

Table of Contents

IEC Sponsorship Team	2
Event Sponsorships	3-7
Partner Level Sponsorship	
Diamond Level Sponsorship	
Platinum Level Sponsorship	
Gold Level Sponsorship NEW!	
Corporate Registration Program	8-11
Corporate Sponsorship	
Corporate Delegation Sponsorship	
Corporate Guest Sponsorship	
Hospitality Sponsorships	12
Educational Conference Luncheon Sponsorship	
Internet Café Sponsorship	
Luggage/Coat Check Sponsorship NEW!	
Espresso Cart Sponsorship NEW!	
Exhibition Floor Evening Reception Sponsorship	
Executive Sponsorships	13
Executive Roundtable and Luncheon Sponsorship	
Press Sponsorships	14
Press Room Sponsorship	
Press and Analyst Luncheon Sponsorship NEW!	
Overall Press Event Sponsorship NEW!	
Merchandise Sponsorships	15-16
Official Briefcase Sponsorship	
Event Materials Bag Sponsorship NEW!	
Official Portfolio Sponsorship	
Name Badge Lanyards	
Name Badge Inserts	
Corporate Pen Sponsorship	
Corporate Collateral Distribution Bin	
Conference Proceedings Sponsorship	
Advertising Opportunities	17-18
Official Program Guide Advertising	
Conference Catalog Sponsorship	
Official Program Guide Belly Band NEW!	
Official Pocket Guide Sponsorship	
Official Floor Plan Sponsorship	
Exhibitor Listing Product Spotlight Package	
On-Demand and Interactive Program Sponsorships	19-21

IEC Sponsorship Team

Exhibit and Sponsorship Sales

Cliff Ruffin
Phone: +1-312-559-3301
E-mail: cruffin@iec.org

IEC Operations

Greg Kinley
Phone: +1-312-559-3303
E-mail: gkinley@iec.org

Daniel Opine
Phone: +1-312-559-3731
E-mail: dopine@iec.org

Exhibit and Sponsorship Marketing

Michelle Klein
Phone: +1-312-559-3861
E-mail: mklein@iec.org

Conference Registration

Felicia Jackson
Phone: +1-312-559-4645
E-mail: fjackson@iec.org

Public Relations

Lisa Reyes
Phone: +1-312-559-3325
E-mail: lreyes@iec.org

Event Marketing

Lynne Bobak
Phone: +1-312-559-3862
E-mail: abond@iec.org

Conference Speaking Opportunities

Pitsa Madoch
Phone: +1-312-559-4601
E-mail: pmadoch@iec.org

On-line Advertising and Sponsorships

Scott Hill
Phone: +1-312-559-3721
E-mail: shill@iec.org

Sponsorship Hierarchy

Event sponsors will be recognized in the following hierarchy, in alphabetical order, unless indicated below:

Official Sponsor (Host Company)

Corporate Registration Sponsors

(Sponsor logos will rotate on event Web site side bar. Logos will be listed alphabetically in all other cases)

Corporate Partners

Corporate Delegation Sponsors

Diamond Sponsors

Platinum Sponsors

Corporate Guest Sponsors

Gold Sponsors

Executive Roundtable and Luncheon Sponsorship

Hospitality Sponsorships

(NOTE: All companies will be recognized in alphabetical order)

Sponsorships include:

Educational Conference Luncheon Sponsorship

Internet Café Sponsorship

Luggage/Coat Check Sponsorship

Espresso Cart Sponsorship

Exhibition Floor Reception Sponsorship

Merchandise Sponsorships

(NOTE: All companies will be recognized in alphabetical order)

Sponsorships include:

Official Conference Briefcase

Event Materials Bag Sponsorship

Official Portfolio Sponsorship

Name Badge Lanyards

Name Badge Inserts

Corporate Pen Sponsorship

On-line Conference Proceedings Sponsorship

Press Sponsorships

(NOTE: All companies will be recognized in alphabetical order)

Sponsorships include:

Overall Event Press Sponsorship

OR

Press Room Sponsorship

Press and Analyst Luncheon Sponsorship

Advertising Sponsorships

(NOTE: All companies will be recognized in alphabetical order)

