

Reach the Growing Indian Business Technology Market

Interop continues to expand its role as the leading global business technology event series with Interop Mumbai, taking place at the MMRDA – Bandra Kurla Complex, February 4–6, 2009. India continues to be among the fastest growing IT markets in the world, with growth driven by software, services and mobile devices.

According to IDC, India's IT hardware, software and services market for 2008 is estimated to be US\$ 21.1 billion. The market is estimated to grow at a CAGR of 20% over the next 4 years by 2012.

Interop Mumbai provides the best way to meet face-to-face with the growing market in India.

For more than 20 years, Interop has met the needs of global technology buyers through in-depth educational programs, a solution-rich exhibit floor, and by showcasing live technology demonstrations from leading vendors. There is no better place for you to meet face-to-face with Indian business leaders, IT professionals and channel partners than Interop Mumbai.

Now is the time to reach out to the business technology market in India—and Interop Mumbai provides the best way for you to do it.

INTEROP—THE GLOBAL BUSINESS TECHNOLOGY MARKETPLACE:

Interop has evolved with the IT market. Addressing key technology issues critical to business success has allowed Interop to grow into a global brand.

A key component to providing the right content and technologies is a deep understanding of business processes. Business and IT professionals visit Interop to learn about technologies and trends which create efficiencies in business, promote collaboration and fuel innovation. Each Interop event addresses the issues most critical to business success in their specific region while providing insight gained from experience in the global IT market.

COMPREHENSIVE CONFERENCE CONTENT

Interop Mumbai features a conference plus Expo, giving technology business buyers the ability to hear from worldwide technology leaders, learn about new technology products, and meet technology vendors.

The Interop Mumbai education program is focused around key technology themes that are driving business technology market in India.

- Data Center
- Enterprise 2.0
- Wireless and Mobility
- Green IT
- Software-as-a-Service
- Networking and Services
- Cloud Computing
- SOA
- Open Source
- Application Delivery
- Security
- Storage
- Unified Communications
- Virtualization
- IP Telephony
- Telepresence
- Wi-Fi

REACH QUALIFIED BUSINESS BUYERS AT INTEROP MUMBAI

INTEROP MUMBAI—WHO ATTENDS?

- IT VPs, Directors, Managers, Staff
- Business Decision Makers
- Small-Medium Business Owners & Executives
- Channel Professionals
- Network Managers
- Security Professionals
- Telecommunications Managers
- Application Developers
- CXOs
- Media
- Analysts

As an exhibitor, you will meet face-to-face with qualified Indian business technology buyers, channel partners and the media.

2009	Mumbai
Projected Attendance	5,000
Projected Exhibitors	100

Secure your place in the Indian IT industry with Interop Mumbai:

**Interop Mumbai
February 4–6, 2009
MMRDA – Bandra Kurla Complex
Mumbai, India**

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EXCLUSIVE SPONSORSHIP OPPORTUNITIES

PLATINUM—Rs. 16,00,000 \$39,461

(limited to 3)

PRE-EVENT BENEFITS

- Logo/company name inclusion in email blasts
- Logo inclusion in print advertising
- Mention in event press release
- 100-word description with link on Interop Mumbai website
- 750 piece mailing of event brochure to your prospect list with discount to Interop
- 90 day banner on interop.com
- Press List

ON-SITE BENEFITS

- 90 m2 exhibit space (raw space, shell scheme available per prices below)
- 20 full conference passes
- 2 sponsored sessions
- Insert in conference bags
- Premium position of full page ad in Event Program Guide
- One 2-sided kiosk/meter board
- Banner location

GOLD—Rs. 10,50,000 \$25,896

(limited to 5)

PRE-EVENT BENEFITS

- Logo/company name inclusion in email blasts
- Logo inclusion in print advertising
- Mention in event press release
- 100-word description with link on Interop Mumbai website
- 500 piece mailing of event brochure to your prospect list with discount to Interop
- 60 day banner on interop.com
- Press List

ON-SITE BENEFITS

- 54 m2 exhibit space (raw space, shell scheme available per prices below)
- 10 full conference passes
- 1 sponsored session
- Full page ad in Event Program Guide

SILVER—Rs. 7,00,000 \$17,264

(limited to 8)

