



2012

**INSIDE THE
NETWORK**

**JUNE 5-7, 2012
DALLAS, TEXAS**

EXHIBITOR PROSPECTUS

A Network in Transition: Opportunity and Threat

We are moving into the era of the Networked Society, where anything that will benefit from a connection will get one. Operators and Service Providers face both opportunity and threat from the combined force of the popularity and proliferation of a wide variety of smart devices, video entertainment, Over-the-Top (OTT) services, and the rush by enterprise to move information technology (IT) into the cloud.

As bandwidth requirements continue to increase for residential, commercial and mobile services, the underlying network infrastructure must both scale to meet these requirements and achieve operational and capital expense efficiencies to stay profitable. Our industry is on the cusp of change in technology, in business models and in service innovation—and TIA 2012 is designed to embrace it all under one roof.

The Annual TIA Convention for The Network Supply Chain

FEATURING

- The Business and Technology of The Network
- Raising the Asset Value of the Companies and Thought Leaders in the Network Ecosystem
- Blueprint for Energy-Efficient, Sustainable Technologies and Practices
- Service Provider 2.0—New Business models for Service Providers, Operators and Suppliers
- Network Architectures, Transport, Backhaul, Traffic Management, Smart Grid, Smart Homes, Machine-to-Machine and Everything Network
- Industry Leading Speakers
- TIA's Annual Membership Convention



“I truly see a transformational change ahead of us ‘Inside the Network.’ Can we accelerate the pace of innovation by blending the quality of communications with the pace of IT to meet the needs of a dynamic, constrained network.”

Rose Schooler

General Manager, Embedded & Communications Group, Intel

Contact exhibits@tiaonline.org for your personalized consultation.

Exhibitor Value

TIA 2012: Inside the Network puts the focus back onto the people, the products and the companies driving innovation and optimization of The Network.

If your product or service is focused on Network infrastructure, services, innovation or delivery—you need to participate in TIA 2012. Join the industry effort to bring back focus on Network solutions and services.



“A phenomenal decade is ahead of us in terms of new innovations in numerous areas, all aimed at delivering new experiences for consumers and businesses, anytime, anywhere along with new business models.”

Kittur Nagesh
Juniper Networks



Take advantage of:

- **Tier 1 Integrated Carriers:** Our key carrier programs will deliver multiple executives from the leading network operators, wholesale carriers, Tier 2 and Tier 3 carriers and more.
- **Forward-Looking Content:** TIA 2012 brings together new thinking and new information on the Business of the Network and the Technology of the Network. No other broad-based event delivers this scope of information exchange.
- **An immersive experience:** with TIA 2012 you have the opportunity to reach your customers and prospects live, on-site and in person. You also have multiple opportunities to extend your message and branding—through our TIA NOW TV site and TIA 2012 Studio hosted right on the Exhibit Floor. We offer these assets to stretch your marketing investment and deliver high ROI at the event, and after the event.
- **Policy, Regulation and Standards:** Each subject area of TIA 2012 features foundational information from policy leaders and technology standards committees, forming a breadth of knowledge that goes beyond technology and business, to the regulations and standards that help shape innovation.
- **Central location:** The “Silicon Prairie,” Dallas is a telecommunications hub and an international hub and host to many telecommunications and technology companies.
- **International focus:** South America and the Asia Pacific region are focuses of our marketing and outreach programs.

This is *your* industry event—join us and contribute to a shift in focus from silo'd industry segments, like wireless or wireline, and into one strong community of technology suppliers that form the foundation of the global communications experience.

Premium Leads

TIA's commitment to you is to bring to the event—especially, to the Exhibit Floor—the purchasers, decision-makers and network engineers you need to see. Tier 1, 2 and 3 telco service providers and operators **need your products and innovative technology solutions**, as do MSOs, cable operators, ISPs and Over-the-Top providers. Here's how we will attract them:

Forward-thinking Educational Content Focused on The Network

- Business sessions
- Technology and engineering sessions
- Policy and regulatory sessions

Exhibit Floor Demonstrations

- R&D Showcase

Open Visual Collaboration & Conferencing

- Green Tech: Next Generation Energy Efficient ICT Products
- TIA TV Studio in Action and Streaming Live

TIA Standards Committee Meetings

The TIA Key Customer Program Providing Value Packages for Telcos and Utilities

Who Exhibits?