Sponsorships include:

Conference Catalog Sponsorship

Official Belly Band Sponsorship

Official Pocket Guide Sponsorship

Official Floor Plan Sponsorship

Event Sponsorships

Event sponsorships at the Broadband World Forum Europe increase your organization's exposure to a highly targeted audience and position your company as an industry leader. The sponsorship packages outlined below have been redesigned based on the needs of our sponsors. IEC Event Sponsorships now include the opportunity to customize your package to take advantage of the benefits that are most relevant to your organization. This revised packaging option contains the same value as in the past, however, and allows you to tailor your sponsorship by spending "exposure points" to choose the sponsorship items that work best to meet the individual goals of your organization.

Simply choose your sponsorship level (priority points assigned to each level are listed in the following pages), and then complete the Customized Exposure Reservation Form to choose the sponsorship deliverables that you would like included in your package. All items include a point value that can be tabulated to equal your number of exposure points.

The event sponsorship program is comprised of a comprehensive sponsorship package and marketing program designed to position your company as a market leader through a highly visible and fully integrated branding and marketing campaign.

Your event sponsorship will be heavily supported through an integrated marketing, advertising, and public relations program. Your participation will be promoted through a variety of direct-mail brochures, news releases, media kits, and postings on the Consortium's Web site (www.iec.org). In addition, your participation will be promoted on-site in numerous ways: within the Official Program Guide, on event signage, and in remarks presented during major events, such as the Information Industry Keynote Addresses.

Choose from four levels of participation:

- Partner Level Sponsorship (includes 40 exposure points)
- Diamond Level Sponsorship (includes 20 exposure points)
- Platinum Level Sponsorship (includes 10 exposure points OR one 3m x 3m stand and 5 exposure points)
- **NEW!** Gold Level Sponsorship (includes one 3m x 3m stand OR 5 exposure points)*

*Reserved for first time event exhibitors only

Event Sponsorships Continued

Partner Level

Member: €45,000 / Non-Member: €60,000

Seven Opportunities

The most exclusive level of event sponsorship, the Partner Level sponsorship offers maximum exposure and direct benefits at the conference. Specific exposure benefits include the following:

- Corporate logo exposure on pre-show attendance marketing collateral
- Corporate logo on cover of Official Conference Catalog
- Corporate logo recognition in the on-site Program Guide
- Corporate logo on the cover of the Official Program Guide
- Corporate logo recognition on the event Web site to include 1) logo recognition on the event home page and 2) logo, Web link, and brief company profile on the sponsors page
- Logo recognition on the event Web site side bar, to appear on all pages within the event Web site
- Corporate recognition signage on-site at the event
- Thank you announcement and corporate logo recognition during industry functions on-site at the event
- Corporate recognition in associated event news releases
- Opportunity to host a private showing on the exhibition floor
- 10 complimentary full conference passes

In addition, as a Partner Level sponsor, you will be give 40 exposure points. You may select your exposure benefits on page 7 of this manual.

Diamond Level

Member: €27,000 / Non-Member: €36,000

Eight Opportunities

This sponsorship offers you tremendous exposure. Specific exposure benefits include the following:

- Corporate logo exposure on pre-show attendance marketing collateral
- Corporate logo recognition in the on-site Program Guide
- Corporate logo recognition on the event Web site to include 1) logo recognition on the event home page and 2) logo, Web link, and brief company profile on the sponsors page
- Corporate recognition signage on-site at the event
- Thank you announcement and corporate logo recognition during industry functions on-site at the event
- Corporate recognition in associated event news releases
- Opportunity to host a private showing on the exhibition floor
- 6 complimentary full conference passes

In addition, as a Diamond Level sponsor, you will be given 20 exposure points. You may select your exposure benefits on page 7 of this manual.

