

The VoIP Authority Since 1998



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**February 22 – 25, 2005 • Hyatt Regency Miami
Miami, Florida**

Invitation To Exhibit and Sponsor

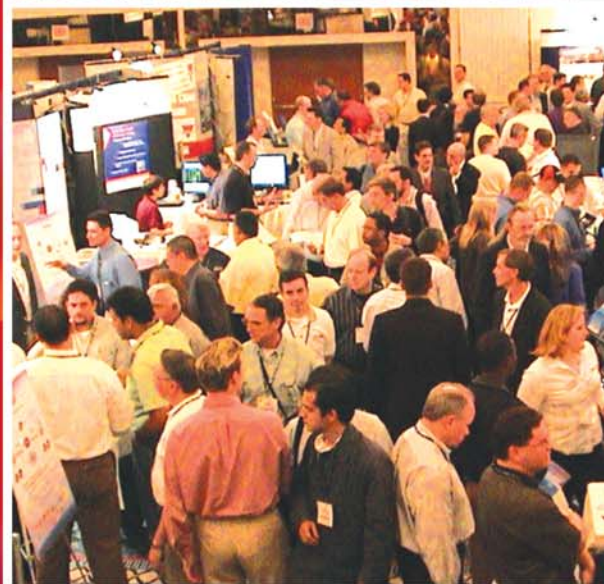
The World's Largest VoIP Marketplace

Meet Decision Makers From These Segments:

- Service Providers
- Resellers/Developers/OEMs
- Enterprise/Government End Users

// We had five people at the booth. All five of us were speaking to customers ALL DAY. This is THE best show we've ever exhibited at – CTOs, CIOs, CEOs – all high-quality leads. These are very savvy attendees and qualified buyers. We ran out of 800 pieces of literature on the first day! It's been a wonderful conference for us, far exceeding our expectations. **//**

– John Rooney, CEO, Viola Networks, Miami 2004



Welcome to The 11th INTERNET TELEPHONY® Conference & EXPO



Dear Colleague,

From the start, this event has focused exclusively on bringing buyers and sellers together.

Exhibitors constantly tell me that IT EXPO is so much more than regulatory/partnering shows attracting the same people year after year. They see ALL NEW BUYERS at every show.

Our own numbers show this to be true. The attendees from past conferences are busy implementing what they purchased. Trade shows need new customers to warrant your marketing dollars. Why else do you go to a show? Our research shows you will not find more new customers at any other industry event.

You'll meet more than 4,000 decision makers from around the world looking to buy products; including more service providers, enterprises, government buyers, resellers and developers from the US and Latin America than any competitive event in the market.

No other conference can compete with the arsenal of marketing vehicles TMC puts behind this event. As I write this, our Web site, TMCnet.com, attracts more unique visitors than any competitive site —over 320,000 per month. And through our INTERNET TELEPHONY Magazine, the VoIP industry's first and longest running publication, and its related eNewsletters, we reach another 100,000 potential buyers of your products and services.

Our last two events sold out and exhibitors tell us consistently that they see more qualified buyers at ITEXPO than any other industry event.

Please review the countless testimonials throughout this brochure and on www.itexpo.com.

If you haven't seen this show with your own eyes, you are doing your marketing budget, your company and shareholders a disservice. Exhibitors have told us that their investment in this event is repaid in a matter of months or less.

Come see why this is the only event attracting new customers and why deals are made in such large numbers!

Sincerely,

Rich Tehrani
TMC President & Conference Chairman



Show Dates:

Tuesday, February 22 –
Friday, February 25, 2005

Exhibit Hall Hours:

Wednesday, February 23 . . 6:00pm - 8:00pm

Thursday, February 24 11:00am - 5:00pm

Friday, February 25 10:30am - 1:30pm

Hours Subject To Change

Visit www.itexpo.com for updated floor plans and exhibitor list



Reserve your rooms **NOW** at the Hyatt Regency Miami!



Show hotel block **WILL** sell out by January!

Book now at the special INTERNET TELEPHONY® Conference and EXPO rate of **\$169 per night**. With over 100 exhibiting companies and 3,500 expected attendees, we urge you to contact the hotel right away to reserve your rooms at this special rate!

Be sure to mention that you are an INTERNET TELEPHONY Conference and EXPO attendee in order to receive this rate.

Call NOW to reserve your rooms: 305-358-1234 or 800-233-1234. Offer expires January 31st.

*Rooms are on a first come, first served basis and must be held with a valid credit card.

This Show Attracts Volumes of Enterprise, Service Provider, Reseller, Development and Government Decision Makers Seeking Solutions!

Service Providers:

Of the 4,000 expected attendees we project that no less than 800 of them will be Service Providers. At last year's Miami event, more than 600 service providers attended representing customers like AT&T, Verizon, Sprint, WebEx, China Telecom, Telecom Argentina, XO Communications, and more.