- ▶ Network Equipment Manufacturers, OEMs, Suppliers, VARs, Distributors
- ▶ Network Application Developers and Innovators
- ▶ Grid Communications Solutions Providers
- ▶ M2M Solutions Providers
- ▶ Fiber and Cabling Suppliers
- ▶ Innovators on The Network

Who Attends?

- ▶ Network Designers and Engineers
- ▶ Product Managers
- ▶ C-Level Executives
- ▶ Telcos
- ▶ Utilities
- ▶ MSOs
- ▶ ISPs
- ▶ Application Developers
- ▶ Enterprise Network Managers
- ▶ Media and Industry Analysts
- ▶ Investors

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3 Highly-Focused Days for Network Ecosystem Partners

In this Tuesday-Wednesday-Thursday format, no education or content is scheduled during Exhibit Hall hours. Plus, the Exhibit Floor features compelling reasons for visitors to attend and stay to gain the full experience of The Network's innovations.

SCHEDULE

	Mon. June 4	Tuesday June 5	Wednesday June 6	Thursday June 7	
7:30 AM	EXHIBIT HALL MOVE-IN	EXHIBIT HALL MOVE-IN			
8:00 AM					
8:30 AM				8:00 AM – 10:30 AM Conference	
9:00 AM			8:30 AM – 3:30 PM Pre-Conference & Specialty Workshops		9:00 AM – 10:30 AM Keynotes
9:30 AM					
10:00 AM				10:30 AM – 12:00 PM Keynotes	10:00 AM – 2:30 PM Exhibit Hall
10:30 AM					
11:00 AM				12:00 PM – 5:00 PM Exhibit Hall	12:00 PM – 1:00 PM Lunch in Exhibit Hall
11:30 AM					
12:00 PM					
12:30 PM					2:30 PM – 5:00 PM Conference
1:00 PM					
1:30 PM				3:30 PM – 5:00 PM TIA Annual Member Meeting	4:30 PM – 5 PM Networking Reception in Exhibit Hall
2:00 PM				5:00 PM – 6:30 PM Opening Reception on Exhibit Floor	
2:30 PM		6:30 PM – 9:00 PM VIP Reception and Dinner			
3:00 PM					
3:30 PM					
4:00 PM					
4:30 PM					
5:00 PM					
6:00 PM					
6:30 PM					
7:00 PM					
7:30 PM					
8:00 PM					
8:30 PM					
9:00 PM					

KEY

- Keynotes
- Exhibition
- Conference
- Social Events



Conference Education & Content

The Technology of The Network

- ▶ Network Virtualization
- ▶ Converged Network Architecture: *Open, Flexible, Extensible*
- ▶ Optical: Roadmap to 100G
- ▶ Broadband Traffic Management
- ▶ Green ICT: Next Generation Energy Efficient Innovation
- ▶ Mobile Backhaul and Offload

The Business of The Network

- ▶ Service Provider 2.0—
- ▶ Visual Communications
- ▶ Multiscreen Video
- ▶ M2M and Embedded Mobile
- ▶ Grid Communications
- ▶ Cyber Security in Network & Service Infrastructure

Specialty Conferences & Workshops

- ▶ In-Home Energy Management—Services, Standards and Technology
- ▶ Network Application Enablement
- ▶ Legacy Equipment Recycle, Reuse and Mineral Mining
- ▶ Optimizing Content Delivery Networks
- ▶ Diversity in the Supply Chain
- ... and more!

Product Demo Areas

- ▶ Open Visual Collaboration & Conferencing
- ▶ The R&D Showcase
- ▶ Green Tech: Next Generation Energy Efficient ICT Products

“We’ve finally reached the point of acceptance and real need for network transformation.”



Charlie Vogt
CEO, GENBAND

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“Too often we hear, ‘When things go right, the devices and apps get the credit. When things go wrong, the network gets the blame.’ TIA 2012 is designed to shift the focus back to The Network that connects it all — people, devices and applications — which will drive the next decade of innovation and asset value growth.”



Grant Seiffert
President, TIA

Why Participate?

