

# SPONSORSHIP GUIDE

## TELEPHONY **LIVE**

### The 2007 Telecom Summit

Turning Technology Into Profit

OCTOBER 10 & 11 • WESTIN PARK CENTRAL  
DALLAS, TX

event overview

## Turning Technology Into Profits

Next-generation technologies. Network and infrastructure solutions. Compelling service deployments. Best business and marketing practices. Real-world service provider strategies. **Introducing *Telephony Live: The 2007 Telecom Summit*.**

*Telephony Live: The 2007 Telecom Summit* takes an in-depth look at the highest-priority issue facing service providers: Turning Technology Into Profits. The content will focus not only on deploying next-generation services and technologies but also how service providers can generate revenue and ROI from network investments. The Telecom Summit has been designed to bring industry leaders and innovators together for an interactive two-day event focused on high-quality information and industry discussion. The content focus and event size guarantees one-on-one industry interaction and networking as well as an environment that will make *Telephony Live: The Telecom Summit* a perennial must-attend industry event.

Through three intensive tracks—developed and led by *Telephony's* editorial team—attendees will explore key insights from service providers, end users, top industry analysts and our presenting sponsors. The Telecom Summit is a unique event that is content-rich, with both a technology and business focus—and an eye to the bottom line.

### TELEPHONY INNOVATION AWARDS

The *Telephony* Innovation Awards recognize service providers demonstrating innovation in how they deploy technologies and services. Nominated by the industry-at-large via the telephonyonline Web site and measured by a prominent panel of industry figures finalists will be invited to attend *Telephony Live: The Telecom Summit* and awards will be announced for each category at the event's award cocktail reception. Finalists will also be profiled and recognized in *Telephony* editorial content, both in print and online.

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### TRACK FOCUSES:

The three event tracks are based on broad service categories, with technologies driving the various panels that make up the tracks. The track topic development ensures that the panel discussions center around actual applications that are enabled by technologies and the best business/market/service models for those applications are presented and discussed.

#### Track A: Video Services

- IPTV
- FTTx
- Broadband Access Platforms
- Personalized Content
- Mobile TV
- Set-Top Boxes
- Ad-based Content Models
- Open Source Platforms
- GPON, ROADM

#### Track B: Converged Services

- IMS Platforms
- Fixed/Mobile Convergence
- Personalized Services
- Triple Play Bundling
- Marketing Triple Play
- UMA vs. VCC Formats
- Converged Voice
- Service-Oriented Architectures

#### Track C: Enterprise Services

- Carrier Ethernet
- VoIP (Hosted and Enterprise VoIP)
- Security Services/Managed Network Security
- Push Services
- Productivity Apps
- Find Me/Follow Me Services
- IP-Based Business Services

## SPONSORSHIP VALUE

- \* Face-to-face access to service-provider and telecom industry decision-makers, executives, buyers and influencers
- \* Unique association with high-quality, content-focused event
- \* Expected attendance of 300 plus
- \* Brand impressions through our co-branded, integrated marketing program—before, during and after the event
- \* High-profile speaking and/or panel opportunity
- \* Ownership of the attendee list for your own post-event follow-up
- \* Charter sponsorship rate and first-right to sponsor 2008 event



### sponsorship opportunities & benefits

## SIGNATURE PRESENTING SPONSOR

### EXCLUSIVE TOP-LEVEL SPONSORSHIP

#### 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 Web 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 event 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 2- to 3-minute company video in designated timeslot during event
- 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 (IFC 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' 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 attendee list:
  - List includes name, company, postal and e-mail address
  - 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*



# 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 Web site prominently featured on event Web site
- 75-word company description and link from the event Web site

## ON-SITE:

- One speaking opportunity on a general session panel
- Opportunity to provide 2- to 3-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' 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 attendee list:
  - List includes name, company, postal and e-mail address
  - 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/  
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 Web site prominently featured on event Web site
- 50-word company description and link from the 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' 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 10 COMPANIES

## PRE-EVENT

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

## 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
- Table top exhibit area includes one 6' draped-tabletop display and power (right to choose exhibit space after presenting sponsors on first-come, first-served 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

## 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 Web 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 (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' 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 SPONSORSHIPS  
OPPORTUNITIES,  
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