

Exhibitor Invitation Package



International Conference on Communications 2012 (ICC 2012)

"Connect • Communicate • Collaborate"

10-15 June 2012

<http://www.ieee-icc.org/2012/exhibitors.html>

Venue: Ottawa Convention Centre, Ottawa, Canada

Looking to **CONNECT?** ...
Working in **COMMUNICATION?**
Keen to **COLLABORATE?** ...

Then **you owe it** to yourself and your organization to participate as an exhibitor in the IEEE International Conference on Communications 2012 (ICC 2012). Read on to see what this prestigious international conference offers you!

Welcome to the International Conference on Communications - ICC 2012
Ottawa Convention Centre
10-15 June, 2012
Ottawa, Ontario, Canada



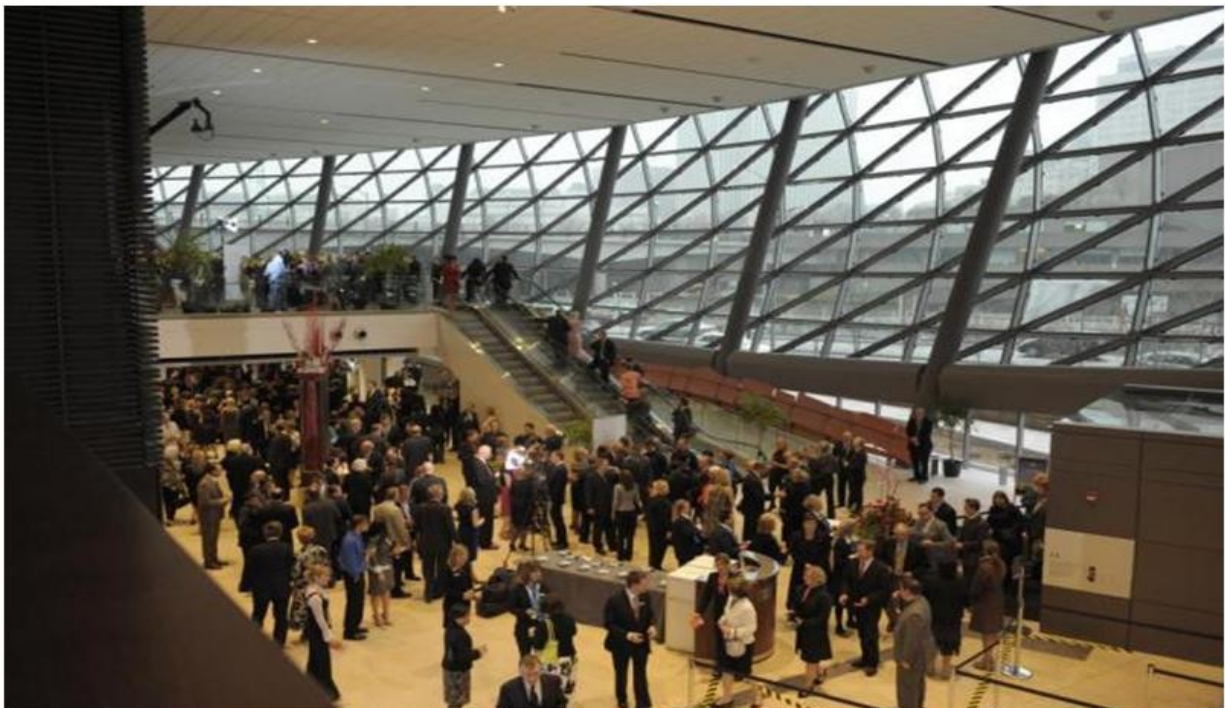
ABOUT

Since 1965 the IEEE International Conference on Communications (ICC) has been the flagship event of the IEEE Communications Society (ComSoc). ComSoc has evolved into a diverse group of over 50,000 strong professionals globally with a common interest in advancing all communications technologies.