With TIA leadership, we will bring together under one roof the companies and people that drive the transition to a next generation Network—and, by so doing, we will:

- **Feature a new generation** of electronics and technology that uses 30% less energy, and yet outperforms in speed and capacity today’s communications products.
- **Introduce new thinking** in the transition from legacy equipment into new products that reuse precious metals and more.
- **Demonstrate a world** of real-time visual communications and collaboration services that will play an important role in meeting the challenges of climate change.
- **Convince the enterprise community** that is rapidly moving IT into the cloud that an optimized, flexible and scalable Network is the key to unlocking the promise of cloud services.
- **Architect a new Content Delivery Network model** that enables content originators—movies, applications, songs, games and more—a robust and reliable user experiences thanks to upgrades in transport, optical networking, storage and traffic management.
- **Bring engineering, expertise and services to the power and energy industry** to design and deploy advanced communications networks that put the ‘smart’ into the ‘smart grid’.
- **Navigate the transition to the Converged TV experience** wherein the Network delivers video programming to any device anywhere, anytime in an optimal, cost-efficient way—complete with DRM and security built-in.
- **Shepherd the policy, regulation and standards communities** into the new era of an all-IP network connecting not just people and devices, but the Internet of Things as well.
- **Simplify network operations** and scale to meet enterprise needs through network virtualization.

Finally, TIA 2012 provides the platform for influencers—media, analysts and investors—to learn first-hand the innovation, efficiency and increased market value of the technology providers in The Network.



Contact exhibits@tiaonline.org for your personalized consultation.

Ways to Participate in TIA 2012: Inside the Network

TIA 2012 is, first and foremost, the one annual event focused on the future of The Network. If your product or service is focused on Network infrastructure, services, innovation or delivery—you need to participate in TIA 2012 and join the industry effort to bring back focus on Network solutions and services.

The TIA sales team is ready to help you find the right value proposition to advance your visibility, networking and business goals:

- ▶ Exhibit Floor Booths and Meeting Rooms
- ▶ TIA Theater Speaking Slots
- ▶ Corporate Suites
- ▶ Online Presence through Video Webinars
- ▶ Online Booth through TIA Digital Marketplace
- ▶ Sponsorships of Keynotes and Educational Programming
- ▶ Sponsorships of Receptions, Luncheons, TIA Lounge, Press Room and other Key Visibility Programs
- ▶ Meetings with Key Customers
- ▶ Meetings with Market Analysts



Extend Value Online: TIA NOW

Extend your company's outreach online before, during and after TIA 2012. The virtual event component of TIA 2012 provides an online marketing and networking platform to maximize your investment in the event.

TIA will host audience-attracting video webinars and panel sessions that will offer global reach for you product launches or marketing campaigns.

- Host your own TIA 2012 micro-site at TIA NOW Events, in which you can present downloadable brochures, white papers, videos or podcasts.
- Reach more than 85,000 global ICT visitors
- Capture visitors' contact information from around the globe as quantifiable leads
- Obtain three months of branding, advertising, educational and networking power online—June, July, August
- Chat with visitors and arrange appointments at TIA 2012
- Obtain additional brand visibility through digital sponsorship and advertising

Contact exhibits@tiaonline.org for your personalized consultation.

TIA 2012: Inside the Network

Pricing and Sponsorship Packages

TIA Members have access to Exhibitor Sponsorship Packages as well as strong discounts on booth space, access to the TIA Member Lounge with added value of complimentary breakfasts and lunches.

Become a TIA Member today!

To inquire about membership, contact Ancilla Brady at abrady@tiaonline.org

To inquire about exhibiting at TIA 2012, contact exhibits@tiaonline.org



Basic Booths and Meeting Rooms Pricing

Standard Booth

PRICE: \$26 psf for Members

PRICE: \$39 psf for Non-Members

Turnkey Booth—For TIA Members Only

10' x 10'; includes carpet, draped table, 2 chairs and waste basket

PRICE: \$2,895

Corporate Suite, 3 Days—For TIA Members Only

AVAILABILITY: Limited

PRICE: \$7,500

Corporate Suite, Single Day—For TIA Members Only

AVAILABILITY: Limited

PRICE: \$3,000

Corporate Suite Two-Hour Rental

PRICE: \$550

Meeting Space on Exhibit Floor

10' x 20' includes carpet, 4 side chairs, round cocktail or café table & waste basket

