



# SOFNET

EXHIBITOR  
PROSPECTUS

THE INNOVATION IMPERATIVE

Olympia National Hall  
LONDON, ENGLAND

CONFERENCE 28 April – 1 May 2008 | EXHIBITION 29–30 April 2008



CONFERENCE CHAIRMAN

**MATT BROSS**

Group Chief Technology Officer  
BT Group

OFFICIAL HOST SPONSOR



Soft Service Providers

Next-Generation Networks

Software



International Engineering  
Consortium  
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**SOFTWARE + NETWORK = SOFNET**

**SOFNET = INNOVATION**

**SOFNET** is the premier conference and exhibition that unites software and next-generation technologies by enabling "soft service providers" to deliver innovative services to market.

## Technology Exhibition at SOFNET 08 ... Who Attends

The SOFNET 08 exhibition will feature technology demonstrations from leading software and hardware vendors and developers, as well as IP equipment suppliers and innovators, providing an ideal opportunity to discuss new advancements and technologies with representatives of key industry organizations.

### Industry Leaders

- ▶ Chief Executive Officers
- ▶ Chief Technology Officers
- ▶ Chief Information Officers
- ▶ Chief Operating Officers
- ▶ Vice Presidents
- ▶ General Managers
- ▶ Network Directors/Managers
- ▶ Network Planning Engineers
- ▶ Corporate Strategists
- ▶ Industry Analysts
- ▶ And more

### Buyers

- ▶ Wireless Operators
- ▶ Wireline Operators
- ▶ Service Providers

### Suppliers

- ▶ Application Developers
- ▶ Software Developers
- ▶ System Integrators
- ▶ Equipment Suppliers
- ▶ Consultants

### Official Host Sponsor



As the Official Host Sponsor of SOFNET 08 and as a leading provider of communications solutions worldwide, BT will share, both on the exhibit floor and in the educational program, their success in transforming their network.



### The International Engineering Consortium

The International Engineering Consortium (IEC) is a nonprofit organization dedicated to catalyzing technology and business progress worldwide in a range of high-technology industries and university communities. Since 1944, the IEC has provided high-quality educational opportunities for industry professionals, academics, and students.

In conjunction with industry-leading companies, the IEC has developed an extensive, free, on-line educational program. The IEC conducts industry-university programs that have a substantial impact on curricula. It also conducts research and develops publications, conferences, and technological exhibits that address major opportunities and challenges of the information age. More than 70 leading universities are IEC affiliates, and the IEC handles the affairs of the Electrical and Computer Engineering Department Heads Association.



# Exhibitor Benefits and Why Exhibit

## Top Reasons to Exhibit

- ▶ Showcase your company's strengths and capabilities to a global audience
- ▶ Learn how the leaders in the transformation to soft service providers are making the transition and the role that you can play
- ▶ See the latest technologies in both software and hardware communications and learn about the next stage for the industry
- ▶ Hear the latest developments in OSS for service development and delivery including Telemanagement Forum-supported programming
- ▶ Hear from global service providers as they share their experiences and needs in a software-driven and converged next-generation environment
- ▶ Form new strategic alliances and partnerships with key decision makers in attendance
- ▶ Establish relationships with senior executives at private executive events



## Take Advantage of Distinct Exhibitor Benefits

*The SOFNET 08 exhibition is incorporated into a larger integrated marketing plan which includes:*

- ▶ Complimentary one-time access to the SOFNET 08 e-mail or direct-mail database
- ▶ Complimentary access to the SOFNET 08 press list
- ▶ Hot Technology listing on the SOFNET 08 event Web site
- ▶ Complimentary full conference registration (value £2,395)
- ▶ Customized VIP electronic passes providing free access to the exhibition and reduced-rate conference packages for customers, prospects, and colleagues
- ▶ Corporate profile listed in the Official Program Guide, distributed to all attendees at the event
- ▶ Access to premier sponsorship opportunities

## Marketing Exposure

- ▶ Direct mail
- ▶ Targeted electronic campaign
- ▶ High-impact advertising in leading trade publications
- ▶ Partnerships with key media and industry associations
- ▶ Interactive event Web site

## Exclusive Sponsorship Opportunities

- ▶ Corporate Sponsorship
- ▶ Merchandise Sponsorship
- ▶ Hospitality Sponsorships

Cost of Space  
£385/m<sup>2</sup>

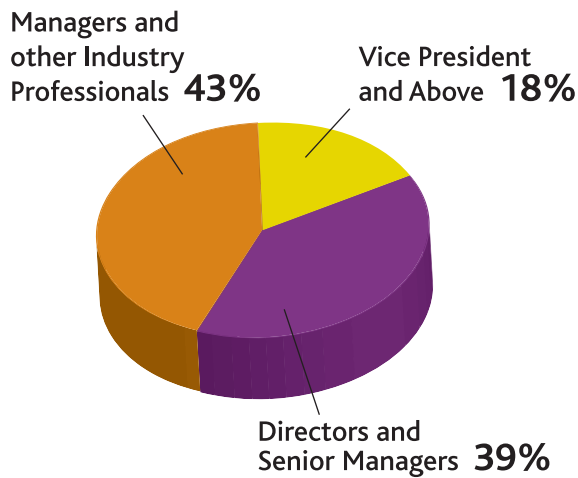
Corporate Member pricing is available. Please contact Christine Paplaczkyk at +1-312-559-4616 or [cpaplaczkyk@iec.org](mailto:cpaplaczkyk@iec.org) to secure your space today!



