

Our 21st Event!



INTERNET TELEPHONY Conference & Expo

ITEXPO



January 20-22, 2010

Miami Beach Convention Center

www.itexpo.com

Here's Your **FREE VIP Pass** to... The World's Communications Conference!

Your Free Pass Compliments of:



Diamond Sponsors:



The One Event For:

- Enterprise/SMB
- Service Providers
- Resellers
- ~~Developers~~ CLOUD COMMUNICATIONS SUMMIT
- ~~Developers~~ SUMMIT

ITEXPO is Like No Other Communications Technology Conference

You'll enjoy a first-class conference education, unrivaled networking opportunities, and an exhibit hall filled with cutting-edge solutions

1. Commercial-Free Sessions

Presenters are prohibited from delivering company pitches. Violators are not invited back to future events. This ensures you gain unbiased strategies and information.

2. Most Knowledgeable Speakers

Each topic and presenter is selected by TMC's editorial team and Rich Tehrani, TMC's CEO, from literally hundreds of submissions. Only the most relevant topics submitted by experienced speakers make in into the program.

3. Invaluable Networking Time

ITEXPO East is the perfect opportunity for you to meet and talk with representatives from enterprises/government, service providers, developers, resellers and manufacturers to share ideas, exchange business cards, and discuss the virtues of one solution over another.

4. 100+ Exhibiting Companies

In between conference sessions, meet vendors and partners you need to successfully deploy IP communications solutions, whether in the enterprise or service provider network. The agenda leaves ample time to stop by numerous booths to discuss how each exhibitor's offerings can help you.

5. Free Workshops: SIP Trunking and Reseller Solutions Day

All attendees are invited to intensive workshops covering dynamic areas of the IP communications marketplace. Ingate's SIP Trunking workshops draw enthusiastic crowds. Reseller Solutions Day will explore UC, WiFi telephony, mashups, CEBP, open source and more. It will also focus on reseller sales skills and best business practices.

6. Insightful Keynotes

Top executives from Digium, Google Voice, Polycom, Skype, Sprint and Verizon Wireless will share their views of where communications technologies are heading and converging.

7. Your Fee Is Guaranteed

If you do not feel the sessions you attended made you better prepared to tackle your project than when you arrived, stop by the registration counter and receive a free pass for any future ITEXPO conference. (No requests will be honored after the conference ends.)

8. Convenient, Accessible and a Great Destination

The Miami Beach Convention Center is located in the heart of world-famous South Beach, just 12 miles from Miami International Airport and 6 miles from I-95.

9. FREE Exhibit Hall Pass

If you register online at any time, you save the \$50 on-site fee.

10. Microsoft OCS Training

This full-day course provides a comprehensive introduction to Microsoft's Office Communications Server. All attendees are eligible to receive certification for successfully completing the course.

11. 4G Wireless Evolution Conference

4GWE conference will delve into the key issues and challenges facing the evolution to a 4G, all IP, wireless network. This colocated event educates carriers and wireless industry professionals on the applications, technology alternatives, time frames, opportunities and challenges in the new age of mobile broadband.

12. Digium|Asterisk World

This is the conference that addresses "Everything Asterisk" for business users, resellers and executive decision makers. Come to see how Asterisk, the world's most widely used open source telephony software, can save you money and empower you to create more flexible telephony solutions. Visit helpful vendors in the Digium|Asterisk section of the ITEXPO exhibit hall.

13. Smart Grid Summit

This event explores the opportunities that IP communications will offer for applications enabling the Smart Grid into homes, buildings and facilities.

14. M2M Evolution

With an estimated \$300B market in 2010 for machine to machine communications, the opportunities for developers, carriers and service providers are vast. This event provides strategies to profitably capture market share in data communication.

15. Cloud Communications Summit

This is the place to learn the fundamentals of cloud-based communications business models, market trends, and examine current large efforts and deployments. Benefits such as drastically lowered CAPEX, reduced project risks and increased service agility will be covered.

16. Virtualization Summit @ ITEXPO

Enterprises have much to gain from a virtualization strategy. This summit will explain how to select and deploy the optimal solution for your situation.