PRICE: \$3,100 for Member Exhibitors

PRICE: \$4,800 for Non-member Exhibitors

PRICE: \$5,600 for Non-exhibiting Members

20' x 20' includes carpet, 8 side chairs, round cocktail or café table & waste basket

PRICE: \$3,500 for Member Exhibitors

PRICE: \$9,600 for Non-member Exhibitors

PRICE: \$10,400 for Non-exhibiting Members



Host Sponsor Package

PRICE: \$120,000

AVAILABILITY: Exclusive

SOLD

EXHIBIT & MEETING SPACE

- 2,000 sf Exhibit Space **VALUE \$52,000**
- 3-Day Corporate Suite **VALUE \$7,500**
- Digital Booth on TIA Digital Marketplace **VALUE \$1,200**

CONFERENCE & NETWORKING SPONSORSHIP

- Exclusive Keynote Sponsorship **VALUE \$45,000**
- Sponsor Educational Track of Choice **VALUE \$15,000**
- Sponsorship of VIP Dinner Including Two Reserved Tables for 10 **VALUE \$6,000**
- 25 Exhibitor All Access Conference Passes **VALUE \$16,225**

BRANDING OPPORTUNITIES

- Logo associated with TIA 2012: Inside the Network Logo
 - ▶ Home Page Masthead **VALUE \$10,000**
 - ▶ Pre-Roll Keynote Video **VALUE \$5,000**
 - ▶ Entrance Unit **VALUE \$10,000**
 - ▶ Post-Event Summary Video **VALUE \$5,000**
- Electronic Signboard Advertisement—Gaylord Atrium—In Rotation **VALUE \$500**
- Conference Bag Insert **VALUE \$1,500** (does not include cost of insert)
- Premium Hanging Banner **VALUE \$5,000**
- Full-Page Ad in TIA 2012 Show Guide **VALUE \$4,000**
- TIA Network Mailer Spotlight **VALUE \$3,000**

VIDEO AND DIGITAL

- Banner on TIA NOW **VALUE \$2,000**
- Keynote Presentation on TIA NOW **VALUE \$3,500**
- TIA NOW Executive Interview **VALUE \$750**

Contact exhibits@tiaonline.org for your personalized consultation.

Platinum Sponsor Package

PRICE: \$80,000.

AVAILABILITY: Three

EXHIBIT & MEETING SPACE

- Up to 1,200 sf Exhibit Space **VALUE \$31,200**
- 1-Day Corporate Suite **VALUE \$3,000**
- Digital Booth on TIA Digital Marketplace **VALUE \$1,200**

CONFERENCE & NETWORKING SPONSORSHIP

- Sponsor Educational Track of Choice **VALUE \$15,000**
- Sponsorship of VIP Dinner Including Two Reserved Tables for 10 **VALUE \$6,000**
- Sponsorship of TIA Member Lounge **VALUE \$10,000**
- Sponsor Exhibit Hall Networking Luncheon **VALUE \$5,000**
- 20 Exhibitor All Access Conference Passes **VALUE \$12,980**

BRANDING OPPORTUNITIES

- Logo as Major Sponsor on TIA 2012 Home Page **VALUE \$2,000**
- Banner Ad on TIA 2012 Registration Page **VALUE \$6,000**
- Electronic Signboard Advertisement—Gaylord Atrium—In Rotation **VALUE \$500**
- Conference Bag Insert **VALUE \$1,500** (does not include cost of insert)
- Premium Hanging Banner **VALUE \$5,000**
- Logo on Pre-Roll Keynote Video **VALUE \$5,000**
- Logo on TIA 2012 Post-Event Summary Video **VALUE \$5,000**
- TIA Network Mailer Spotlight **VALUE \$3,000**

VIDEO AND DIGITAL

- Banner on TIA NOW **VALUE \$2,000**
- TIA NOW Executive Interview **VALUE \$750**

Gold Sponsor Package

PRICE: \$55,000.