Platinum Level

Member: €15,000 / Non-Member: €20,000

Twelve Opportunities

Increase your visibility by becoming a Platinum Level Sponsor! Specific exposure benefits include the following:

- Corporate logo exposure on pre-show attendance marketing collateral
- Corporate logo recognition in the on-site Program Guide
- Corporate logo recognition on the event Web site to include 1) logo recognition on the event home page and 2) logo, Web link, and brief company profile on the sponsors page
- Corporate recognition signage on-site at the event
- Thank you announcement and corporate logo recognition during industry functions on-site at the event
- Corporate recognition in associated event news releases

Continued on following page

Platinum level sponsorship continued

- Opportunity to host a private showing on the exhibition floor
- 4 complimentary full conference passes

In addition, as a Platinum Level sponsor, you will be given your choice of one 3m x 3m booth plus 5 exposure points OR 10 exposure points. You may select your exposure benefits on page 7 of this manual.

Gold Level

Member: €7,500 / Non-Member: €10,000

Reserved for first time event exhibitors

A perfect package to increase exposure for the first time exhibitor! Specific exposure benefits include the following:

- Corporate logo exposure on pre-show attendance marketing collateral
- Corporate logo recognition in the on-site Program Guide
- Corporate logo recognition on the event Web site to include 1) logo recognition on the event home page and 2) logo, Web link, and brief company profile on the sponsors page
- Corporate recognition signage on-site at the event
- Thank you announcement and corporate logo recognition during industry functions on-site at the event
- Corporate recognition in associated event news releases
- 2 complimentary full conference passes

In addition, as a Gold Level sponsor, you will be given your choice of 5 exposure points OR a complimentary 3m x 3m exhibit space. You may select your exposure benefits on page 7 of this manual.

Event Sponsorship Customized Exposure Reservation Form

Contact Name

Company

Phone Number

E-mail Address

Sponsorship Level

- Partner Level (select up to 40 exposure points below)
- Diamond Level (select up to 20 exposure points below)
- Platinum Level (select up to 10 exposure points below)
- OR
- Platinum Level (select up to 5 exposure points and a 3m x 3m exhibit space)
- Gold Level (select up to 5 exposure points below)
- OR
- Gold Level (select a 3m x 3m exhibit space)

NOTE: ALL OPPORTUNITIES ARE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS

Conference Registrations

- 4-day conference registration, including conference materials _____ (quantity) x 3 points = _____ points

Advertising (Limit of two pages of advertising in the Program Guide; one page of advertising in the Conference Catalog)

- Product Spotlight half-page ad in the On-site Program Guide = 1 point
- Single page ad in the On-site Program Guide = 2 points
- Two page spread ad in the On-site Program Guide = 4 points
- Web site banner ad (1 month) = 3 points

Meeting Rooms (Limit one – additional meeting rooms must be purchased separately.)

- Exhibitor Meeting Room = 6 points

On-site Banners (Limit one – additional banners must be purchased separately.)

- Premium Banner Position = 10 points
- Select Banner Position = 5 points

Corporate Material Distribution

- Publications Bin on-site at event = 5 points

On-demand Session Sponsorships

- Executive Speaker Spotlight iForum = 5 points
- TecPreview Presentation = 5 points

Total Points Used _____

Corporate Registration Program

The Corporate Registration Program provides a unique educational training opportunity for your employees and key customers. Simplified through a reduced tuition fee, the Corporate Registration Program effectively transforms the event into a special customer program for your company, in which to showcase the technology offerings at your booth, invite customers to your conference sessions, and host special customer gatherings. As a special guest of your company, your corporate registrants will enjoy a full, 4-day conference pass including all conference materials. Three program levels are available, offering anywhere from 150 to 10 person conference packages for distribution to your customers, technology partners, and employees.

Choose from three program levels:

- Corporate Registration Sponsorship (100+ representatives)
- Corporate Delegation Sponsorship (40+ representatives)
- Corporate Guest Sponsorship (less than 40 representatives)

Corporate Registration Sponsorship

Fee varies

The highest level within the Corporate Registration Program, Corporate Registration Sponsors, commits to send a delegation of at least 100 representatives to the event. In addition to receiving significantly reduced registration pricing benefits, Corporate Registration Sponsors will have their logo positioned in the highest sponsorship category level, positioned directly below or next to the host sponsor on all on-line and print marketing efforts. Corporate Registration Sponsors will also receive additional exposure on-site at the event.

