And many more...

INTERNET TELEPHONY® Conference & EXPO Is **THE** Event Where Purchasers Come to Buy!

Service Providers With Purchasing Power!

You will meet more service providers seeking these solutions at this show than any other event focused on IP telephony.*



*Source: September, 2003 IP Telephony Analysis Study - Sent to INTERNET TELEPHONY Conference & EXPO Long Beach Attendees

More Service Providers Than Other IP Telephony Conferences

More than 175 service providers sent representatives to the most recent INTERNET TELEPHONY® Conference & EXPO. All major players such as: MCI, Sprint, Qwest, AT&T and Verizon and many regional carriers and next-gen service providers were represented.

You will meet more service providers at this show than any other event focused on IP telephony. In its intimate setting, INTERNET TELEPHONY® Conference & EXPO is by far the best value for companies trying to reach the service provider audience.

A Sample Of Service Providers Who Attended The October 2003 INTERNET TELEPHONY® Conference & EXPO:

AT&T	EarthLink Inc.
France Telecom	Global Crossing
ICG Communications, Inc.	Intelsat
ITXC Corp.	Level 3 Communications
Masergy	MCI
Net2Phone	NetVersant
PacTel Corporation	PanAmSat
Qwest Communications	SBC Communications
SKY TELECOM, Inc.	Sprint
TDS Telecom	Telefonica
TV Cabo Portugal	US Telesis
Verestar, Inc.	Verizon Wireless
XO Communications	And Many More...



Make Every Exhibit Dollar Count At The Event Where Serious Buyers Buy Your IP Telephony Solutions

Here's what's included with your 8x10 exhibit space:

The Must Haves:

- Six-foot draped table
- Full carpeting
- Identification sign
- One full-conference pass
- Electricity
- Internet access

INTERNET TELEPHONY® Conference & EXPO is a Completely Turnkey Event

An all-inclusive, ballroom setting ensures that every booth at INTERNET TELEPHONY® Conference & EXPO shares the spotlight equally with neighboring booths. Attendees are given ample time to stop by each and every exhibitor booth to inquire about your offerings.

Pre- & Post-Show Bonus Promotion:

- E-mail ready VIP Pass invitations you can use to invite your best prospects and customers to attend the show FREE. Each pass is imprinted: "Courtesy of your company name, Booth #XXX." (A \$50 value per pass.)
- Access to pre- and post-show attendee lists for mailing purposes.
- Hyperlink from INTERNET TELEPHONY® Conference & Expo Web site to your Web site.
- 50-word description in the Show Directory and on the show Web site with a hyperlink to your site.
- Your logo on the show Web site with link.



TMC's Aggressive Marketing Campaign Attracts Serious Buyers:

Direct Mail:

- 24-page conference brochures mailed between November-February and bound into issues of TMC's leading magazines
- 8-page Free VIP Pass promotions mailed and bound into issues of TMC's leading magazines
- Unlimited, e-mail ready FREE VIP Expo Pass promotions distributed on behalf of exhibitors and sponsors

Web:

- Banner ads running daily across TMCnet.com November-February
- Banner ads running daily on leading Web sites November-February

eNewsletters:

- Banner ads running weekly in TMC's HTML-formatted e-mail newsletters November-February
- Text sponsorships running weekly in TMC's text-based e-mail newsletters November-February

e-Mail:

- Weekly e-mail promotions sent to TMC's 65,000+ name opt-in database November-February

Media:

- Aggressive press release schedule targeting leading reporters and analysts throughout the year
- Advertisements in relevant trade magazines

You get all of the above — over a \$10,000 total value — For Only \$6,500 per 8 x 10 exhibit space. You may reserve up to 2 adjacent spaces.

Call 203-852-6800 ext. 146 today to reserve your space.

Where Else Can You Participate With The Likes Of ...*



*Companies that have exhibited, sponsored or spoken at the INTERNET TELEPHONY Conference & EXPO

“This is one of the best shows we’ve been to in two years for the telecom market...”

