

SURVIVAL TIP #1:
YOU'LL NEED MORE THAN LUCK

ILECs: SURVIVE AND THRIVE

JUNE 8 AT SUPERCOMM 2009, CHICAGO

For the second year, *Telephony* is proud to produce INSIGHTS for ILECs: Survive and Thrive event at SUPERCOMM 2009. This year's one-day event is designed to be an Independent's ultimate survival manual for identifying new revenue options and facing today's real-world problems. *Telephony* editors, along with the industry's leading Independent experts, will present 'how-to' instructions and in-depth analysis for rural and Independent telcos on these hot topic areas:

- IPTV: Salvation or Distraction
- Wireless: The Future of Broadband
- Rural Partnerships: Standing Together
- Can Wireline Survive

In this economy, building and keeping relationships is the key to survive. But, finding ways to stretch your marketing dollars to effectively communicate your products and services can be quite difficult. *Telephony's* ILECS: Survive and Thrive event is the ideal way to cost-effectively connect with prospects attending SUPERCOMM 2009 and get face-to-face time in a smaller setting. You can be part of this event and really make a personal impression with potential customers. The following are *Telephony's* sponsorship packages designed to extend your budget and time with our ILEC audience.

For more information, please consult your sales representative.

SIGNATURE PRESENTING SPONSOR (\$24,000) **Exclusive Top-Level Sponsorship**



**SURVIVAL TIP #2:
FIND THE RIGHT BALANCE**

PRE-EVENT

- Company logo and identification as Signature Sponsor on all pre-event marketing materials, including print advertisements, magazine cover wraps, direct mail brochure and postcards, HTML e-mail invitations and Web site promotion
- Personalized e-mail invitation from *Telephony* to your customer/prospect database
- Logo exclusively displayed on leaderboard & boom box banner advertising on telephonyonline.com INSIGHTS event Web site
- Logo and link to your company's site prominently featured on telephonyonline.com INSIGHTS event Web site
- Opportunity to provide a 728x90 leaderboard banner to be displayed on telephonyonline.com INSIGHT event Web site pages
- 100-word company description and link from the telephonyonline.com INSIGHT event Web site
- Exclusive name or logo on attendee e-mail confirmations

ON-SITE

- Exclusive opportunity to provide 10-minute event opening address
- One panel speaking opportunity in session of your choice (and exclusive 30 second video promotion to be filmed on-site to appear as the lead-in to this panel video presentation after the show)
- One demo slot (15 minute, special featured time for on-stage company product/service demo and/or case study)
- Presentation slide featuring logo and recognition
- Recognition as Signature Sponsor on all on-site event signage
- One full-page, 4-color ad in event program guide (back cover)
- Company logo featured on the cover of event program guide
- Logo and 100-word company description featured at top of Sponsor Showcase section of event program guide
- Opportunity to provide company premium/gift and one piece of company literature in attendee welcome packets
- Tabletop exhibit area located in Networking Break area with one 6' draped-tabletop display (right to choose exhibit space first)
- Eight conference passes for sponsor staff or customers (this is a firm maximum number – sponsor to provide names and contact information to *Telephony* / not through registration)

POST-EVENT

- Recognition as Signature Sponsor in post-event "thank-you" e-mail sent to all registrants
- Ownership of registration list:
 - List includes name, company, postal and e-mail addresses
 - Demographic question data
 - Regarding e-mail follow-up, all communication must comply with national Can-Spam regulations and include an opt-out link as a courtesy to all event registrants

NEW – VIDEO

New this year! Signature Sponsorship includes a 20-30 minute (can be up to an hour) video message recorded on-site at the event. Sponsor can present slides, product overviews, case studies, and have up to two presenters. The video will be presented on a special INSIGHTS event Web site after the event, featuring panel and sponsor videos.

>insights
FOR ILECS

PLATINUM PRESENTING SPONSORS (\$17,000)

Limited to Two Companies

PRE-EVENT

- Company logo and identification as Platinum Sponsor on all pre-event marketing materials, including print advertisements, magazine cover wraps, direct mail brochure and postcards, HTML e-mail invitations and Web site promotion
- Personalized e-mail invitation from *Telephony* to your customer/prospect database
- Logo and link to your company's site prominently featured on telephonyonline.com INSIGHTS event Web site
- 75-word company description and link from the telephonyonline.com INSIGHTS event Web site