Corporate Registration Sponsors are entitled to the following:

Conference Registration Benefits

- 100+ four-day conference registrations for your customers, as well as staff, through one single tuition
- Cost effective training including all conference materials and conference proceedings
- Access to World Forum seminars, panel discussions, and keynote presentations
- Access to the latest industry information, technology developments, and innovations on the Technology Exhibition Floor
- Private customer Web site featuring presenters and executives, welcoming message, customized on-line registration form, and housing assistance

Multimedia and Print Recognition

- Corporate logo positioned directly below or next to the host sponsor in pre-show attendance marketing collateral including the Advance Brochure and Conference Catalog
- Web site recognition on the event side bar, directly next to the host sponsor, to appear on all event site pages including the Home Page
- Logo, 150-word corporate profile, and link on the sponsors page of the conference Web site

On-site Corporate Recognition

- Corporate recognition in prominent areas of the exhibition and conference site
- Thank you announcements and corporate logo recognition during industry functions

Official Program Guide Recognition

- Corporate logo on the cover of the Official Program Guide

Corporate Registration Sponsor Pricing Structure

Total Delegates	Sponsorship Price	Cost per Person	Total Savings	% Savings
Unlimited				
150	€ 100,000	€ 650	€ 351,750	78%
140	€ 95,000	€ 675	€ 324,800	77.5%
130	€ 90,000	€ 692	€ 299,390	77%
125	€ 88,000	€ 704	€ 286,375	76.5%
120	€ 85,000	€ 710	€ 274,200	76%
110	€ 80,000	€ 725	€ 249,700	75.5%
100	€ 75,000	€ 750	€ 224,500	75%

Corporate Delegation Sponsorship

Fee varies

Corporate Delegation sponsors commit to send a delegation of at least 40 representatives to the event. In addition to receiving reduced registration pricing benefits, Corporate Delegation Sponsors will be recognized in all on-line and print marketing efforts and will receive exposure on-site at the event.

Corporate Delegation sponsors are entitled to the following:

Conference Registration Benefits

- 40+ four-day conference registrations for your customers, as well as staff, through one single tuition (number of registrations will be determined by package selected)
- Cost effective training including all conference materials and conference proceedings
- Access to World Forum seminars, panel discussions, and keynote presentations
- Access to the latest industry information, technology developments, and innovations on the Technology Exhibition Floor
- Private customer Web site featuring presenters and executives, welcoming message, customized on-line registration form, and housing assistance

Multimedia and Print Recognition

- Corporate logo in pre-show attendance marketing collateral including the Advance Brochure and Conference Catalog
- Web site recognition on the event Home Page
- Logo, 100-word corporate profile, and link on the sponsors page of the conference Web site

On-site Corporate Recognition

- Corporate recognition in prominent areas of the exhibition and conference site
- Thank you announcements and corporate logo recognition during industry functions

Official Program Guide Recognition

- Corporate logo recognition in the Official Program Guide

Corporate Delegation Sponsor Pricing Structure

Total Delegates	Sponsorship Price	Cost per Person	Total Savings	% Savings
75	€ 65,000	€ 866	€ 159,675	71%
70	€ 62,000	€ 885	€ 147,700	70%
65	€ 60,000	€ 925	€ 134,550	69%
60	€ 58,000	€ 966	€ 121,740	68%
50	€ 50,000	€ 1,000	€ 99,750	67%
40	€ 45,000	€ 1,125	€ 77,800	62%

Corporate Guest Sponsorship

Fee varies

Additional packages are available for companies wishing to send a delegation of 10+ representatives to the event.

