

Oct. 21-23, Chicago

2009 SUPERCOMM

Opportunities from

TELEPHONYONLINE

connected
planet

TEAM UP WITH THE OFFICIAL SUPERCOMM SOURCE

For the third year, SUPERCOMM has named TelephonyOnline the Official Publisher of the show, the print and online Show Daily and Program Guide. As the official source of SUPERCOMM, TelephonyOnline provides the authoritative platform to educate and connect with SUPERCOMM attendees, as well as the industry at large. TelephonyOnline also will be offering a comprehensive marketing program for SUPERCOMM exhibitors to maximize their tradeshow budget. When you partner with the most recognized and trusted source in telecom, you can be sure your message will get maximum exposure to attendees before, during and after the show.

PRINT

SUPERCOMM DAILY NEWS

- **CIRCULATION:** 10,000/DAY (30,000 TOTAL CIRCULATION)
- **DISTRIBUTION:** SHOW HOTEL DISTRIBUTION, OFFICIAL LOCATIONS AT MCCORMICK CONVENTION CENTER
- **PUBLICATION DATES:** OCT. 21ST, 22ND, & 23RD
- **CLOSE DATE:** SEPT. 29TH
- **MATERIAL DEADLINE:** OCT. 10TH

DAILY NEWS RATES

TAB PAGE- \$13,500

JUNIOR PAGE- \$11,000

TAB SPREAD- \$20,000

JUNIOR SPREAD- \$17,000

1/2 PAGE- \$9,000

1/3 PAGE- \$7,000

1/4 PAGE- \$5,500

**ALL RATES ARE NET AND FOR PLACEMENT
IN ALL THREE DAILY NEWS EDITIONS.**

DAILY NEWS COVER TIP

1/2- PAGE COVER TIP AVAILABLE EACH DAY.

ASK YOUR SALES REP ABOUT THIS HIGH-IMPACT OPPORTUNITY!

SOLD!

OFFICIAL SHOW PROGRAM GUIDE

- **CIRCULATION:** 20,000+
- **DISTRIBUTION:** AT REGISTRATION AND OFFICIAL LOCATIONS AT CONVENTION CENTER
- **CLOSE DATE:** SEPT. 9TH • **MATERIAL DEADLINE:** SEPT. 18TH
- **TAB DIVIDERS:** WELCOME, EDUCATION, INDUSTRY DATA, EXHIBITOR, PRODUCT LOCATOR
- **TAB DIVIDERS MATERIAL DEADLINE:** SEPT. 14TH
- **1/2- PAGE COVER TIP: CLOSE DATE:** SEPT. 9TH • **MATERIAL DEADLINE:** SEPT. 18TH

SOLD!

SOLD!

OFFICIAL SHOW PROGRAM GUIDE RATES

FULL PAGE- \$5,500

SPREAD- \$10,000

TAB DIVIDERS- (5 AVAILABLE, 2-SIDED CREATIVE) - \$9,000

1/2 PAGE- \$3,000

**ALL RATES ARE NET AND FOR PLACEMENT
IN ALL THREE DAILY NEWS EDITIONS.**

ONLINE

TECHNOLOGY-FOCUSED PRE-SHOW E-NEWSLETTERS

Be the exclusive sponsor of a pre-show, technology-focused e-newsletter—aligning your brand with valuable, focused editorial content.

- **GUARANTEED DISTRIBUTION:** 100,000+

EXCLUSIVE SPONSORSHIP OPPORTUNITY

- **TEXT ADS WITH 468X60 BANNER AND URL LINKS**
- **125X125 BANNER**

DEPLOY DATES & FOCUS

SEPT. 22ND- MANAGED/HOSTED SERVICES

SEPT. 24TH- NGN/IMS

SEPT. 29TH- 3G/4G WIRELESS **SOLD!**

OCT. 1ST- FIXED/MOBILE CONVERGENCE

OCT. 6TH- OSS/BSS

OCT. 8TH- IPTV **SOLD!**

OCT. 13TH- CARRIER ETHERNET **SOLD!**

PRE-SHOW NEWSLETTER RATE:

\$8,000 NET PER NEWSLETTER

SHOW DAILY NEWS E-NEWSLETTERS + ONLINE SPONSORSHIP

Your sponsorship includes branding in Show Daily e-newsletter deployments and on Daily News Web site.

DEPLOYMENT DATES: OCT. 20TH, 21ST, 22ND, 23RD, & 26TH (Highlights from show)

GUARANTEED DISTRIBUTION: 100,000+

WEB SITE: LIVE SEPT. 15TH

SIGNATURE SPONSOR (EXCLUSIVE) - \$15,000 NET **SOLD!**

- Top-position text ads with 468x60 banner in all five e-newsletters
- Exclusive 336x280 Boom Box banner on Daily News Web site
- Opportunity to post two (2) white papers on Daily News Web site

GOLD SPONSOR (EXCLUSIVE) - \$10,000 NET **SOLD!**

- Second-position text ads with 468x60 banner in all five e-newsletters
- Exclusive 728x90 top leader board banner on Daily News Web site
- Opportunity to post one (1) white paper on Daily News Web site

SILVER SPONSOR (TWO AVAILABLE) - \$6,250 NET

- Third or fourth position text ads (first to commit gets choice) with 120x60 banner in all five e-newsletters
- Exclusive 125x125 banner in the left navigation bar on Daily News Web site

PODCAST SPONSORSHIP

Exclusive Sponsor of 5 SUPERCOMM Daily News Podcasts (1 prior, 3 during, 1 post event)

SPONSORSHIP INCLUDES

- Prominent 336x280 Boom Box banner in player
- White Paper link on Daily News Web site
- 15-second audio plug, to be played at beginning and conclusion of podcast (sponsor supplies audio clip)

SPONSORSHIP PRICE

- **\$15,000 NET**

ASK ABOUT OUR SPECIAL PROMOTION PACKAGES!

TO TAKE ADVANTAGE OF THESE 2009 SUPERCOMM MARKETING OPPORTUNITIES, CONTACT:

NATIONAL SALES MANAGER, EASTERN SALES

Megan Lynberg
megan.lynberg@penton.com
913.967.1704

U.S. WESTERN MANAGER

Nicole Ozmai
nicole.ozmai@penton.com
303.416.0950

INSIDE SALES REPRESENTATIVE

Susan Guetzlaff
susan.guetzlaff@penton.com
312.840.8432

CLASSIFIED SALES

Julie Dahlstrom
julie.dahlstrom@penton.com
312.840.8436