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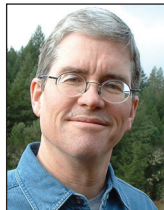
Media Sponsors:



Featured Keynote Presenters



Wednesday, January 20, 3:30 pm
Craig Walker
Group Product Manager,
Real Time Communications Group
Google Voice



Wednesday, January 20, 4:00 pm
Jeffrey Rodman
Co-Founder and CTO
Polycom



Wednesday, January 20, 4:30 pm
Mathew Oommen
Vice President, Device and
Technology Development
Sprint



Thursday, January 21, 9:15 am
Christopher Dean
CSO
Skype



Thursday, January 21, 9:45 am
Danny Windham
Chief Executive Officer
Digium



Thursday, January 21, 10:15 am
Brian Higgins
Executive Director for Ecosystem
Development
Verizon Wireless

Win This Hot New Honda Element!



Win A New Honda Element

You Must Be Present To Win!*

***New Honda Element Drawing - Friday, January 22, 2:15pm, at the conclusion of Exhibit Hall hours.**

Element Giveaway Sponsored by:



**Visit the Exhibit Hall.
Find IP Communications
Solutions and You Could Win A
Brand New Honda Element!**

1. Pick up your entry card at the registration counter when you arrive.
2. Visit each booth listed on the card, review their offerings, and receive a stamp from each booth.
3. Collect all stamps, then drop your completed card into the entry bin in the exhibit hall.
4. **YOU MUST BE PRESENT AT THE DRAWING ON FRIDAY, JANUARY 22 TO CLAIM YOUR PRIZE!**

Cloud Communications Summit @ ITEXPO

Introduction and Overview

Wednesday, January 20, 2010

Thomas Howe, CEO, Light and Electric, will be moderating the sessions.

The Cloud Communications Summit will address a growing need of businesses to integrate and leverage cloud based communications applications, process enhancement techniques, and network based communications interfaces and architectures. Business professionals will learn the fundamentals of cloud based communications business models, market trends and current large

efforts and deployments. Sales teams can benefit by learning real life cloud communications success stories and interacting with other ecosystem members. This series of educational sessions at ITEXPO will explore how communications as a service drastically lowers capital expenditures, reduces project risks and increases service agility and value.

Introduction to Voice Mashups

Wednesday, January 20 – 9:00 am

Speaker: Jason Goecke, VP of Innovation, Voxeo

An introduction to the concept and architecture of using voice as part of modern web-based applications. Concrete voice mashup examples will be demonstrated, along with the business cases that support them.

Cloud Telephony for the Enterprise

Wednesday, January 20 – 12:00 pm

Speakers: Troy Davis, CEO, Cloudvox; Dan York, Director of Emerging Communication Technology, Voxeo

This session discusses tradeoffs in deploying communications applications behind the firewall, with a hosted partner or through elastic mechanisms such as Amazon's EC2.

Communications Enabled Business Process Fundamentals

Wednesday, January 20 – 10:00 Am

Speaker: Jack Rynes, President, Jaduka

This session provides an overview into using communications technology to improve business processes, and highlights the fundamental methods and techniques used to do so.

Unified Communications vs. CEBP: A lively debate?

Wednesday, January 20 – 1:45 pm

Speakers: Dan Miller, Senior Analyst, Opus Research

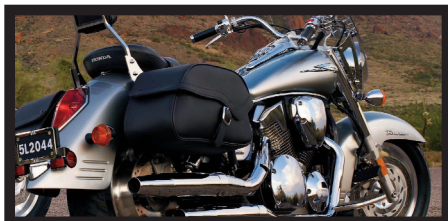
Unified communications and CEBP stand in stark contrast. This session features a lively discussion between unified communications and CEBP experts, explaining the differences and similarities not obvious at the surface.

Vertical CEBP

Wednesday, January 20 – 11:00 Am

Speakers: Irv Shapiro, CEO, Ibyphone; Vanessa Alvarez, Industry Analyst, Frost & Sullivan

This session presents CEBP techniques for the financial, logistics, debt collection and health care fields.



Win A New Motorcycle!

You Must Be Present To Win!*

DRAWING HELD THURSDAY, JANUARY 21

inGate

Ingate's Free Workshop SIP Trunking:
Everything Your Need To Know

Free Workshop for all ITEXPO Attendees

Educating end users, resellers, distributors and systems integrators about SIP trunking is on the agenda as Ingate® Systems partners with TMC, leading IP-PBX vendors, media gateway vendors, SIP trunking service providers and industry thought-leaders to offer "SIP Trunking: Everything You Need to Know" seminars at ITEXPO East 2010.

These seminars will provide a comprehensive overview of SIP trunking, with general information panels and technical insight sessions from the service provider and enterprise perspectives.