The IEEE Ottawa Section is proud to host IEEE ICC 2012 Conference, Industry Forums and Exhibition in Ottawa, Canada's beautiful, vibrant and diverse national capital city. This is only the sixth time in 47 years to be held in Canada.

From June 10-15, 2012, tens of hundreds from around the world, many being leaders in industry, government and academia with technical, policy, research or business interests will congregate at the new Ottawa Convention Centre (OCC) located on the scenic banks of the UNESCO Heritage Rideau Canal.

These individuals will have the opportunity to participate in nearly 1,500 keynotes, technical and business panels, technical symposia, industry forums, workshops, tutorials, and exhibitions. The conference theme is "CONNECT • COMMUNICATE • COLLABORATE". For participants it promises to stimulate the technical and business exchange of ideas, identification of future trends, and illumination of collaborative business and research opportunities.



In 2012, ICC begins a new era ... one that focuses on an integrated industry and academic program covering research, development and deployment by leading researchers from industry, academia and other research organizations, plus government. The ICC 2012 conference has been expanded to include:

- Keynote presentations by industry leaders
- Panels by complementary business and academic experts
- The new 16 Industry Forums;
- 12 Technical Symposia
- Up to 27 Technical Workshops, and one special interest Workshop by the IEEE Canada Humanitarian Initiatives Committee on developing a sustainable tele-health solution
- 12 Technical Tutorials, plus
- **Full Exhibition.**

We developed the Exhibition plan for IEEE ICC 2012 to offer extraordinary visibility to the powerful international audience at the conference. To ensure highest visibility, IEEE ICC 2012 will provide an integrated exhibition area close to the industry and technical sessions including the plenaries. Within the exhibition area will be receptions, all break services (Mon-Fri), internet café, and poster sessions. This is an excellent chance to present your company and its recent results.



THE OPPORTUNITY

- The IEEE ICC 2012 brings tens of hundreds from around the world, many being leaders in industry, government and academia with technical, policy, research or business interests. IEEE ICC 2012 to offers extraordinary visibility to the powerful international audience at the conference. From industry, academia and other research organizations, and government. For participants it promises to stimulate the technical and business exchange of ideas, identification of future trends, and the illumination of collaborative business and research opportunities. We developed the Exhibition plan for IEEE ICC 2012 to offer extraordinary visibility to the powerful international audience at the conference. The IEEE ICC has a long track record and an increasingly powerful, loyal audience.
- Since 1965, IEEE ICC has a reputation as being "major communications event."
- Expected Participant Data (based on historical) is presented in the adjacent table.

Individual Countries	
USA	18%
China	8%
Canada	7%
France	5%
Italy	5%
Japan	5%
Germany	5%
UK	5%
Balance by Continent	
Asia	15%
Europe	15%
Africa	7%
Middle East	5%





BENEFITS OF PARTICIPATION

- Showcase your company's services, products geared to the audience types to the largest technical, professional association in the world.
- Showcase your company's technology and research, development and deployment advancements.
- Network with the "who's who" in communications!
- Meet engineers, industry leaders, government employees and academics from more than 60 countries.
- Included with the exhibition package is exposure of your company's logo, a brief ad of 125 words (per 10'X10' booth), and Weblink to the corporate website in both the ICC2012 Paperless+ conference program and on the ICC2012 website.
- Optional value-added services to take advantage of the paperless+™ feature of the conference (smart device / tablet and application). *** No need to bring boxes and boxes of paper handouts, your material can be on the smart devices ***. Such service items are: banner ad, write-ups, white papers, demo-apps, video, brochures or flyers, etc. The fee for such service would be at \$250USD per item regardless of the number of smart device users.
- Get statistics on the event after the conference.
- 10ftX10ft (3mX3m) booth or multiples of that size (see specifications below).
- Get exhibitor only badges for staffing your booth, plus additional conference registrations. Quantities are commensurate with booth size.