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"Let me tell you, it's been a fabulous show for us. The last couple of years we've seen a steady growth in traffic at these shows. This really makes me think that 2004 is the year of VoIP. The traffic at this show has been incredible. We've seen some great ISP customers, some carrier customers, some smaller CLEC and RBOC customers as well. I think we'll do a lot of business from this show."

— Ben Freedman,
Jasomi Networks, Miami 2004

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Enterprises:

An incredible enterprise showing at INTERNET TELEPHONY Conference and EXPO Miami in 2004 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.

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"We come to INTERNET TELEPHONY Conference & EXPO all the time, every time. It's a great place for us to meet with potential resellers but more importantly we're actually driving business here. We choose this show because we get end users who actually look at the product and ask 'is this for me' which allows my counterparts and I to answer that question and drive business. We love the show and we'll be coming again next year."

— James Puchbauer, Altigen
Communications, Long Beach 2003

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Resellers/Developers:

INTERNET TELEPHONY Conference and EXPO attracts resellers and developers seeking partnerships with manufacturers and service providers. In fact, many of the testimonials we collected from past exhibitors tout the great success they've had meeting quality resellers on the show floor.

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"We came to do this show this year to find VARs. We really weren't sure what to expect. We set up our display yesterday and the entire day was filled with one after another of the perfect customer, the dream customer that we came here to see. Out of the 200 or so people that I talked to, I only want 10 of these to become customers and that would make business enough for us for two years. We spanned the globe at this show in one afternoon."

— Steve Comstock, I2 Telecom,
Miami 2004

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Top 5 Reasons to Exhibit at INTERNET TELEPHONY® Conference & Expo

1.) Attendees have buying power and are ready to use it!

91% are personally involved in buying IP Telephony products and services for their organizations.

2.) It's the best attended VoIP/IP Telephony conference in the world!

85% of exhibitors said they got more qualified leads at INTERNET TELEPHONY Conference & EXPO Miami 2004 than at any other conference they exhibited at all year.

3.) It's the only VoIP show where actual buying decisions are made!

73% of attendees plan to purchase a product or service they saw on the show floor within 12 months.

4.) The conference is produced by INTERNET TELEPHONY Magazine - the longest running and most respected industry publication since February 1998 - and TMCnet.com which boasts over 325,000 monthly unique visitors!

5.) It's the only industry event that draws large numbers of resellers of products and services! In fact, **26%** of attendees are resellers.

Managers With Buying Power*



Customers, Prospects & Partners*



*all statistics taken from Fall 2003 and Miami 2004 attendee surveys

Questions? Visit www.itexpo.com

INTERNET TELEPHONY® Conference & EXPO Miami is respected among our loyal exhibitors for its all-inclusive, ballroom setting. This design ensures that your booth shares the spotlight equally with neighboring booths. Attendees are given ample time to stop by your display and inquire about your solutions.

This Turnkey Event Has Everything You Need For A Successful Show Included In Your 8x10 or 8x20 Exhibit Booth!

- Six-foot draped table
- Internet Access
- Carpeting
- Electric
- Unlimited FREE VIP tickets each imprinted with: "Courtesy of your company name, Booth #XXX" (A \$50 value per pass)
- Two full-conference passes (A \$3,390 value)
- Company sign
- Access to pre- and post-show attendee lists for mailing purposes only
- Hyperlink from INTERNET TELEPHONY® Conference & EXPO Web site (www.itexpo.com) to your Web site
- 50-word description in the Show Directory and on www.itexpo.com with a hyperlink to your site
- Your logo on www.itexpo.com with link

**You get all of the above – over \$10,000 total value – For Only \$6,500 per 8 x 10 booth.
You may reserve up to two adjacent booth spaces.**

**Contact Dave Rodriguez Today @ 203-852-6800 ext.146
drodriguez@tmcnet.com**



**Increase Your
Visibility**

Become a Platinum Sponsor for \$25,000 and position your company as a VoIP Industry Leader.

Platinum Sponsorship Includes the Following:

• **Print Opportunities:**

Your logo included with all show promotional materials mailed as well as on promotional inserts featured in TMC publications (More than 1,000,000 impressions possible!), business card size ad in attendee brochure, your company name mentioned in event press releases, eNewsletters, e-mail promotions, and editorial content on the show Web site, highlight of your company published on all INTERNET TELEPHONY® media outlets; including State of the Industry Q&A with Greg Galitzine, Editorial Director, and your CEO. CEO's picture and company logo also published, your logo on the cover of the show directory, four-color, two-page spread advertisement in the Show Directory, four-color logo with 200-word description in the show directory.

• **Online Opportunities:**

Your logo linked from www.itexpo.com to your Web site, Internet banner ad rotating on www.itexpo.com from the time of sponsorship payment until the end of the show, 200-word description on www.itexpo.com with your company logo, button ad on www.itexpo.com.