For more information on the Corporate Registration Program, or any of the packages listed above, please contact:

Lynne Bobak
Phone: +1-312-559-3862
Email: lbobak@iec.org

Hospitality Sponsorships

A variety of hospitality sponsorship opportunities are available to highlight your organization's presence at the event. Each is available to only one sponsor. Sponsorship benefits include the following:

- Official Program Guide Recognition
- Recognition signage located in and around the conference areas
- Web site recognition
- Acknowledgement and recognition announcements during the sponsored hospitality event

Educational Conference Luncheon Sponsorship

Members: €18,700 / Non-Members: €22,000

Select the Tuesday or Wednesday Conference Luncheon and place your company name in front of all conference attendees. Following a full morning of educational sessions, this high-visibility luncheon provides attendees with a networking opportunity before visiting the exhibition. In addition to the benefits listed above, you will receive the following:

- Customized napkins, printed with your logo, and distributed with each lunch box
- A free-standing banner, to be positioned at each luncheon distribution station
- Opportunity to distribute a flyer or corporate information via a literature rack at each station

Internet Café Sponsorship

Members: €18,700 / Non-Members: €22,000

The Internet Café offers an area for attendees to briefly check their email and to access the Internet. The Café will be equipped with six computer stations, each connected to a high-speed Internet connection. Sponsorship includes the following:

- Internet Café space including six workstations and high-speed Internet access
- Prominent signage within the Internet Café
- Corporate recognition in conference catalog and Official Program Guide
- Opportunity to display corporate literature in the Internet Café

Exhibition Floor Evening Reception Sponsorship

Members: €18,000 / Non-Members: €15,300

Choose either the Tuesday or Wednesday Evening Exhibition Floor Reception that will be held directly on the exhibition floor. Attendees will thank you for this bit of hospitality as they visit the exhibition floor after a full day of attending the education conference sessions. Corporate logo signage will be placed at each hospitality and beverage station on the exhibition floor. Your company will also have the opportunity to place a large banner on the exhibition floor in proximity to the evening reception locations.

As a sponsor, you will also have the opportunity to work with us on a customized theme for your reception. As an example, the Broadband World Forum Europe 2006 evening reception featured a "Technology Tasting" theme. The Technology Tasting allowed attendees to sample various cuisines while learning about the reception host's customer case studies from the various regions of the world.

NEW! Luggage/Coat Check Sponsorship

Members: €12,750 / Non-Members: €15,000

The luggage/coat check sponsorship provides your company with prominent recognition and attendees will thank you for this much appreciated service. Included with the luggage/coat check sponsorship, each attendee that visits the coat check will receive a luggage tag bearing your company logo and the event logo.

NEW! Espresso Cart Sponsorship

Members: €12,750 / Non-Members: €15,000

The Espresso station will also be located on the exhibit floor and offers attendees the coffee of their choice and is strategically positioned near your stand to increase your company's recognition and visibility. The cart is open during the evening hours on both days of the exhibition and will include corporate recognition signage and coffee cups bearing your corporate logo.

Executive Sponsorships

The Executive Program is the foremost senior management activity at the event. The program is by invitation-only, and is attendee by senior executives from the world's major service providers. Sponsorship provides your organization access to industry leaders that are shaping the future of the communications world.

Executive Roundtable and Luncheon Sponsorship

Members: €21,250 / Non-Members: €25,000

The Executive Luncheon takes place prior to the afternoon Executive Roundtable and offers your company exclusive access to industry leaders in attendance at the Luncheon. Sponsorship recognition is significant and includes:

- Exposure to senior level executives from key service providers
- Corporate recognition in conference catalog and Official Program Guide
- Exclusive sponsorship of the Executive Luncheon
- Signage at the Roundtable meeting room and at the luncheon
- Thank you announcement during the roundtable and executive luncheon
- Three corporate invitations to attend the luncheon and roundtable, to be used by executives within your organization or guests
- Sponsorship of the executive portfolio distributed to attendees of the Executive Roundtable – These attractive black leather portfolios house writing tablets, and pertinent information for the roundtable session. The IEC Executive Program name will appear on the front of the Executive Portfolios and your company logo will be imprinted on the inside notepad. Your company will also have the opportunity to include a piece of corporate literature inside the portfolio.

Press Sponsorships

Press sponsorships offer your company the opportunity to host the event's media and industry analysts.