AVAILABILITY: Three

EXHIBIT & MEETING SPACE

- Up to 900 sf Exhibit Space **VALUE \$23,400**
- 20x20 Meeting Space on Exhibit Floor **VALUE \$3,500** (includes carpet, 8 side chairs, cocktail or café table, waste basket)
- Digital Booth on TIA Digital Marketplace **VALUE \$1,200**

CONFERENCE & NETWORKING SPONSORSHIP

- Press Center **VALUE \$10,000**
- Sponsorship of VIP Dinner Including Two Reserved Tables for 10 **VALUE \$6,000**
- Sponsor Exhibit Hall Opening Reception or Day 1 Reception **VALUE \$5,000**
- 15 Exhibitor All Access Conference Passes **VALUE \$9,735**

BRANDING OPPORTUNITIES

- TIA Theater on Exhibit Floor—1/2 Hour Time Slot **VALUE \$1,500**
- Logo as Major Sponsor on TIA 2012 Home Page **VALUE \$2,000**
- Banner Ad on TIA 2012 Home Page **VALUE \$1,000**
- Electronic Signboard Advertisement—Gaylord Atrium—In Rotation **VALUE \$500**
- Conference Bag Insert **VALUE \$1,500** (does not include cost of insert)
- Hanging Banner **VALUE \$3,000**
- Logo on TIA 2012 Post-Event Summary Video **VALUE \$5,000**
- TIA Network Mailer Spotlight **VALUE \$3,000**

VIDEO AND DIGITAL

- Banner on TIA NOW **VALUE \$2,000**
- TIA NOW Executive Interview **VALUE \$750**

Silver Sponsor Package

PRICE: \$35,000.

AVAILABILITY: Three

EXHIBIT & MEETING SPACE

- Up to 400 sf Exhibit Space **VALUE \$10,400**
- 10x20 Meeting Space on Exhibit Floor **VALUE \$3,100** (includes carpet, 4 side chairs, cocktail or café table, waste basket)

CONFERENCE & NETWORKING SPONSORSHIP

- Sponsorship of VIP Dinner Including One Reserved Table for 10 **VALUE \$3,000**
- Sponsor Exhibit Hall Opening Reception or Day 1 Reception **VALUE \$5,000**
- 12 Exhibitor All Access Conference Passes **VALUE \$7,788**

BRANDING OPPORTUNITIES

- TIA Theater on Exhibit Floor—1/2 Hour Time Slot **VALUE \$1,500**
- Logo as Major Sponsor on TIA 2012 Home Page **VALUE \$2,000**
- Banner Ad on TIA 2012 Home Page **VALUE \$1,000**
- Electronic Signboard Advertisement—Gaylord Atrium—In Rotation **VALUE \$500**
- Conference Bag Insert **VALUE \$1,500** (does not include cost of insert)
- Hanging Banner **VALUE \$3,000**
- Logo on TIA 2012 Post-Event Summary Video **VALUE \$5,000**

VIDEO AND DIGITAL

- Banner on TIA NOW **VALUE \$2,000**

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Platinum Angel Sponsorship TUESDAY, JUNE 5, 2012

PRICE: \$80,000
AVAILABILITY: 1 Per Day

CONFERENCE AND NETWORKING SPONSORSHIP:

- Sponsorship of all Food and Beverage in the Following Areas **VALUE \$60,000**
 - ▶ Conference Sessions and Breakouts
 - ▶ TIA Member Meeting
 - ▶ Opening Night Reception on Exhibit Floor
 - ▶ VIP Reception
- Sponsorship of VIP Dinner Including One Reserved Table of Ten **VALUE \$3,000**
- 6 All Access Conference Passes **VALUE \$3,894**

BRANDING OPPORTUNITIES:

- Logo as Major Sponsor on TIA 2012 Home Page **VALUE \$2,000**
- Listed as TIA Platinum Sponsor of Official Showguide **VALUE \$1,000**
- Electronic Signboard in Gaylord Atrium – in Rotation on Day of Sponsorship **VALUE \$500**
- Conference Bag Insert (Does Not Include Cost of Insert) **VALUE \$1,500**
- Logo on Keynote Pre-Roll Video **VALUE \$5,000**
- One Premium Hanging Banner in Exhibit Hall **VALUE \$5,000**
- TIA Network Mailer Spotlight **VALUE \$3,000**