— Ted Brewster, VP, Sales and Marketing, CG Mupac on INTERNET TELEPHONY® Conference & EXPO

Display & Demo Your Products & Services In A Product-Focused Environment!

The event’s agenda is designed and scheduled to give all attendees ample time to take what they’ve learned in product-focused conference sessions and translate it into a productive visit to your booth.

There are several hours of dedicated Exhibit Hall time — ensuring each and every attendee can spend quality time with you.

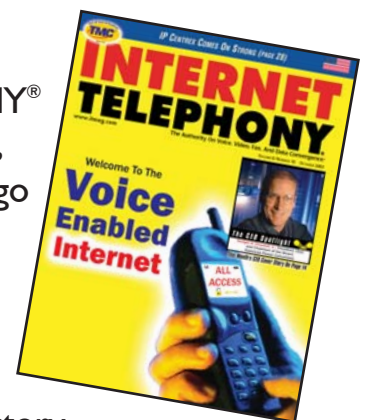
Differentiate Your Company With A

Corporate Sponsorship - \$25,000

A Corporate Sponsorship Positions Your Company as an Industry Leader!

The Benefits of a Corporate Sponsorship:

1. Your logo included with all promotional materials that will be mailed as well as on all promotional inserts featured in TMC® publications.
(**Greater Than 1,000,000 Impressions** — based on date of signing.)
2. Your company logo on the cover of the show directory.
3. Your company logo on banners and signage created for the event.
4. Your company logo and link from the INTERNET TELEPHONY® Conference & EXPO homepage to your Web site.
5. Four-color, two-page spread advertisement in the show directory.
6. Internet banner (including a link to your site) rotating on the INTERNET TELEPHONY® magazine Web site from the time of sponsorship payment until the end of the show.
7. 200-word description in show directory and on www.itexpo.com with your company's logo.
8. Four-color logo with your listing in show directory.
9. 4' x 6', four-color banner hung in a prominent area at the show.
10. Business card sized ad in attendee brochure.
11. Button on INTERNET TELEPHONY® Conference & EXPO Web site.
12. Five full-conference passes.
13. Inclusion of a special one-page company promotional piece in all attendee bags.
14. Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the show Web site.
15. Priority booth space selection for future INTERNET TELEPHONY® Conference & EXPOs.
16. Highlight of your company published on all INTERNET TELEPHONY® media outlets. Includes Q&A with Greg Galitzine, Editorial Director, and your CEO about the state of the industry. Q&A, picture and logo published. Media outlets include:
 - INTERNET TELEPHONY® magazine
 - INTERNET TELEPHONY® magazine online
 - INTERNET TELEPHONY® Conference & Expo Web site
 - INTERNET TELEPHONY® Conference & Expo Show Directory.



Generate New Business With These Unique Sponsorships!

Welcome Reception — \$35,000

Includes Corporate Sponsorship!

Become a sponsor for the impressive banquet event that every EXPO attendee is sure to remember and enjoy the full benefits of corporate sponsorship (see previous page). The welcome receptions are a great opportunity to network with individuals eager to learn more about the industry and the products that support it. Sponsorship includes signs and prominent logo promotion before and during the event. Sponsorship also includes all catering costs, decorations, and entertainment too!

Wine & Cheese Event — \$20,000

The wine and cheese event is a great opportunity to connect with individuals on the Exhibit Hall floor eager to learn more about the industry and the products and services that support it. This sponsorship includes all catering costs and several wine and cheese stations set up throughout the Exhibit Hall. You'll also receive imprinted napkins with your company's name and logo.

Conference Luncheon with Speaker — \$20,000

This gourmet luncheon is for all paid conference attendees (the most serious attendees) — a great way to encourage a visit to your booth after the meal. Sponsorship includes the opportunity to speak about your company's products and services to a captive audience. Also included are signs and other prominent logo placements before and during the event. You can also leave your promotional materials on chairs and tables!

Conference Bags \$20,000 & Attendee Bags \$10,000

Your company's name, logo and message will be prominently displayed on the attendee and conference bags. These bags will be handed out to every attendee at registration — a great way to promote yourself during and after the show.

