

São Paulo, Brazil • August 12–14, 2008

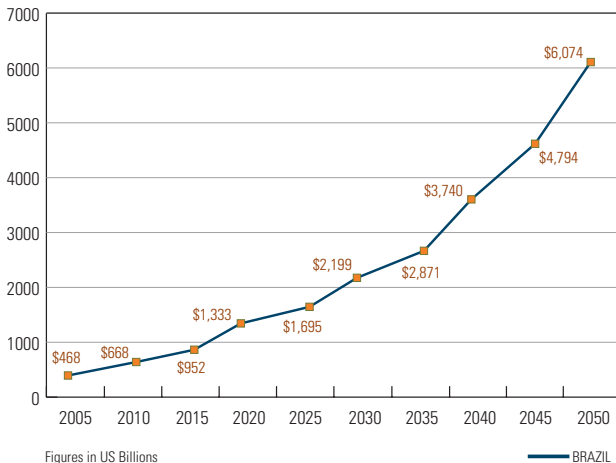
Reach the Growing Latin American Business Technology Market

Interop continues to expand its role as the leading global business technology event series with Interop São Paulo 2008, taking place at the Transamerica Expo Center, August 12–14, 2008. According to IDC data, Brazil accounts for approximately 45% of the Latin American IT market and continues to drive much of the forecast growth in that region. Interop São Paulo provides the best way to meet face-to-face with the growing Latin American market.

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 Latin American business leaders, IT professionals and channel partners than Interop São Paulo.

Now is the time to reach out to the Latin American business technology market—and Interop São Paulo provides the best way for you to do it.

GNP Projection



Figures in US Billions
Source: Goldman Sachs

CONFERENCE OVERVIEW

Interop São Paulo 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 São Paulo education program is focused around key technology themes that are driving business technology in the Latin American market.

- Data Center
- Enterprise 2.0
- Fixed Mobile Convergence
- Mobile Business Applications
- Mobile Strategy
- Networking and Services
- Optimization
- Security
- Storage
- Unified Communications
- Virtualization
- IP Telephony
- Wi-Fi

REACH QUALIFIED BUSINESS BUYERS AT INTEROP SÃO PAULO

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

2008	São Paulo
Projected Attendance	5,000
Projected Exhibitors	125

“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 Network

Secure your place in the Latin American IT industry with Interop São Paulo:

Interop São Paulo
August 12–14, 2008
Transamerica Expo Center
São Paulo, Brazil

<http://interopsaopaulo.com.br>

<http://saopaulo.interop.com>

For exhibitor and sponsor opportunities, please contact:

Brazil and Latin America:
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EXCLUSIVE SPONSORSHIP OPPORTUNITIES

PLATINUM—US \$45,000

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 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

- 60 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
- One 2-sided kiosk/meter board
- Banner location

GOLD—US \$30,000

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 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

- 40 m2 exhibit space (raw space, shell scheme available per prices below)
- 10 full conference passes
- 1 sponsored session
- Insert in conference bags
- Full page ad in event program

SILVER—US \$20,000

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 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

- 24 m2 exhibit space (raw space, shell scheme available per prices below)
- 5 full conference passes
- 1/2 page ad in event program

BRONZE—US \$10,000

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 website
- Press List

ON-SITE BENEFITS

- 15 m2 exhibit space (raw space, shell scheme available per prices below)
- 2 full conference passes
- 1/2 page ad in event program

ADDITIONAL MARKETING PROMOTIONAL OPPORTUNITIES AVAILABLE:

REGISTRATION SPONSORSHIP.....US \$10,000

Includes signage, sponsor designation in program guide and website, registration screen saver, banner space, and material distribution.

LANYARD SPONSORSHIP (Exclusive Sponsor)US \$10,000

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

PRESS ROOM SPONSORSHIP.....US \$10,000

Includes signage, ability to distribute literature/give-a-way, designation in program guide and website.

BADGE INSERT.....US \$15,000

Sponsor to provide artwork, includes production.

SPONSORED SESSIONUS \$5,000

PRINT ADVERTISING

4/c Full Page..... US \$4,000

4/c Half Page..... US \$2,000