Press Room Sponsorship

Members: €10,625 / Non-Members: €12,500

Sponsorship of the Press Room offers your company four days of exposure, with media seeing your company name and logo each time they come to utilize the press room which will be equipped with Internet, light snacks and beverages, interview tables, media kits, and computer workstations. You will also have the opportunity to feature your company's media kits, distribute a corporate gift to press attendees, and have a corporate host positioned in the Press Room. In advance of the conference, you'll have the opportunity to invite media to attend your scheduled press conference.

NEW! Press and Analyst Luncheon Sponsorship

Members: €10,625 / Non-Members: €12,500

One company will have the exclusive opportunity to host the media and industry analysts during a special luncheon taking place during the event. Sponsorship includes the following:

- Table-top signage at all tables at the Press Luncheon
- Recognition in announcements and speeches by IEC Executives at the Press Luncheon
- Access and ownership of the Press Luncheon Press List
- Exclusive opportunity to hand out press gifts and company collateral at the conclusion of the Press Luncheon
- Company name and logo in Press Luncheon Invitation
- 1 table for executives and guests (opportunities to conduct interviews with the press)

NEW! Overall Event Press Sponsorship

Members: €17,000 / Non-Members: €20,000

The Overall Press Event Sponsorship positions your company as the exclusive sponsor of the press activities at the event. Sponsorship includes exclusive sponsorship of the Press Room and Press and Analyst Luncheon.

Merchandise Sponsorships

The following Merchandise Sponsorship opportunities have been developed to allow you to maximize your exposure at the conference. The opportunities are limited and offered on a first-come, first-served basis. The participation value includes production charges.

As a merchandise sponsor, you will receive the following substantial benefits and recognition:

- Recognition listing in the Official Program Guide
- Prominent recognition – including corporate logo – on the selected merchandise carried by conference delegates
- Corporate logo and link on the conference Web site to your organization's home page

Official Briefcase Sponsorship

Members: €25,500 / Non-Members: €30,000

Gain maximum visibility through sponsorship of the Official Conference Briefcase. All registered conference attendees will receive a professional briefcase that will be used to collect exhibition floor and conference materials. Your company name and logo will be prominently displayed on the briefcases for all attendees to see. Your key customers will use these high-quality, multipurpose briefcases long after the event. Sponsorship of the Official Conference Briefcase also provides you with an opportunity to participate in the Briefcase Insertion Program, through which we will distribute your company's product literature to every attendee. Simply provide us with your corporate/product literature, and we will insert it into your sponsored briefcases for distribution.

Official Portfolio Sponsorship

Members: €21,250 / Non-Members: €25,000

The Official Portfolio Sponsorship is an excellent way to put your company name in front of all conference attendees. These attractive black leatherette portfolios house writing tablets, corporate-sponsored pens, and important information. Your sponsorship also provides you with an opportunity to distribute your company or product literature to every attendee. Simply provide us with your promotional or corporate information page, and we will insert it into all portfolios for distribution.

NEW! Event Materials Bag Sponsorship

Members: €15,000 / Non-Members: €20,000

The event materials bag sponsorship provides maximum visibility for your company. All registered attendees of both the conference and the exhibition will receive a plastic bag containing the Official Program Guide, exhibition floor plan, and other event materials. Your company name and logo will be prominently displayed on one side of the bag and the event logo with future dates will be displayed on the opposite side. In addition, your company will have the exclusive opportunity to include a small corporate flyer or product information page into the bag.

Name Badge Lanyards

Members: €15,000 / Non-Members: €20,000

To make a positive impression early on, sponsor the Name-Badge Lanyards, which will be given to all attendees at the event. Your company logo will be featured prominently on this item, which attendees will wear each day of the conference.

Name Badge Inserts

Members: €7,500 / Non-Members: €10,000

All attendees at the event will recognize your company name with the Name Badge Insert. This insert stands up above the badge, reminding every attendee of your new product offering or exhibition booth number. The Name Badge Inserts are a sure-fire way to grab the attention of executives looking for the best new products and services.

Merchandise sponsorships continued

Corporate Pen Sponsorship

Members: €6,375 / Non-Members: €7,500

Place your company's name and logo directly into the hands of all attendees. The Executive Portfolios distributed at the conference have a slot reserved for a company-sponsored writing instrument. This exclusive opportunity is available to only one organization, so don't miss your chance to make your mark!