POST-EVENT

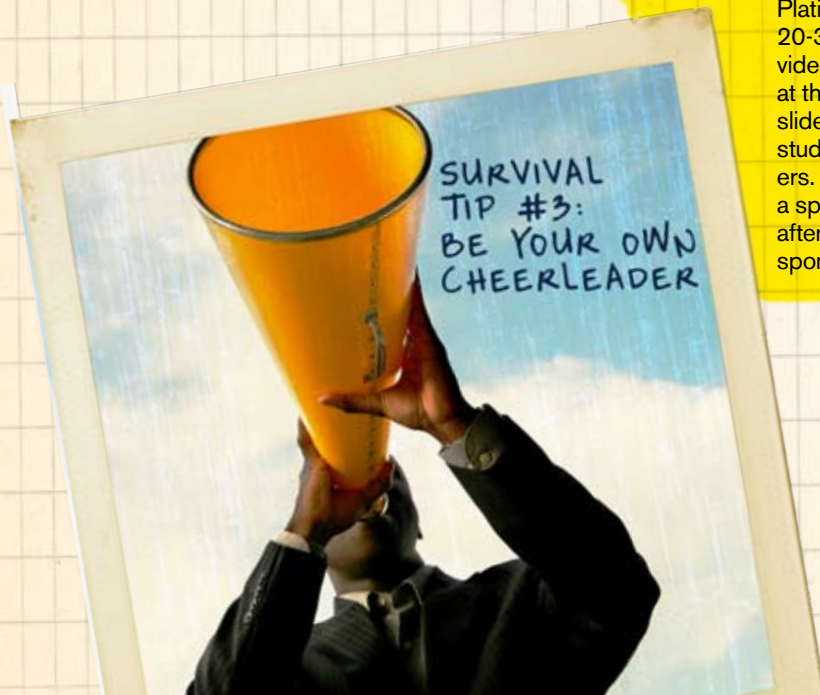
- Recognition as Platinum Sponsor in post-event "thank-you" e-mail sent to all registrants
- Ownership of registration list:
 - List includes name, company and postal and e-mail addresses
 - Demographic question data
 - Regarding e-mail follow-up, all communication must comply with national Can-Spam regulations and include an opt-out link as a courtesy to all event registrants

ON-SITE

- One panel speaking opportunity in session of your choice (Signature sponsor gets first choice, first Platinum sponsor to commit gets second choice) ... **ALSO** Exclusive 30 second video promotion to be filmed on-site to appear as the lead-in to this panel video presentation after the show.
- One demo slot (15 minute, special featured time for on-stage company product/service demo and/or case study)
- Presentation slide featuring logo and recognition as Platinum Sponsor shown prior to all general sessions
- Recognition as Platinum Sponsor at registration area and on most event signage
- Full-page, 4-color ad in event program guide (prominently positioned in guide)
- Logo and 75-word company description featured in "Sponsor Showcase" section of event program guide
- Opportunity to place one piece of company literature in attendee welcome packets
- Tabletop exhibit area located in Networking Break area with one 6' draped-tabletop display (right to choose exhibit space after Signature Sponsor)
- Six conference passes for sponsor staff or customers (this is a firm maximum number – sponsor to provide names and contact information to *Telephony* / not through registration)

NEW – VIDEO

Platinum Sponsorship includes a 20-30 minute (can be up to an hour) video message recorded on-site at the event. Sponsor can present slides, product overviews, case studies, and have up to two presenters. The video will be presented on a special INSIGHTS event Web site after the event, featuring panel and sponsor videos.



GOLD PRESENTING SPONSORS (\$10,000)

Limited to Two Companies

PRE-EVENT

- Company logo and identification as Gold Sponsor on all pre-event marketing materials, including print advertisements, magazine cover wraps, direct mail brochure and postcards, HTML e-mail invitations and Web site promotion
- Personalized e-mail invitation from *Telephony* to your customer/prospect database
- Logo and link to your company's site prominently featured on telephonyonline.com INSIGHTS event Web site
- 50-word company description and link from the telephonyonline.com INSIGHTS event Web site

POST-EVENT

- Two-time use of attendee email list. Materials must be provided to *Telephony*; *Telephony* will deploy HTML.

ON-SITE

- One panel speaking opportunity in session of your choice (Signature sponsor and Platinum sponsors choose first three – first Gold sponsor to commit chooses next) ... **ALSO** Exclusive 30 second video promotion to be filmed on-site to appear as the lead-in to this panel video presentation after the show.
- Presentation slide featuring logo and recognition as Gold Sponsor shown prior to all sponsoring track sessions
- Recognition as Gold Sponsor at registration area and on some event signage
- Logo and 50-word company description featured in "Sponsor Showcase" section of event program guide
- Tabletop exhibit area includes one 6' draped-tabletop display (right to choose exhibit space after Signature & Platinum Sponsors on a first-come, first-serve basis)
- Four conference passes for sponsor staff or customers (this is a firm maximum number – sponsor to provide names and contact information to *Telephony* / not through registration)

OPTIONAL: VIDEO

Available for Additional \$2500

Gold Sponsorship can include a 20-30 minute (can be up to an hour) video message recorded on-site at the event. Sponsor can present slides, product overviews, case studies, and have up to two presenters. The video will be presented on a special INSIGHTS event Web site after the event, featuring panel and sponsor videos.

SILVER EXHIBITING SPONSORS (\$3,000)

Limited to Two Companies

PRE-EVENT

- Company logo and identification as Exhibiting Sponsor in direct mail brochure
- Logo and link to your company's site featured on telephonyonline.com INSIGHTS event Web site
- 50-word company description and link from the telephonyonline.com INSIGHTS event Web site

POST-EVENT

- One-time use of attendee email list. Materials must be provided to *Telephony*; *Telephony* will deploy HTML.

ON-SITE

- Company logo featured on event sponsor recognition & exhibit area signage
- 50-word company description featured in "Sponsor Showcase" section of event program guide
- Tabletop exhibit area includes one 6' draped-tabletop display and power (right to choose exhibit space after presenting sponsors on first-come, first-serve basis)
- Two conference passes for sponsor staff or customers