Platinum Angel Sponsorship WEDNESDAY, JUNE 6, 2012

PRICE: \$80,000
AVAILABILITY: 1 Per Day

CONFERENCE AND NETWORKING SPONSORSHIP:

- Sponsorship of all Food and Beverage in the Following Areas **VALUE \$58,000**
 - ▶ Exhibit Hall (excludes VIP Restaurant)
 - ▶ Conference Sessions and Breakouts
 - ▶ Reception in Exhibit Hall
- Sponsorship of VIP Dinner Including One Reserved Table of Ten **VALUE \$3,000**
- 6 All Access Conference Passes **VALUE \$3,894**

BRANDING OPPORTUNITIES:

- Logo as Major Sponsor on TIA 2012 Home Page **VALUE \$2,000**
- Listed as TIA Platinum Sponsor of Official Showguide **VALUE \$1,000**
- Electronic Signboard in Gaylord Atrium—in Rotation on Day of Sponsorship **VALUE \$500**
- Conference Bag Insert (Does Not Include Cost of Insert) **VALUE \$1,500**
- Logo on Keynote Pre-Roll Video **VALUE \$5,000**
- One Premium Hanging Banner in Exhibit Hall **VALUE \$5,000**
- TIA Network Mailer Spotlight **VALUE \$3,000**

Platinum Angel Sponsorship THURSDAY, JUNE 7, 2012

PRICE: \$80,000
AVAILABILITY: 1 Per Day

CONFERENCE AND NETWORKING SPONSORSHIP:

- Sponsorship of all Food and Beverage in the Following Areas **VALUE \$52,000**
 - ▶ Exhibit Hall (excludes VIP Restaurant)
 - ▶ Conference Sessions and Breakouts
- Sponsorship of VIP Dinner Including One Reserved Table of Ten **VALUE \$3,000**
- 6 All Access Conference Passes **VALUE \$3,894**

BRANDING OPPORTUNITIES:

- Logo as Major Sponsor on TIA 2012 Home Page **VALUE \$2,000**
- Listed as TIA Platinum Sponsor of Official Showguide **VALUE \$1,000**
- Electronic Signboard in Gaylord Atrium – in Rotation on Day of Sponsorship **VALUE \$500**
- Conference Bag Insert (Does Not Include Cost of Insert) **VALUE \$1,500**
- Logo on Keynote Pre-Roll Video **VALUE \$5,000**
- Logo on Post-Event Video **VALUE \$5,000**
- One Premium Hanging Banner in Exhibit Hall **VALUE \$5,000**
- TIA Network Mailer Spotlight **VALUE \$3,000**

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Value Package 1

PRICE: \$22,000

AVAILABILITY: Unlimited

EXHIBIT & MEETING SPACE

- Up to 400 sf Exhibit Space **VALUE \$10,400**
- Corporate Suite 2-Hour Rental **VALUE \$550**

CONFERENCE & NETWORKING SPONSORSHIP

- Sponsorship of VIP Dinner Including One Reserved Table for 10 **VALUE \$3,000**
- Sponsor Exhibit Hall Networking Reception **VALUE \$5,000**
- 12 Exhibitor All Access Conference Passes **VALUE \$7,788**

BRANDING OPPORTUNITIES

- TIA Theater on Exhibit Floor 1/2 Hour Time Slot **VALUE \$1,500**
- Banner Ad on TIA 2012 Home Page **VALUE \$1,000**
- Electronic Signboard Advertisement—Gaylord Atrium—In Rotation **VALUE \$500**
- Hanging Banner **VALUE \$3,000**

Value Package 2

PRICE: \$15,000

AVAILABILITY: Unlimited

EXHIBIT & MEETING SPACE

- Up to 200 sf Exhibit Space **VALUE \$5,200**
- Corporate Suite 2-Hour Rental **VALUE \$550**