Corporate Collateral Distribution Bins

Members: €4,250 / Non-Members: €5,000

This exciting target-marketing opportunity allows exhibitors to distribute promotional literature to the senior-level telecom and service-provider executives attending the conference. A corporate distribution bin will be set up in a prominent area of the facility and will be continually stocked with your corporate collateral throughout the event.

On-line Conference Proceedings Sponsorship

Members: €4,250 / Non-Members: €5,000

Sponsorship of the on-line conference proceedings will provide a high level of visibility for your organization, both on-site at the event and long after the event has concluded. Your company logo will be featured on Web page containing all of the presentations for download as well as on communications to attendees letting them know where to obtain the presentations. Attendees will also receive a flyer on-site notifying them of the URL to access the presentations which will feature your company logo.

Advertising Opportunities

The Official Program Guide is an on-site, year-round resource that gives your customers and prospects a comprehensive overview of the highlights and activities of the conference. Customers will refer to the Official Program Guide often for pertinent information on the companies they are considering for future business. Official Program Guide advertising is limited and reserved on a first-come, first-served basis.

**Official Program Guide
Advertising Opportunities**

	Value
Center Spread	Members: € 4,250 / Non-Members: € 5,000
Two Page Spread Ad	Members: € 3,600 / Non-Members: € 4,000
Full Page Back Cover	Members: € 2,550 / Non-Members: € 3,000
Full Page Inside Back Cover	Members: € 2,125 / Non-Members: € 2,500
Full Page Inside Front Cover	Members: € 2,125 / Non-Members: € 2,500
Full Page Ad	Members: € 1,700 / Non-Members: € 2,000
Product Spotlight (1/2 Page) Ad (In Exhibitor Profile section)	Members: € 850 / Non-Members: € 1,000

Conference Catalog Sponsor**Members: €13,600 / Non-Members: €16,000**

The Conference Catalog sponsorship is an exclusive opportunity to reach more than 50,000 prospective and past attendees months in advance of the event. The advance mailed catalog features keynote and plenary speakers, conference agenda, exhibitor listing, and important program details. Your participation is supported in the following ways:

- Corporate logo on the cover of the Conference Catalog
- Two full page ads in the Conference Catalog
- Corporate logo on sponsorship recognition page

NEW! Official Program Guide Belly Band Sponsor**Members: €12,750 / Non-Members: €15,000**

The Official Program Guide Belly Band gives your company prominent exposure in the event Program Guide. Each Program Guide will be wrapped in a special band, highlighting your company's new product offering or exhibition stand number. The Belly Band is sure to grab the attention of attendees at the event.

Official Pocket Guide Sponsor**Members: €8,500 / Non-Members: €10,000**

The Pocket Guide is a popular attendee reference that contains key information about the conference in a handy, pocket-sized format. Exhibitor list, floor plan, conference agenda, maps of the facility – and your exclusive full-page ad on the back cover. In addition, your company's sessions will be highlighted in the guide. Your corporate logo will also be featured on the front cover.

Official Floor Plan Sponsor**Members: €4,675 / Non-Members: €5,500**

Take advantage of the exclusive Floor Plan sponsorship and your corporate logo will be featured on the cover of the fold-out floor plan – distributed to all attendees in registration and from your stand on the exhibition floor. Your stand will also be highlighted on the floor plan.

Advertising opportunities continued

Exhibitor Listing Product Spotlight Package

Members: €850 / Non-Members: €1,000

The Spotlight Package enhances a standard exhibitor listing to include a 200-word profile, your four-color corporate logo, and additional space for a product photo and/or product description. This cost-effective marketing opportunity expands your standard listing from a 3" x 3 ½" block (large enough for a 75-word write-up) to a 3" x 8" block (an entire half page), enabling you to put a visual of your product into the hands of the attendee via the Official Program Guide – a sure way to highlight your solutions!

On-line Advertising and Sponsorships

NEW SIZE! Event Web site Banner Advertising

Members: \$2,550 / Non-Members: \$3,000

IEC event Web sites serve as the most up-to-date resource for session programming and exhibition information leading up to the event. Advertising on event Web sites provides excellent visibility for your organization.