EXHIBITORS' DIRECTORY

To advance your benefits of your engagement at ICC 2012 and to enhance the orientation within our exhibitor area, we will provide a separate "Exhibitor Directory." This "brochure" will be included via the paperless+™ conference application and device. Each exhibitor is presented with their logo and an informative text provided by the exhibitor at the latest by May 20, 2012. The more material provided beyond this basic (i.e., videos, banner ads, brochures, flyers, etc.) to be integrated in the paperless+™ feature, the more lead time will be needed and will be done for a minimal fee, so please identify this need by May 20, 2012. Incorporating your materials into the paperless+™ application feature will save you shipping & handling costs, and provides more permanency with the conference participant.

VENUE

The Ottawa Convention Centre is a premier exhibit facility, with flexible space for trade, exhibitions and shows. *Freeman* is the OCC's exhibition management company that will provide professional and efficient logistics, set-up and tear-down, and hosting assistance and many other services every step of the way. Invest Ottawa will be managing the exhibition marketing.



EXHIBIT HOURS

Set up time:	Sunday, June 10, 2012 1:30 p.m. - 8:00 p.m.	Monday, June 11, 2012 8:00 a.m. - 5:00 p.m.
Exhibition time:	<p>Monday, June 11, 2012 7:00 p.m.- 9:30 p.m. (Opening and Reception)</p> <p>Tuesday, June 12, 2012 8:00 a.m. (note: welcome & opening plus keynotes may take precedent from 8:15 a.m. - 10:10 a.m.) - 6:00 p.m.</p> <p>Wednesday, June 13, 2012 8:00 a.m. - 6:00 p.m.</p> <p>Thursday, June 14, 2012 8:00 a.m. - 4:15p.m.</p>	
Coffee Break in Exhibition Hall	<p>Tuesday, June 12 10:30 a.m.-10:45 a.m. 3:45 p.m.-4:15 p.m.</p> <p>Wednesday, June 13 - Thursday, June 14, 2012 9:45 a.m. - 10:10 a.m. 3:45 p.m. - 4:15 p.m.</p>	
Other Times (not mandatory; no additional cost)	Lunch (Tuesday, June 12 - Thursday, June 14) 12:30 p.m.-2:00 p.m.	
Move-out/Strike time:	Thursday, June 14, 2012 4:45 p.m. - 8:00 p.m.	





APPLYING FOR EXHIBITION SPACE

- Exhibition bookings close: **May 20, 2012**
- Please refer to the "Contract For ICC2012 Exhibition Space" form.

EXHIBITION FEE (see also the Benefits described earlier)

US\$3,500 - The standard exhibition fee includes (per 10' X 10' booth):

- Three Exhibit only badges for exhibit booth staff only.
 - Coffee breaks, continental buffet breakfast, and box lunch per exhibitor badge.
- Three complimentary conference registrations with the respective benefits that, for example, provide access to the reception in the exhibit hall on Monday, June 11, 2012, and keynotes and plenary sessions:
 - One Limited [R02, R05, R08] and
 - Two three-day Industry Forum & Exhibition Only [R15b].
- In the paperless+™ program and ICC2012 website:
 - Your company's logo (with embedded link to your corporate website)
 - Brief messaging of up to 125 words
 - Company / Organisation weblink URL.
- Exhibitor's Service Manual (menu for extra booth set-up services)
- Optional value-added services to take advantage of the paperless+™ feature of the conference. *** No need to bring boxes and boxes of paper handouts, your material can be on the Conference tablets ***. Such service items are: banner ad, write-ups, white papers, demo-apps, video, brochures or flyers, etc. The fee for such service would be at \$250USD per item regardless of the number of smart device users.