• **On-site Opportunities:**

Your logo on banners and signage, 4'x6', four-color vinyl banner displayed in a prominent area at the event, Five full-conference passes, inclusion of one-page company promotional piece in all attendee bags, priority booth space selection for future INTERNET TELEPHONY® Conferences.

Questions? Visit www.itexpo.com

With **More Than 100 Exhibiting Companies Expected**, These **Unique Sponsorships Set You Apart From The Crowd**

- **Welcome Reception** – \$35,000
- **Conference Attendee Bags** – \$20,000 & **VIP Attendee Bags** – \$10,000
- **Conference Luncheon with Speaker** – \$20,000
- **Wine and Cheese Event** – \$20,000
- **Entrance Unit Panels** – \$15,000



EXCLUSIVE OPPORTUNITIES UNDER \$10,000!

- **Press Room, Aisle Signs, Video Presentation, Registration Counter Panels** – \$10,000 each
- **Badge Holder Insert, Conference Breakfast, Show Guide Bellyband, Show Guide Bookmark, Badge Advertisement, Badge Lanyards, Mini Conference Guide** – \$7,500 each
- **Registration Conference E-mail, Conference Notepads, Hotel Keys** – \$6,000 each
- **Coffee Station in Exhibit Hall, Promo Distribution at Hotel Check-in, Promo Distribution and Event Registration, Promo Distribution at Exhibit Hall Entrance, Pre-Registration Badge Mailing Insert** – \$5,000 each
- **Conference Breaks, Registration Banners, Hotel Room Drops, Attendee Bag insert** – Under \$4,000 each



This is the only VoIP conference that boasts testimonials from satisfied exhibitors and attendees at every event.



"We came to **INTERNET TELEPHONY** to target service providers. I've got to tell you, this has been **THE best, bar none, show we have done in the last two years**. We're probably going to walk out of here and close four or five new customers in the next month."

— *Alec Saunders, Versatel, Miami 2004*

"Last year...was just fantastic for us. This year we're back in force with a full booth and it's been an even better show for us. One of the things people ask about a lot is what are the results after the show? It's terrific that you see a lot of people, that your booth is mobbed, but what happens to you in the days and weeks after the show. Well, after the show in Long Beach things just totally took off for Qovia. **We've had tremendous interest from our key customer sets in the OEM, in the reseller area and in the enterprise customers**. This week, we've had a chance to meet with a bunch of absolutely fantastic prospects. We came here to meet with enterprise customers, we came here to sign up and meet with dealers, we came here to meet with people from a new market for us, Latin America; and we came to meet with press, industry analysts, and other top thought leaders in the space. We got to see them all; we got to talk to them all, we'll be back."

— *Pierce Reid, Qovia, Miami 2004*

"**This is the fourth year we've been going to the Internet Telephony shows. We haven't missed one and they have never let us down**. This show has been great just like the others, but I think the one big notable at this show is that the conference sessions have been particularly full which I think is very exciting and speaks well of the industry and the great things that are yet to come for this event. We're looking forward to the next one."

— *Charles Rutledge, Quintum Technologies, Long Beach 2003*

"We've had a very successful show here at **INTERNET TELEPHONY Conference & EXPO**. **We've had an opportunity to speak with a lot of system integrators, business partners, distributors as well as many end users**. We've had a lot of success at this show, showcasing our new business enabled applications. It's been a very positive experience for us and we'll be back."

— *Candace Boyette, Inter-Tel, Long Beach 2003*

"**Something I've noticed about the show this year is more leads, more traffic than I saw at Supercomm this past year. And the quality of the leads has been tremendous**. The customers that stopped by are ready to learn about product and buy product, and not just stop by to ask what we were showing. They already had an idea what we were showing. I view this show as absolutely wonderful."

— *Ken Vanderipe, Aculab, Miami 2004*

"I want to share with you what a tremendous show this has been for us. No, this is not a paid advertisement. We are so overjoyed at the response we've had on the show floor. We've had literally 23 investors want to increase their level of participation in our company. We have now at least four expressions of interest from international distribution companies. **And we have over 230, yes 230 leads for direct sales or distribution and representation of our product here in the U.S. and in Latin America**. So, for this man's perspective, this is a very good show. It's money well spent, it's time well spent, and the TMC staff is just impeccable."

— *Ron Weaver, Viper Networks, Miami 2004*



Contact Dave Rodriguez to Reserve Your Space: (203) 852-6800, ext. 146 or drodriguez@tmcnet.com

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The IP Telephony Event Where You Meet Serious Buyers & Partners



Hosted by TMC
1 Technology Plaza
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**Sponsored by The First
and Most Trusted Magazine
100% Dedicated to IP Telephony.
Now in it's 7th Year.**

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