Entrance Unit Panels — \$15,000

Your message will be seen by every single visitor to the show as they enter the hall. There is no better place to deliver your company's message than the entrance to the Exhibit Hall. Panels are approximately 2' x 8'.

88% of attendees come to the show to look for new products and services!

*Source: 2003 INTERNET TELEPHONY Conference & EXPO Long Beach Show Survey



Great Sponsorship Opportunities For \$10,000 & Under!

Call 203-852-6800 ext. 146 for details

\$10,000 All Exclusive Opportunities

- Aisle Signs
- Press Room
- Video Presentation
- Registration Counter Panels

\$7,500 All Exclusive Opportunities

- Badge Holder Insert
- Show Directory Bellyband
- Show Directory Bookmark
- Conference Breakfast
- Badge Advertisement
- Miniature Conference Guide

More Exclusive Opportunities

- Registration Confirmation E-mail — \$6,000
- Conference Notepads — \$6,000
- Hotel Keys — \$6,000
- Coffee Station in Exhibit Hall — \$5,000
- Promo Distribution at Hotel Check-in — \$5,000
- Promo Distribution at Event Registration — \$5,000
- Promo Distribution at Exhibit Hall Entrance — \$5,000
- Pre-Registration Badge Packet Insert — \$5,000
- Conference Breaks — \$4,000
- Registration Banners — \$3,500
- Hotel Room Drops — \$2,500
- Attendee Bag Insert — \$2,000

Visit www.itexpo.com for complete descriptions

SELL MORE OF YOUR PRODUCTS & SERVICES AT INTERNET TELEPHONY® Conference & EXPO

“U.S. and Canadian next-gen voice equipment expenditures are expected to grow 468%, from \$775 million in 2002 to \$4.4 billion in 2006.”

- Infonetics Research



“North American IP telephony minutes are expected to reach almost 100 billion by 2007.”

- IP Telephony: Case Studies & Overview 2002-2007 - Atlantic-ACM

“We’re back in Miami for the INTERNET TELEPHONY® show. This show has been just very, very successful for us. We’ve already written quite a bit of business. Very busy. I wish I had some more help at the booth. Maybe next year. But if you’re going to come to a show, this is definitely the one for Internet telephony.”

— Ron Polli, Dialer Business Manager, Zoom Telephonics

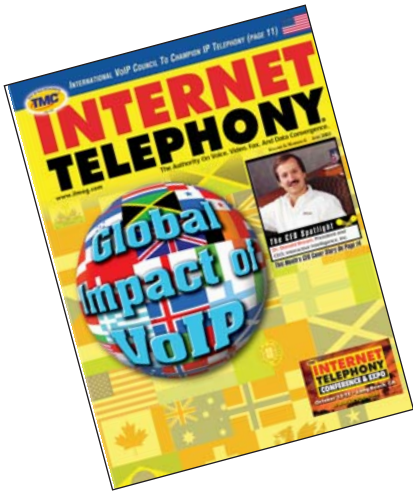
“We’re back here at the INTERNET TELEPHONY® show. We attend these on both coasts. We love the INTERNET TELEPHONY® Conference & EXPO because the traffic here has been so focused. We’ve been to a number of larger shows and the traffic at INTERNET TELEPHONY® Conference & EXPO has been actually larger. The folks that we’re talking to here are more interested in our technology and we look forward to coming back to these shows again and again.”

— James Puchbauer, Director of Marketing, AltiGen Communications

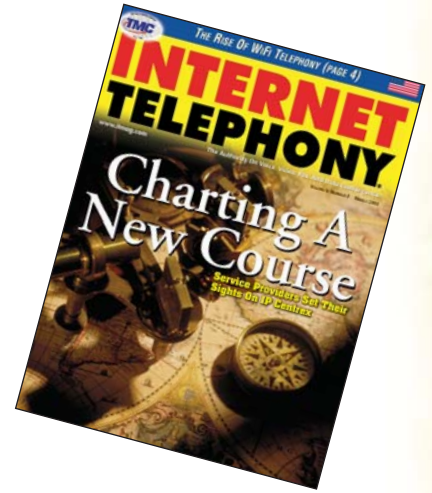
92% of attendees say the show helped to influence a product or vendor selection!

