

# TELEPHONY LIVE 2008 TELECOM SUMMIT

**SEPT. 30—OCT. 1**  
EMBASSY SUITES CHICAGO  
DOWNTOWN LAKEFRONT  
CHICAGO, IL

## SPONSORSHIP GUIDE

### > MAKING TRANSFORMATION PROFITABLE

The old telecom business models are gone. Voice is no longer a sustainable profit generator, the competition for the data dollar grows daily, and Internet companies such as Google and Microsoft are becoming competitors. This dramatic time of change poses major threats to telecom service providers but also creates major opportunities. *Telephony's* second annual **TELEPHONY LIVE: 2008 TELECOM SUMMIT** will help operators learn to address both.

Telephony LIVE will help service providers navigate this turbulent and intense period of creativity and learn more about the real changes that can be made now. *Telephony* will bring together service providers who are walking this path, as well as top technology experts with real answers. By focusing on practical approaches to adopting new technology — including Web services and IT expertise — Telephony LIVE will deliver the information that service provider executives can use to make the right choices and more effectively manage the inevitable process of transformation.

**TELEPHONY LIVE**  
THE 2008 TELECOM SUMMIT

# SPONSORSHIP OPPORTUNITIES AND BENEFITS

> SIGNATURE PRESENTING SPONSORSHIP  
EXCLUSIVE TOP-LEVEL SPONSORSHIP

SOLD



## 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* editors to your customer/prospect database
- Logo exclusively displayed on Leaderboard and Boom Box banner advertising on telephonyonline.com
- Sponsor recognition, logo identification and resource link in player of Telephony LIVE event-related Podcasts (deployed prior and during event)
- Logo and link to your company's site prominently featured on event Web site
- Opportunity to provide a 728x90 Leaderboard banner to be displayed on event Web site pages
- 100-word company description and link from the event Web site
- Exclusive name or logo on attendee e-mail confirmations

## ON-SITE

- Exclusive opportunity to provide 10-minute opening address (first day only)
- One speaking opportunity on the Opening General Session Panel
- One panel speaking opportunity in track of your choice during the two-day event
- Opportunity to provide a two- to three-minute company video in designated timeslot on day one and another on day two
- Presentation slide featuring logo and recognition as Signature Sponsor shown prior to all general sessions
- Recognition as Signature Sponsor at registration area and on all on-site event signage
- Recognition as Signature Sponsor at Innovation Awards Reception
- Two full-page, 4/color ads in event program guide (Inside Front Cover or Back Cover positions)
- 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
- Table top exhibit area located in Networking Break area with one 6-foot draped-tabletop display, power, and one Internet connection (right to choose exhibit space first)
- Six conference passes for sponsor staff or customers
- Six invites to the pre-conference VIP reception on evening prior to conference opening

## POST-EVENT

- Recognition as Signature Sponsor in post-event "thank-you" e-mail sent to all registrants
- Recognition as Signature Sponsor in post-event "thank-you" print ad in issue of *Telephony* magazine (promoting Telephony LIVE Resource Center)
- Three white papers featured on the Telephony LIVE Post-Event Resource Center
- Ownership of registration list:
  - o List includes name, company, postal and e-mail addresses
  - o Demographic question data
  - o 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

## > PLATINUM PRESENTING SPONSORS

### 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* editors to your customer/prospect database
- Sponsor recognition, logo identification and resource link in player of Telephony LIVE event-related podcasts (deployed prior and during event)
- Logo and link to your company's site prominently featured on event Web site
- 75-word company description and link from event Web site

#### ON-SITE

- One speaking opportunity on a general session panel
- Opportunity to provide two-to three-minute company video in designated timeslot during event
- 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
- Recognition as Platinum Sponsor at Innovation Awards Reception
- Full-page, 4/color ad in event program guide (prominently positioned in guide)
- Company logo featured on the cover of event program 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
- Table top exhibit area located in networking break area with one 6-foot draped-tabletop display, power, and one Internet connection (right to choose exhibit space after Signature Sponsor)
- Four conference passes for sponsor staff or customers
- Four invites to the pre-conference VIP reception on evening prior to conference opening