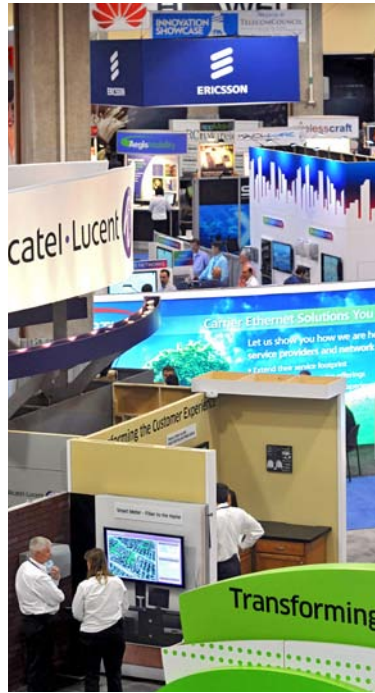
CONFERENCE & NETWORKING SPONSORSHIP

- Sponsor Exhibit Hall Networking Luncheon **VALUE \$5,000**
- 6 Exhibitor All Access Conference Passes **VALUE \$3,894**

BRANDING OPPORTUNITIES

- TIA Theater on Exhibit Floor 1/2 Hour Time Slot **VALUE \$1,500**
- Hanging Banner **VALUE \$3,000**

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Value Package 3

PRICE: \$7,000

AVAILABILITY: Unlimited

EXHIBIT & MEETING SPACE

- 100 sf Exhibit Space **VALUE \$2,600**

CONFERENCE & NETWORKING SPONSORSHIP

- 3 Exhibitor All Access Conference Passes **VALUE \$1,947**

BRANDING OPPORTUNITIES

- TIA Theater on Exhibit Floor 1/2 Hour Time Slot **VALUE \$1,500**
- Hanging Banner **VALUE \$3,000**

A La Carte Options

BRANDING OPPORTUNITIES

Badge Insert

AVAILABILITY: 1
PRICE: \$5,000

Conference Bags

AVAILABILITY: 1
PRICE: \$5,000 (does not include cost of bags)

Electronic Signboard in Gaylord Atrium

AVAILABILITY: Unlimited
PRICE: \$500 (30-60 second ads, in rotation, price per day)

Conference Bag Insert

AVAILABILITY: Unlimited
PRICE: \$1,500

Cyber Café (up to 5 kiosks)

AVAILABILITY: 1
PRICE: \$9,000

Banner Ad on TIA 2012 Website

AVAILABILITY: 10
PRICE: \$1,000 (ads in rotation)

Banner Ad on TIA 2012 Registration Page

AVAILABILITY: 4
PRICE: \$6,000 (ads in rotation)

Hanging Banners: Hi-End

AVAILABILITY: Based on Inventory
PRICE: \$5,000

Hanging Banners: Value

AVAILABILITY: Based on Inventory
PRICE: \$3,000

Exhibit Hall Networking Luncheon

AVAILABILITY: Unlimited
PRICE: \$5,000

VIDEO AND DIGITAL

Banner on TIA NOW

AVAILABILITY: 15
PRICE: \$2,000

TIA NOW Keynote Presentation

AVAILABILITY: 10
PRICE: \$3,500

Exhibit Hall Reception

AVAILABILITY: Unlimited
PRICE: \$5,000 (drinks, pretzels, peanuts)

Lanyards

AVAILABILITY: 1
PRICE: \$5,000 (does not include cost of lanyards)

Sponsor Table at VIP Dinner

AVAILABILITY: Check when requesting
PRICE: \$3,000

TIA 1/2 Hour Theater Time Slot

AVAILABILITY: 10
PRICE: \$1,500

Room Drops: Outside Door

AVAILABILITY: 2
PRICE: \$1,500 + \$1.50 each (does not include cost of item)

Room Drops: Under Door

AVAILABILITY: 2
PRICE: \$1,500 + \$2.00 each (does not include cost of item)

Room Drops: Inside Placement

AVAILABILITY: 2
PRICE: \$1,500 + \$2.50 each (does not include cost of item)

Track Sponsorship

AVAILABILITY: 1 per track
PRICE: \$15,000 (includes speaking opportunity within track)

Table at VIP Luncheon

AVAILABILITY: Unlimited
PRICE: \$750 (includes 10 meal tickets and reserved seating) *Additional tickets are available for purchase.*

TIA NOW Executive Interview

AVAILABILITY: unlimited
PRICE: \$750