As a sponsor, your banner will rotate through all pages on the event Web site with a maximum of fifteen total ads. Choose between the following event sites:

- DesignCon
- C5 World Forum
- Broadband World Forum Asia
- Broadband World Forum Europe
- Broadband World Forum Americas

Event Web site Banner Positioning

1. Premium Top-Level Banner (728 x 90 pixels): 20-25K file size

Rates:

1 month: \$3,000/per month

2 months: \$2,750/per month

3 months: \$2,500/per month

For more information on these sponsorship opportunities, contact Scott Hill at +1-312-559-3721 or shill@iec.org.

IEC.org Web site Banner Advertising

The IEC.org Web site serves as a comprehensive resource for today's engineering and communications industry professionals. As a gateway to accessing high-quality educational opportunities via events, publications, and on-line education, IEC.org hosts millions of professionals, academics, and students.

As a sponsor, your branding will appear in one of the exclusive positions available.

Exclusive Banner Positioning:

1. Home Page Skyscraper Banner (160 x 300 pixels): 20-25K file size
2. Subpage Skyscraper Banner (160 x 600 pixels): 25-30K file size

Rates:

1 month: \$3,000/per month

2 months: \$2,750/per month

3 months: \$2,500/per month

Note: Sponsorship includes both banner positions

For more information on these sponsorship opportunities, contact Scott Hill at +1-312-559-3721 or shill@iec.org.

IEC E-Newsletter Sponsorships

The IEC's industry newsletter, reaching 700,000 readers on a bi-weekly basis, covers the latest industry information including critical insights from key industry leaders, technology briefings, and an Analyst corner featuring perspectives from a range of leading information industry experts.

Exclusive sponsorships are available on a monthly basis, offering one organization the opportunity to position your company as an industry leader while driving traffic to your Web site. Sponsorship provides exclusive placement in one industry newsletter to this highly-targeted, subscription-based readership.

E-Newsletter Sponsorship Position:

1. Exclusive E-Newsletter Placement (Two locations: Top and Bottom)
468 x 60 pixel banner (15K file)

Rates:

\$2,000 per issue (Note: Sponsorship includes both banner positions)

For more information on these sponsorship opportunities, contact Scott Hill at +1-312-559-3721 or shill@iec.org.

Exhibit Preview

Drive traffic to your stand with the new Exhibit Preview!

Geared towards our event exhibitors, the new Exhibit Preview is designed to showcase your product or service to the highly targeted event audience prior to the show. Simply provide us with your product demonstration footage or product commercial, and we will integrate this into an Exhibit Preview calling attention to your stand at the event.

Exhibit Previews remain live on the site through the conclusion of the event.

Sponsorship of an Exhibitor Preview includes the following:

1. Exhibitor Preview Banner Link (125 x 125 pixels: 15K file size)
2. Exhibitor Preview Video: (320 x 240 pixels)
3. Logo, Exhibitor Preview Product Information, and Corporate Profile

DesignCon, Broadband World Forum Asia, Broadband World Forum Americas
Exhibit Preview Rate: \$5,000/per event

C5 World Forum, Broadband World Forum Europe
Exhibit Preview Rate: €5,000/per event

For more information on these sponsorship opportunities, contact Scott Hill at +1-312-559-3721 or shill@iec.org.

TecPreview

The TecPreview is an on-site product presentation live from the TecPreview Theater at an IEC event. The TecPreview will also be captured live at the event and made available as an on-demand Webcast to extend your presence, and sales leads, beyond the event.

The TecPreview provides sponsors with the following:

- An on-site, 20-minute presentation live from the TecPreview Theater
- Opportunity for product presentation from an IEC podium
- Recorded by the IEC for development as a Webcast available for on-demand viewing
- Pre- and post-event promotion and sponsorship identity
- Hosted at IEC.org for six months
- Enhanced Sales Lead Reports providing contact information of viewers

Rates: \$5,000/per event

For more information on these sponsorship opportunities, contact Scott Hill at +1-312-559-3721 or shill@iec.org.