PRE-EVENT BENEFITS

- Logo/company name inclusion in email blasts
- Logo inclusion in print advertising
- Mention in event press release
- 100-word description with link on Interop Mumbai website
- 300 piece mailing of event brochure to your prospect list with discount to Interop
- 30 day banner on interop.com
- Press List

ON-SITE BENEFITS

- 36 m2 exhibit space (raw space, shell scheme available per prices below)
- 5 full conference passes
- 1/2 page ad in Event Program Guide

BRONZE—Rs. 3,50,000 \$8,632

PRE-EVENT BENEFITS

- Logo/company name inclusion in email blasts
- Mention in event press release
- 100-word description with link on Interop Mumbai website
- Press List

ON-SITE BENEFITS

- 18 m2 exhibit space (raw space, shell scheme available per prices below)
- 2 full conference passes
- 1/2 page ad in Event Program Guide

Exhibit Space:

SHELL SPACE

- Rs. 11,000 (\$271) per sq. meter
- Minimum 9 sq. meters

RAW SPACE

- Rs. 10,000 (\$247) per sq. meter
- Minimum 27 sq. meters

Early Bird Discount

10% off if purchased before September 30, 2008

“We were very happy with our results at Interop! Interop provided a platform for us to reach and engage with a large number of key senior level IT decision makers that we otherwise would not have been able to meet with.”

—Brad Hogan, Global Events, Aruba Networks

ADDITIONAL MARKETING PROMOTIONAL OPPORTUNITIES AVAILABLE:

These opportunities are available only to Interop Mumbai sponsors and exhibitors.

REGISTRATION SPONSORSHIP Rs. 3,50,000

Be the first to welcome Interop attendees and exhibitors by promoting your brand and message to everyone who attends. This sponsorship touches every attendee from conference, expo, media and analysts, as well as your competition.

LANYARD SPONSORSHIP Rs. 4,50,000

Includes sponsor designation in program guide and website. Sponsor to supply lanyard.

MEDIA CENTRE SPONSORSHIP Rs. 3,50,000

The Media Centre gives registered members of the media and analysts a quiet place to write the latest news hot off the Exhibit floor or simply a place to relax. Use this sponsorship opportunity to increase your company and/or product awareness with the media.

BADGE INSERT Rs. 3,50,000

Everyone who attends Interop wears a badge. Sponsor the insert for the badge holder and have your company name prominently displayed to all attendees, and put your company and product positioning and booth number in front of buyers—a great way to lure buyers to your booth. Sponsor to provide artwork, includes production.

SPONSORED SESSION Rs. 2,00,000

The Sponsor Session Program is an opportunity to maximize your visibility and meet face-to-face with the most qualified buyers. By hosting an educational session for all attendees, you will be the ultimate resource for Interop attendees in your area of expertise.

CHAIR COVER SPONSORSHIP Rs. 1,50,000

This unique new sponsorship gets your company logo and message in front of the entire audience at the general sessions. Your message is sure to get attention during these key conference events.

VIP LOUNGE Rs. 3,50,000

Sponsor the VIP Lounge and have of a superb opportunity to attract attention of high-level attendees.

INTERNET CAFE Rs. 3,50,000

The Internet Cafe is a major attraction and has attendees flocking to it repeatedly to surf the web.

DELEGATE KIT BAG Rs. 4,50,000

Gain visibility by placing your company logo on the official delegate tote bag distributed to all Conference Program attendees, speakers and media. The official conference kit bag is the prime takeaway item from the event and is distributed upon registration check-in.

VISITOR BAG Rs. 4,50,000

Expo-General attendees will be able to carry all their giveaways in a bag displaying your corporate image. Stay top of mind with your buyers and direct them to your booth by inserting a corporate flyer into each bag.

GALA RECEPTION Rs. 5,00,000

This is an opportunity for your organization to receive high-profile publicity by sponsoring the Gala reception.

EVENT UPDATE MAILER Rs. 5,00,000

Sponsor the Event Update Mailer as an excellent opportunity to reach out to a large and qualified audience before the show.

SAVE THE DATE BROCHURE Rs. 5,00,000

Sponsor the Save the Date Brochure as a premium opportunity to reach out and influence the right audience just before the show.

PRINT ADVERTISING

4/C FULL PAGE Rs. 70,000

4/C HALF PAGE Rs. 40,000