*Source: 2003 INTERNET TELEPHONY Conference & EXPO Long Beach Show Survey

INTERNET TELEPHONY® Conference & EXPO is Supported By The Industry's #1 Publication



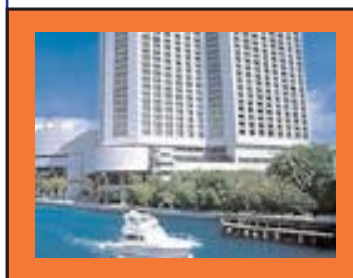
Every issue of **INTERNET TELEPHONY®** reminds readers of the consistent quality editorial within our pages. Our subscribers always recognize **INTERNET TELEPHONY®** as the one magazine to turn to when they want consistent quality editorial that teaches them what they need to know before purchasing your products and services. Your advertisements can't be in a better place than in the pages of **INTERNET TELEPHONY®** magazine.



TMC: Over 32 Years of Excellence

Since 1972, TMC has been producing publications and trade shows of the finest quality and highest caliber. In a crowded field of publications published by mega-conglomerates publishing dozens or even hundreds of titles, TMC has persevered staying independent with a strong focus on the communications space. Only TMC has decades of experience in publishing and conventions and focuses primarily on the telecom market. Our first loyalty is to furthering the communications market and there is no finer marketing partner you can turn to when you want to seriously market your products or services. We are a full-service media company that will help you market your products in print, at trade shows, targeted electronic newsletters, and in Web-based and live seminars.

Travel Information



Stay at the Beautiful Hyatt Regency Miami

Enjoy the convenience of
lodging at the official show
hotel.

- Avoid the added expense and inconvenience of commuting from a distant hotel.
- Don't miss impromptu networking opportunities in the lobbies, restaurants, lounges, and even the hotel elevator!

TMC™ has secured a special \$189 rate for INTERNET TELEPHONY® Conference & EXPO participants.

Please contact the hotel directly at (305) 358-1234 and identify yourself as a show attendee. These rates won't last long, so call TODAY!

Hotel Information:
Hyatt Regency Miami
400 South East Second Avenue
Miami, Florida, USA 33131-2197 - Tel: (305) 358-1234

The Most Trusted Name In IP Telephony Conferences For The Past Six Years!



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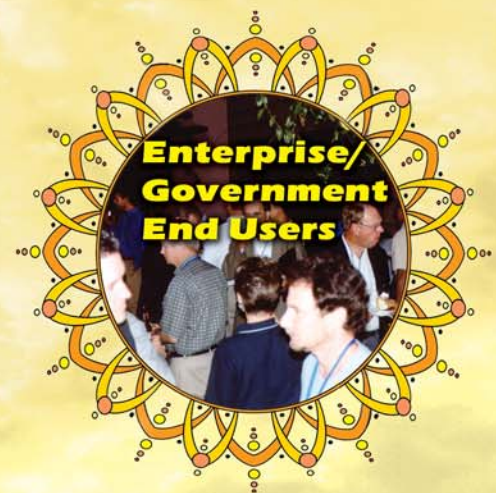
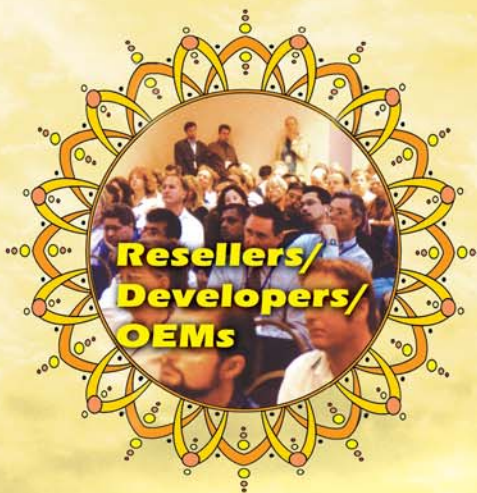
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