

Sponsorship
Prospectus



VoIP

DEVELOPER CONFERENCE™

A New Conference For Developers From TMC, The VoIP Leaders!

Meet Purchasing Decision Makers & Specifiers



**August 3-4 2004
DoubleTree Hotel
San Jose, California**

**In an age of focused, targeted marketing, you won't
find a better and more direct way to reach developers in
the IP communications space than by participating in the
New VoIP Developer Conference™**



Produced by the most trusted name in VoIP. TMC is the publisher of INTERNET TELEPHONY Magazine since 1998; and the host of INTERNET TELEPHONY Conference & EXPO since 1999.



www.voipdeveloper.com



The Most On-Target Leads You Can Get

The People You Meet Come to the Conference to Learn About Development on YOUR Platform...

“Let me tell you who will attend TMC’s New VoIP Developer Conference...”

Conferees will represent a variety of entrenched telecom companies as well as new entrants. I’m expecting to see an equal division of attendees between hardware and software developers.

Remember, EVERY attendee will have paid an average registration fee of \$1,000. There are no free passes to this event. Only the most serious developers – interested in learning more about your platform – will be in attendance.

They’ll be attracted by a first-class Conference Program developed by the editors of INTERNET TELEPHONY® magazine, the longest-published, most respected publication covering VoIP/IP telephony.

The conference program will cover the following topics*:

Hardware Track:

- Developer Boot Camp
- Designing Applications Using DSPs (Echo Cancellation/Vocoder Design)
- Developing Applications Using Host Processing Instead Of DSPs
- Designing Applications Using DSP Modules
- Designing Applications Using DSP Resource Boards
- Developing VoIP Devices
- Developing Cable Telephony Solutions
- Enabling Technology Shoot Out
- Developing A Complete VoIP System
- Building WiFi Telephony Devices
- VoIP Enabling Legacy Products

*Subject to change

Software Track:

- Developer Boot Camp
- Basics Of Protocols - SIP/H.323/MGCP
- All About Echo Cancellation, Compression, Silence Suppression
- Introduction To The Softswitch Architecture
- Intro to Development Tools - What's Out There To Help Develop?
- Test Tools - How Do You Load Test This Stuff?
- Open Source, Roll-Your Own Or Commercial Protocol Stacks - What's Available, What Are The Risks And Advantages Of Each?
- Developing IP PBX Applications/VoiceXML/SALT
- Developing Hosted Telephony Applications
- Developing Linux Telephony Applications
- SIP (How Does It Work? Where Does It Fit? Developing SIP Solutions, Diagnostic Tools, Support Tools, Using Stacks)
- Developing Peer To Peer Applications
- Developing Presence Applications



Who Should Sponsor/Exhibit



IP PBX Vendors

Cisco, Avaya, NEC, Nortel, Mitel, Inter-Tel, Siemens, Alcatel, Ericsson: Every IP PBX company with a development program that wants a third-party community developing applications on their platform

Chip Vendors

Such as Texas Instruments, Agere Systems, Infineon, Mindspeed, Analog Devices, Octasic, Audiocodes, DSP Group, Legerity, VoCAL, BRECIS, Broadcom

Hosted Platform Vendors

Sylantro, Broadsoft, Gobeam, IP Unity, NetCentrex, Convidia: Every hosted platform vendor with a development program that wants a third-party community developing applications on their platform

Testing Tools Vendors

Such as Agilent, Telchemy, Catapult, Delta Info Systems, Empirix, GL Communications, IP NetFusion, RADCOM, Spirent

Become a Diamond Sponsor



A Diamond Sponsorship Gets You the Most Attention and Most Quality Impressions!



The Benefits of a Diamond Sponsorship:

1. Opportunity to demo your platform as part of the VoIP Developer Conference program.
2. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times – including high-speed Internet connection.
3. Opportunity to sponsor additional items during the conference – ~~laptops~~ ^{notepads}, notepads, networking receptions, etc.
4. Your logo included on all promotional materials created for the event (**Greater Than 100,000 Impressions** – based on date of signing.)
2. Your logo on the cover of the Conference Directory distributed at the event.
3. Your company logo on banners and signage created for the event.
4. Your company logo and link from the VoIP Developer Conference™ homepage to your Web site.
5. Full page ad in the Conference Directory.
6. Internet banner (including a link to your site) rotating on the VoIP Developer Conference™ Web site.
7. 200-word description in Conference Directory and on www.voipdeveloper.com with your company's logo.
8. Four-color logo with your listing in Conference 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 ad on VoIP Developer Conference™ Web site.
12. Three 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,



Diamond sponsors receive a 4'x6' banner hung prominently at the show.

Reserve Your Space Now. Get Maximum Results From Your Investment.
Contact Dave Rodriguez at (203) 852-6800, ext. 146
Or e-mail: droduiguez@tmcnet.com



August 3-4 – DoubleTree Hotel – San Jose, CA

www.voipdeveloper.com

ny *Additional Sponsorships...*

Platinum Sponsor

1. Opportunity to demo your platform as part of the VoIP Developer Conference program.
2. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times – including high-speed Internet connection.
3. Opportunity to sponsor additional items during the conference -- lanyards, notepads, networking receptions, etc.
4. Four-color logo with your listing in Conference Directory.
5. Button ad on VoIP Developer Conference™ Web site.
6. Two full-conference passes.
7. Inclusion of a special one-page company promotional piece in all attendee bags.
8. Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the show Web site.
9. Priority sponsorship options for future VoIP Developer Conferences™.