US\$7,000 - The exhibition fee includes (per 10' X 20' booth):

- Five Exhibit only badges for exhibit booth staff only.
 - Coffee breaks, continental buffet breakfast, and box lunch per exhibitor badge.
- Five complimentary conference registrations with the respective benefits:
 - One One-Day Registration [R06, R09] (please specify the day)
 - One Limited [R02, R05, R08];
 - Three three-day Industry Forum & Exhibition Only [R15b].
- In the paperless+™ program and ICC2012 website:
 - Your company's logo (with embedded link to your corporate website)
 - Brief messaging of up to 250 words
 - Company / Organisation weblink URL.
- Exhibitor's Service Manual (menu for extra booth set-up services)
- Optional value-added services to take advantage of the paperless+™ feature of the conference. *** No need to bring boxes and boxes of paper handouts, your material can be on the Conference tablets ***. Such service items are: banner ad, write-ups, white papers, demo-apps, video, brochures or flyers, etc. The fee for such service would be at \$250USD per item regardless of the number of smart device users.

US\$10,500 - The exhibit fee includes (per 20' X 20' booth):

- Seven Exhibit only badges for exhibit booth staff only.
 - Coffee breaks, continental buffet breakfast, and box lunch per exhibitor badge.
- Seven complimentary conference registrations with the respective benefits:
 - Two Limited [R02, R05, R08];
 - Five three-day Industry Forum & Exhibition Only [R15b].
- In the paperless+™ program and ICC2012 website:
 - Your company's logo (with embedded link to your corporate website)
 - Brief messaging of up to 375 words
 - Company / Organisation weblink URL.
- Exhibitor's Service Manual (menu for extra booth set-up services)
- Optional value-added services to take advantage of the paperless+™ feature of the conference. *** No need to bring boxes and boxes of paper handouts, your material can be on the Conference tablets ***.

Such service items are: banner ad, write-ups, white papers, demapps, video, brochures or flyers, etc. The fee for such service would be at \$250USD per item regardless of the number of smart device users.

ICC 2012 EXHIBITION BOOTH SPECIFICATIONS

- Standard booth dimension offered is 10 feet x 10 feet (approx. 3m x 3m) of exhibition space only. Each booth is "Pipe and Drape" and will have an eight (8) foot high back wall and three (3) foot high side walls, and is carpeted.
- Each booth comes equipped with a 1500 watt, 60Hz, duplex service power supply (North American style receptacle), one (1) six (6) foot long table, three (3) chairs and a wastebasket.
- Additional furniture, power or equipment not listed above may be ordered from Freeman per their published fee schedule.
- Placement preference (1st, 2nd, and 3rd choice) may be selected on a first come, first serve basis. (Patrons have first choice). However, the actual placement of the exhibition booth is determined by the conference organizers.

The standard exhibit fee excludes:

- Booth furniture
- Booth cleaning
- Additional booth set-up services as described in the Exhibitor's Service Manual.