Featured this season:

- Step-by-step, interactive sessions to illustrate the what, why and how of SIP trunking architecture
- Sessions on legacy PBX/PSTN and SIP trunks
- Case studies on ROI; the value proposition of SIP trunks
- SIP Forum SIPconnect workshop
- SIP Trunk Boot Camp for "Basic Training" on SIP trunk installations
- Security sessions with VOIPSA will discuss VoIP and SIP trunk security.

LIVE DEMOS of participants setting up a secure SIP trunk live, on-site will showcase how easy it can be to deploy SIP trunks.

Attendees can earn a SIP Trunking Professional Certificate by participating in the Professional Development Program on the first day of the Show.

SIP Trunking Workshop Schedule

Wednesday, January 20:
SIP Trunking Professional Development Program

Thursday, January 21:
Case Studies and Deployment Strategies

Friday, January 22:
SIP Trunk Boot Camp, "Basic Training" with Ingate Systems

Reseller Solutions Day

Wednesday, January 20, 2010
FREE Workshop for Resellers and Agents

Making Money in IP Communications

The communications market is filled with opportunity and pitfalls and navigating the field is something which requires experience and collaboration with your peers. In this session, expect an in-depth discussion of everything you need to become successful when selling communications products and services. We will explore unified communications, open source, FMC, WiFi telephony, mashups and CEBP. If you are unfamiliar with any of these acronyms (even if you are) you need to be at this free conference so you can learn what is happening, what is coming and how to benefit from it all.

The moderator of this panel will be Rich Tehrani, ITEXPO conference chairman, TMC president and the communications expert who has helped tens of thousands of resellers worldwide over the years sell PBX, ACD, call center, CTI and VoIP products and services.

This session is a must-attend for anyone and everyone involved in any way with communications sales to SMB or enterprise customers. This includes classic interconnects, data VARs, VADs, security resellers, etc.

Reseller Live --- Focus on Process

1:45 - 3:30 pm

Presenters:

Max Schroeder (Moderator), Senior VP, FaxCore, Inc.
Jeanne Leckie, (Speaker), The Leckie Group
TMC will be presenting its highly successful Reseller Live workshop at ITEXPO 2010 East in Miami. The focus will be on reseller sales skills and best business practices for resellers in a complex market. The session will open at 1:45 and conclude at 3:30 on Wednesday, January 20, 2010 and will be divided into two segments. Segment One will focus on reseller sales skills including outlines to facilitate attendee participation. The past year has definitely been challenging and the discussion will focus on successful selling process adjustments. Segment Two will focus on best business practices.

A key to the success of past reseller day sessions has been the ability of the speakers to adjust each session to speak to the changing market. Although the focus has always been on reseller sales skills and best business practices, the actual content has evolved as economic conditions have placed additional burdens on resellers and distributors. This session will be no exception. However, as all of our sessions have stressed, businesses must implement procedures that constitutes a defined process that can adjust to all market conditions.

This is a MUST-ATTEND session.

Virtualization Summit @ ITEXPO

Introduction and Overview

Thursday, January 21, 2010

Virtualization is software technology which uses a physical resource - such as a server - and divides it up into virtual resources called virtual machines (VM's).

Virtualization allows users to consolidate physical resources, simplify deployment and administration, and reduce power and cooling requirements. While virtualization technology is most popular in the server world, virtualization technology is also being used in communications, data storage such as Storage Area Networks, and inside of operating systems such as Windows Server 2008 with Hyper-V.

Virtualization Advantages:

- Server consolidation
- Reduced power and cooling
- Green computing
- Ease of deployment and administration
- High availability and disaster recovery

Popular virtualization products include:

- VMware
- Microsoft
- Hyper-V
- Virtual Iron
- Xen

The Virtualization Summit at ITEXPO helps enterprises understand the vast advantages of a virtualization strategy, and explains how to select and deploy the solution best for your particular situation.

What is Virtualization? Business Impact and Benefits

Thursday, January 21 - 8:30 am

As the demand intensifies for more information and applications to be delivered faster and more efficiently to more end users, advances in virtualization technology are driving a revolution in enterprise IT. Businesses are increasingly deploying virtualization to lower operational and infrastructure costs, increase flexibility and performance, improve resource utilization and management. This session looks at why virtualization is becoming the hottest trend in IT and business benefits it delivers.

