

IPEXPO™

17-18 October 2012 Earls Court 2 London

Where technology works together

17-18 October 2012, Earls Court, London



SALES PROSPECTUS

e: sales@ipexpo.co.uk

w: ipexpo.co.uk



IP EXPO - Where technology works together

IP NETWORKS

12

VIRTUALIZATION

12

CLOUD

12

WIRELESS

12

STORAGE

12

SECURITY

12

IP EXPO is the UK's largest and fastest growing end-to-end networking and infrastructure event covering IP Networks, Virtualization, Cloud, Wireless, Storage and Security.

Participate and you'll be part of an event that always embraces the latest changes and challenges in technology and keeps visitors coming back year on year.

- **The industry's most comprehensive IT event**
- **The largest gathering of over 11,000 IT decision makers**
- **The only place that buyers can keep up to speed with the incredible pace of change**

While you're busy looking for prospects, they are looking for you at **IP EXPO**.

Meet your audience face-to-face and make sure you are delivering your message through all potential channels.





How to participate - EXHIBIT

IP EXPO provides a turn up and go environment. We provide everything from the meeting module to marketing assistance in one complete package so that you can simply turn up and do business.

- All exhibitors have the same stand design – Visitors can compare products and solutions not stand designs
- Stand sizes are capped – Exhibitors can focus on ROI
- More designated networking and lounge areas – Exhibitors and Visitors alike have more space to do business in a comfortable environment

COMPARABLE EXHIBITION PACKAGE

Stand Only 9m² £7,000
Stand build & labour £18,000*

TOTAL £25,000

*Your design and build costs

IMAGO EXHIBITION PACKAGE

Meeting Module 9m² **£6,800**
Stand build & labour **£0***

TOTAL £6,800

***Supply us your artwork and we do the rest!**

AN ALL-INCLUSIVE PACKAGE

- ✓ Meeting Module
- ✓ Stand Graphics
- ✓ Furniture & Storage
- ✓ Lighting & Electrics
- ✓ Marketing Package

Get more from your participation by also taking part in our seminar programme and our sponsorship packages.



A turn up and go environment



STANDARD MEETING MODULE

9m ²	£6,800
12m ²	£9,000
18m ²	£13,400
24m ²	£17,750
32m ²	£23,500
36m ²	£26,250
48m ²	£34,250
64m ²	£45,500

- ✓ Meeting Module - 9m²
- ✓ Stand Graphics
- ✓ Furniture & Storage
- ✓ Lighting & Electrics
- ✓ Lead retrieval system



- ✓ Company profile and logo on visitor website
- ✓ Company profile and logo on visitor mobile app
- ✓ Direct mail invitations (postage & handling costs covered by Imago Techmedia)
- ✓ Email templates

Just choose your meeting module and we will guide you through the rest.

NOTES. Internet connection is included on 9, 12 and 18m² options. Plasma screens are included on 24, 32, 36, 48 and 64m² options. The image on this page shows a maximised meeting module which includes additional graphics.

A turn up and go environment

STANDARD MEETING MODULE

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32m ²	£23,500
36m ²	£26,250
48m ²	£34,250
64m ²	£45,500



- ✓ Company profile and logo on visitor website
- ✓ Company profile and logo on visitor mobile app
- ✓ Direct mail invitations (postage & handling costs covered by Imago Techmedia)
- ✓ Email templates

- ✓ Meeting Module – 36m²
- ✓ Plasma screen
- ✓ Stand graphics
- ✓ Furniture & storage
- ✓ Demonstration pods
- ✓ Lighting & Electrics
- ✓ Reception desk
- ✓ Lead retrieval system

Just choose your meeting module and we will guide you through the rest.

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How to participate - SPEAK

SPEAK to a receptive audience by presenting in our Comprehensive Seminar Programme.

Our popular Seminar Programme is what gets delegates out of their offices and to the event. Get more and better qualified leads by speaking and increase your ROI.

SEMINAR PROGRAMME ATTENDANCE

- ✓ A great presentation convinces prospects to attend
- ✓ 79% of visitors who register for a seminar, attend on the day
- ✓ Visitors who have chosen to attend your seminar are simply better qualified leads
- ✓ Deliver your presentation to a captive audience then invite them back to your stand for further demonstrations.

AT IP EXPO 2011 EXHIBITORS PRESENTED IN THE FOLLOWING SPONSORED THEATRES:



Keynote Theatre



Architectures for Business Transformation



Cloud Applications & Services



Cloud Infrastructure



Cloud Lab



Communications & Mobility



Data Centre Optimisation



Desktop Virtualization



Google Apps – 100% Web



Information & Storage Management



Microsoft Technology Theatre – Journey To The Cloud



BROCADE

Network Optimisation



Security & Governance



Server Virtualization



vLab



Wireless & Campus Networks

£2,750 per seminar*
Average of 46 leads per seminar

= Cost per lead less than £60

*Cost per seminar when purchasing more than one seminar slot.

Visitor Promotion Campaign generates over 6 million OTS across online campaign, advertising, DM, outdoor, social media & PR

IP EXPO is more than just a 2-day event.

Our visitor promotion campaign not only delivers the right audience to the event but directs our qualified technical and line of business audience to your brand through our multi-channel communications.

Get the most out of your participation pre and post event. Talk to our sales and marketing team about how we can get your message across all year round.

OUR EVENT IS SUPPORTED THE FOLLOWING PUBLICATIONS:

Cloud Pro, Channel Pro, CIO,CBR, Cloud Computing 365 , Computing, eWeek, Information Age, IT Pro, IT Pro Portal, Network Computing, Networking Plus, PC PRO, Data Centre Management, SNS – Europe, SNS – UK, SC Magazine, SearchNetworking.com, Silicon.com, The Register, Virtualization World 365, Women in Technology, Xtravirt, ZDNet UK.