Gold Sponsor

1. Opportunity to demo your platform as part of the VoIP Developer Conference program.
2. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times – including high-speed Internet connection.
3. One full-conference pass.
4. Inclusion of a special one-page company promotional piece in all attendee bags.
5. Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the show Web site.
6. Priority sponsorship options for future VoIP Developer Conferences™.

Silver Sponsor

1. Space to exhibit and demo your product at the show during receptions, breaks and dedicated exhibit times.
2. Listing in Conference Directory.

Aggressive Marketing Campaign Attracts Serious Developers:

Direct Mail:

- Conference brochures mailed and bound into issues of INTERNET TELEPHONY® magazine.

Web:

- Banner ads running daily across TMCnet.com and on leading IP telephony and developer Web sites

e-Mail:

- Weekly e-Mail promotions sent to TMC's 75,000+ name opt-in database.
- Unlimited promotions e-mailed on behalf of exhibitors and sponsors.

**TMCNET.COM GETS OVER 1.6 MILLION
FILTERED PAGE VIEWS EVERY MONTH!**

eNewsletters:

- Banner ads and text sponsorships running weekly in TMC's e-Mail newsletters.

Media:

- Aggressive Press Release schedule targeting leading reporters and analysts throughout the year.
- Ads in relevant trade magazines.



Reach the Most Influential Developers & Program Managers at TMC's New



In an age of focused, targeted marketing, you won't find a better and more direct way to reach developers in the IP communications space than TMC's newest event, The VoIP Developer Conference™ (www.voipdeveloper.com).

VoIP is The ONLY Driving Force Behind Today's Telecom Recovery

The IP telephony market is growing like no other technology market, and venture capitalists and technology companies from virtually every space are getting into the game. As this market literally rockets skyward, a development frenzy is in the works, causing companies to scramble like never before to develop tomorrow's converged solutions.

TMC's Reputation for Quality Education Ensures You'll Reach Serious Developers

The conference will teach delegates how to develop applications focusing on DSPs, WiFi telephony, cable telephony, DSP resource boards, IP PBXs, SIP, peer to peer, Linux telephony and more! This is the single event where you will reach the customers who will be choosing your hardware and software development tools and testing solutions.



Emphasis will also focus on helping you find developers for IP PBX and hosted telephony solutions. This is where you will connect with the developers who will develop vertical applications that leverage your IP PBX. This is where you will find a developer to customize your hosted PBX solution to enable a hospitality application.

Great Program, TMC's Marketing Power Combine to Attract Influential Hardware and Software Developers

Two simultaneous tracks focusing on hardware and software development ensure that we will reach virtually every developer in the space. Couple this targeted conference program with a strategic Silicon Valley location and you have a recipe to inexpensively reach the most targeted VoIP developers in existence.

For nearly a decade, TMC publications have been targeting developers in the communications space through Internet Telephony® and Communication Solutions® magazines as well as a host of online products. No other company has access to this prized list and we will bring this resource to bear as we market this event.

I urge you to contact Dave Rodriguez right away to arrange your participation at the conference. Call Dave at 203-852-6800 ext. 146 or e-mail drodriguez@tmcnet.com.

Come and meet with the highest caliber of IP telephony developers only at VoIP Developer Conference™.

Sincerely,

Rich Tehrani
TMC President and Group Editor-in-Chief



August 3-4 — DoubleTree Hotel — San Jose, CA

www.voipdeveloper.com

Comments from Exhibitors at TMC's INTERNET TELEPHONY® Conference & EXPO Proves TMC® Knows How to Generate Quality Leads for VoIP Companies...

"This place is a mad house"

- Debora Glennon, Nortel Networks

"This show has been very effective for us. We've participated in a lot of larger shows in traditional cities like Las Vegas that have not really attracted the kind of crowds we're looking for. This show has been very specific in the types of clients that have attended our booth and at some points in time during the show we've had such large crowds that we didn't have enough staff to attend to all of them. We're excited about the performance and overall attendance of this particular show."

- Bruce Riley, Citel Technologies

"They've done a fabulous job at this year's Internet Telephony show in Long Beach. This year's show has been a great success for us. I can honestly say that yesterday was one of the busiest days that we've had at a trade show in a long time and we believe that will yield many leads for us in the months to come. Thank you TMC."

- Kelly Bevan, eOn Communications

"I Haven't seen a show this busy in three years"

- Mark Straton, Siemens

"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

"This has been a great show for AltiGen. We have a great relationship with TMC. I think yesterday we had probably the best day that we've ever had at the INTERNET TELEPHONY® show. I don't think my partner and I had a chance to speak to each other all day we were so busy talking to potential customers and potential partners. This is a wonderful show and we're really excited to be here."

- Michele Quinn, Altigen

"...it was the most active conference that I have been at in nearly three years"

- Howard Kendall, Intertex

"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

"This show has been great. It's probably the best telco show we've been to now in three years. And we had a tremendous amount of traffic here yesterday and today. We've been very pleased. The customer base here is exactly what we've been looking for. We've had more leads from this show than we've had from the last two years combined. Last year was a great show, but this year has been the best show in three years."

- Brian Billheimer, CG Mupac



Stay at the DoubleTree San Jose

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 hotel elevator!

TMC™ has secured a special \$129 rate for VoIP Developer Conference participants. Please contact the hotel directly and identify yourself as a show attendee. **408-437-2125**

Reserve Your Space Now. Get Maximum Results From Your Investment.
Contact Dave Rodriguez at (203) 852-6800, ext. 146 or e-mail: drodriguez@tmcnet.com



1 Technology Plaza
Norwalk, CT 06854
www.voipdeveloper.com