CONTACT FOR EXHIBITOR SPACE

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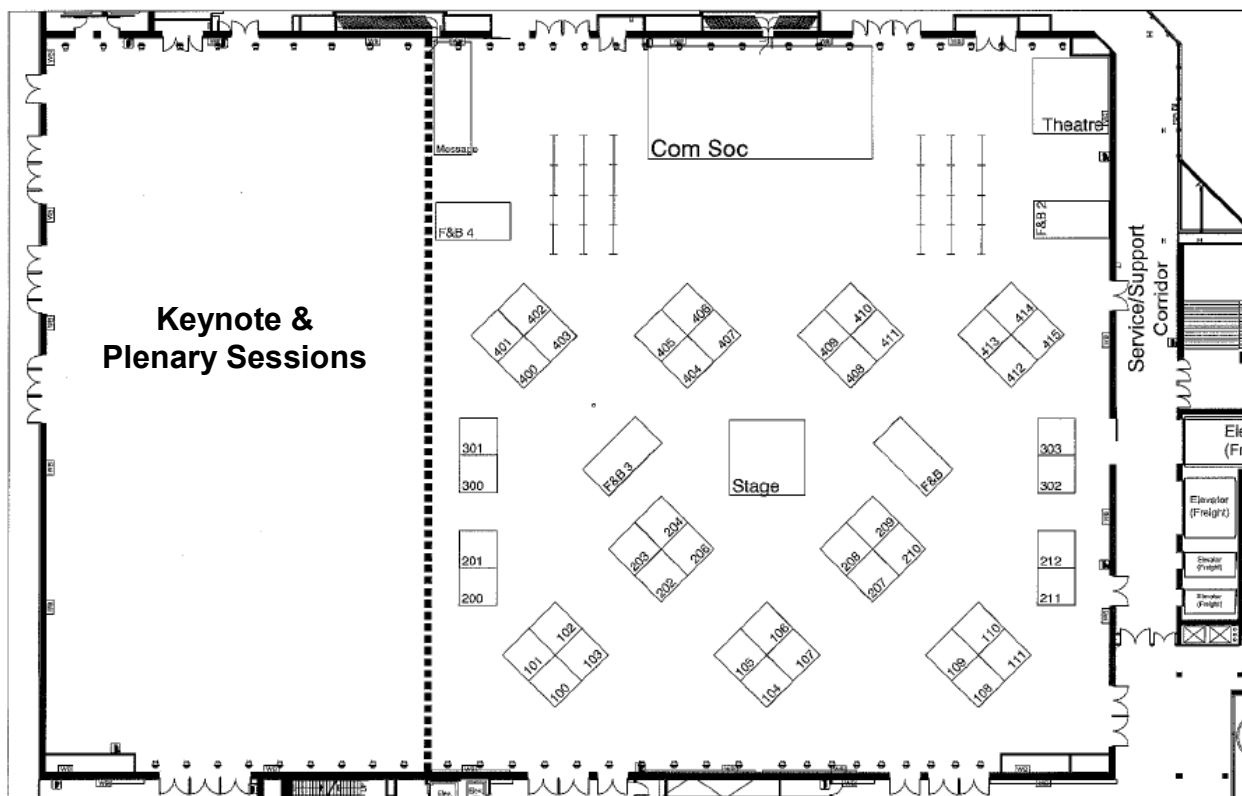
EXHIBITION FLOOR

ICC 2012 will use the entire Ottawa Convention Centre (OCC). The ICC 2012 Exhibition will be on the third floor. Exhibition floor spaces (3,360 m²) are assigned on a "first come, first served" basis, according to the date payments are received. To guarantee favourable positioning, reserve exhibit space early!

Please note: The organizer reserves the right in its sole and absolute discretion, should the venue become un-useable, or the dates become unsuitable for any reason, to relocate to a new venue or re-schedule the dates and the exhibitor agrees to be bound to this relocation and/or rescheduling of dates and the organizer shall not be held liable for any loss or damage, of whatsoever cause and howsoever arising due to these changes in venue and/or dates.

An exhibitor package will be forwarded once the application and payment has been received.

The following is the floor plan:



Industry Forums Highlight

(For the latest detail, visit www.ieee-icc.org/2012)

<p>1. Infrastructure</p>	<ol style="list-style-type: none"> 1. Cloud Infrastructure and Networking 2. Cloud Security 3. Network Technologies 4. Mobile Backhaul 5. Heterogeneous Networks
<p>2. Middleware and Management</p>	<ol style="list-style-type: none"> 6. IPv6 7. Security 8. IPTV 9. Cloud Management 10. Edge Networking 11. Green Communications
<p>3. Services and Applications</p>	<ol style="list-style-type: none"> 12. Social Networks 13. Patent and Licensing Strategies 14. Government & Defence 15. National Systems 16. Advanced Technologies

For the latest Program detail, including on the Technical Symposia, Workshops, and Tutorials, visit www.ieee-icc.org/2012

For the **Exhibitor Space Contract Form** (on-line registration) please visit:
<http://www.ieee-icc.org/2012/exhibitors.html>