#### POST-EVENT

- Recognition as Platinum Sponsor in post-event "thank-you" e-mail sent to all registrants
- Recognition as Platinum Sponsor in post-event "thank-you" print ad in issue of *Telephony* magazine (promoting Telephony LIVE Resource Center)
- Two white papers featured on the Telephony LIVE Post-Event Resource Center
- 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

## > EDUCATION TRACK PRESENTING SPONSORS

### LIMITED TO TWO COMPANIES PER EDUCATION TRACK

#### PRE-EVENT

- Company logo and identification as Education Track 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* editors to your customer/prospect database
- Logo and link to your company's site prominently featured on event Web site
- 50-word company description and link from event Web site

#### ON-SITE

- One speaking opportunity on sponsoring education track panel of your choice
- Presentation slide featuring logo and recognition as Education Track Sponsor shown prior to all sponsoring track sessions
- Recognition as Education Track Sponsor at registration area and on all sponsoring track signage

- Full-page, 4/color ad in event program guide
- Company logo featured in sponsoring track area of event program guide
- Logo and 50-word company description featured in Sponsor Showcase section of event program guide
- Table top exhibit area includes one 6-foot draped-tabletop display and power (right to choose exhibit space after Signature & Platinum Sponsors on a first-come, first-serve basis)
- Three conference passes for sponsor staff or customers
- Three invites to the pre-conference VIP reception on evening prior to conference opening

#### POST-EVENT

- Recognition as Education Track Sponsor in post-event "thank-you" print ad in issue of *Telephony* magazine (promoting Telephony LIVE Resource Center)
- One white paper featured on the Telephony LIVE Post-Event Resource Center
- Two-time use of attendee list (either for direct mail or e-mail follow-up) via third-party, bonded mail house

## > EXHIBITING SPONSORS

LIMITED TO FIVE COMPANIES

### PRE-EVENT

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

### ON-SITE

- Company logo featured on event sponsor recognition and exhibit area signage
- 50-word company description featured in Sponsor Showcase section of event program guide
- Table top exhibit area includes one 6-foot draped-tabletop display and power (right to choose exhibit space after presenting sponsors on first-come, first-serve basis)

- Three conference passes for sponsor staff or customers
- Three to the pre-conference VIP reception on evening prior to conference opening

### POST-EVENT

- One-time use of attendee list (either for direct mail or e-mail follow-up) via third-party, bonded mail house

## > INNOVATION AWARDS RECEPTION SPONSOR

EXCLUSIVE SPONSOR

SOLD



### PRE-EVENT

- Company logo and identification as Reception 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* editors to your customer/prospect database
- Logo and link to your company's site prominently featured on event Web site
- 50-word company description and link from the event Web site

### ON-SITE

- Opportunity for company executive to address attendees at Innovation Awards Reception
- Recognition as Innovation Awards Sponsor on related on-site signage
- Sponsor signage and recognition at Innovation Awards event and reception on night of first day of event. All Telephony LIVE attendees invited to attend.
- Logo on cocktail reception drink tickets provided to all conference attendees

- Logo on all cocktail reception napkins
- Full-page, 4/color ad in event program guide
- Company logo featured in Innovation Awards area of event program guide
- Logo and 50-word company description featured in Sponsor Showcase section of event program guide
- Table top exhibit area includes one 6-foot draped-tabletop display and power
- Five conference passes for sponsor staff or customers
- Five invites to the pre-conference VIP reception on evening prior to conference opening

### POST-EVENT

- One-time use of attendee list (either for direct mail or e-mail follow-up) via third-party, bonded mail house

**FOR SPONSORSHIP OPPORTUNITIES, CONTACT:**

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