Virtualizing Communications

Thursday, January 21 – 1:00 pm

The traditional argument against the adoption of IP-based voice solutions has been quality of service. While latency is acceptable with data applications, degraded voice communication is not an option in business environments. IP communications, however, has moved beyond the challenges of voice quality, and now, the latest technologies are enabling the convergence of voice and data in virtualized environments, extending the benefits of virtualization beyond data applications to all communications-related services. This session will discuss the current opportunities and future trends allowing the virtualization of voice applications.

Virtualization Strategies

Thursday, January 21 – 2:00 pm

There are a multitude of ways to implement virtualization technology to lower operational costs, reduce physical footprint, increase infrastructure flexibility, enable mobile workforces, implement backup and disaster recovery plans, and simplify IT management. This session will consider the various ways virtualization is becoming a part of IT strategies to meet the various business needs of enterprises today.

Virtualization Implementation: Best Practices and Pitfalls to Avoid

Thursday, January 21 – 3:00 pm

Regardless of how virtualization is employed, its success depends on proper planning and deployment to ensure maximum benefits are realized. By carefully devising a virtualization plan, from design to implementation to configuration and management, IT managers can take the guesswork out of the migration to a virtual environment. This session will leverage the successes and mishaps from real-world deployments to deliver a set of best practices for a successful implementation.

Virtualization Technology

Thursday, January 21 – 4:00 pm

Once a business has made the decision to move to a virtualized environment, the key decision becomes building the infrastructure and architecture. In doing so, there are many technology options that will define the particular benefits you will achieve. This session will consider the various technology options available and the benefits of each to a virtualization strategy, including server hardware, operating systems, networking solutions, management tools, and security components.

ON-SITE REGISTRATION HOURS

Wednesday, Jan 207:00 am - 7:00 pm
 Thursday, Jan 21.....7:30 am - 5:00 pm
 Friday, Jan 227:30 am - 2:00 pm

EXHIBIT HALL HOURS

Wednesday, Jan 205:00 pm - 7:30 pm
 Thursday, Jan 2111:00 am - 5:00 pm
 Friday, Jan 22.....11:30 am - 2:30 pm

CONFERENCE SESSION TIMES*

Wednesday, Jan 209:00 am - 5:00 pm
 Thursday, Jan 21.....8:30 am - 6:00 pm
 Friday, Jan 22.....8:30 am - 11:30 am

**Conference fees required for admission*

*Our Guarantee:

If you do not feel the sessions you attend made you better prepared to tackle your VoIP project than you were when you arrived, stop by the registration counter at the show and we'll issue you a free pass for any future INTERNET TELEPHONY conference. (No requests honored after the conference ends.)

4 Easy Ways to Register

1. **Online:** www.itexpo.com
2. **Fax:** (203) 866-3326
3. **Phone:** Call Frank Coppola
(203) 852-6800 ext. 131
4. **Mail:** Send your registration form to:
ITEXPO EAST 2010
TMC
One Technology Plaza
Norwalk, CT 06854 USA

Diamond Team Plan

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The Diamond Plan allows five delegates from your company to have unlimited access to all conference sessions, all keynotes, all meals, all networking receptions, all special sessions — everything that goes on at the event... It's VIP total access! Only \$2,995*.

*\$2,995 up to five employees from your location. Only \$599 per delegate. This promotion is first come, first served. Space is limited.

Your Paid Conference Plan Includes:

- All sessions and workshops for which you have registered.
- All Meals served on days in your plan.
- Online access to all conference presentations.
- Unlimited Exhibit Hall access.
- All Keynotes and special panel discussions.
- All networking receptions.

Hotel Information

Save Time & Money at the Official Show Hotel.

Luxurious Loews a Short Walk to the Convention Center.

The luxurious four-star hotel is located on the beach in the heart of South Beach. You can walk to everything — the convention center (4 blocks away), great restaurants on Lincoln Road (2 blocks away), and the fabulous nightlife on Ocean Drive. Get the best value, most convenience and option to network with thousands of other ITEXPO attendees by staying at the official show hotel.



Special Rates: Mention you are a participant of ITEXPO to receive the special \$249 rate. this rate includes Internet access! Reserve your rooms today!

To make a reservation online:
<http://www.loewshotels.com/en/Hotels/Miami-Beach-Hotel/GroupOffers/TMC.aspx>

Or call 877-563-9762, then hit 1 - be sure to say you are a participant of ITEXPO. You must reference ITEXPO to receive the special discounted rate. Cut off date - January 4, 2010.

**GLOBAL
AUDIENCE**