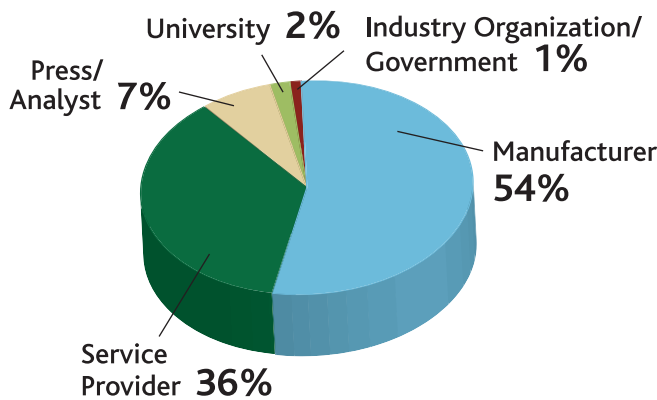
Formerly the 21<sup>st</sup> Century Communications World Forum

## Demographic Summary

### JOB FUNCTION



### PRIMARY BUSINESS



### SOFNET 08 TOPICS

- ▶ Carrier Ethernet Transport
- ▶ Killer Apps and QoE in Multi-Play
- ▶ IMS and DLNA
- ▶ Service Provider Virtualization
- ▶ Service Delivery Platforms
- ▶ Leveraging Web 2.0 by Service Providers
- ▶ IP Transformation
- ▶ Smart Pipe
- ▶ Ethernet Provisioning Testing in Multi-vendor, Multi-domain Environments
- ▶ Delivering Converged Services in an IP-Enabled Networked Home
- ▶ Software as a Service (SaaS)
- ▶ Web 2.0 and SOA
- ▶ Empowering High Bandwidth Services over FTTX
- ▶ Leveraging SOA for Flowthrough for IP-Based Services
- ▶ Converged End-User Devices and Converged Services
- ▶ WiMax 802.16e
- ▶ Revenue Assurance for Triple and Quad Play
- ▶ Evolution of Service Provider Portfolios in a Service Oriented Environment
- ▶ Fiberless Optical Networking (FONET)
- ▶ Combination of Fixed and Mobile Gateways
- ▶ Customer Experience to Excellent User Experience
- ▶ Content Security for Hybrid Networks
- ▶ Revenue Maintenance on and all IP Platform
- ▶ Global Outsourcing and Managed Services
- ▶ Internet Value Added Service (VAS) Programs
- ▶ Unified Packet-Based Transport
- ▶ The Wireless City

**RESERVE YOUR EXHIBIT SPACE TODAY!**

Contact Christine Paplaczky at **+1-312-559-4616**  
or [cpaplaczky@iec.org](mailto:cpaplaczky@iec.org).

# SOFNET 08 Exhibition, Conference Program, and Speaking Opportunities

## SOFNET 08 Exhibition

SOFNET attracts the world's senior-level decision makers searching for the latest products and technologies to build-out next-generation networks that can assist you in taking your company to the next level. The technology exhibition fully complements the topics discussed during the conference programming.

## SOFNET 08 Conference

High-level keynote addresses, plenary panels, hot seat session, half-day workshops, and break-out sessions comprise the educational conference program at SOFNET 08. Delegates will examine next-generation technology deployments, software developments, applications, and operational solutions that will enable them to deliver new services to market.

### Hot topics at SOFNET include the following:

- ▶ Carrier Ethernet Transport
- ▶ Service Delivery Platforms
- ▶ Leveraging Web 2.0 by Service Providers
- ▶ Web 2.0 and SOA
- ▶ Software as a Service (SaaS)
- ▶ WiMax 802.16e
- ▶ Evolution of Service Provider Portfolios in a Service Oriented Environment
- ▶ Fiberless Optical Networking (FONET)
- ▶ Global Outsourcing and Managed Services
- ▶ Internet Value Added Service (VAS) Programs



## Speaking Opportunities

To further position your company as an industry leader, please consider taking advantage of available speaking opportunities in the educational program. Speaking proposals may be submitted on-line at [www.iec.org/events/spt/speakerlogin.asp](http://www.iec.org/events/spt/speakerlogin.asp).

To inquire about speaker roles, please contact Pitsa Madoch, director of content, at [pmadoch@iec.org](mailto:pmadoch@iec.org).

## RESERVE YOUR EXHIBIT SPACE TODAY!

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## SOFNET 08 FEATURED SPEAKERS



### MATT BROSS

Group Chief Technology Officer  
BT Group



### ROBERTO SARACCO

Head  
Telecom Italia



### HELMUT LEOPOLD

Chief Technology Officer  
Telekom Austria



### DEBORAH SHAKESPEARE

Technology Director  
Oracle



### BRIAN LEVY

Vice President and Chief Technology Officer,  
Communications, Media, and Entertainment  
Hewlett-Packard



### MARK TAYLOR

Senior Director  
Microsoft

### DENIS GUIBARD

Vice President  
France Telecom Group

### KARSTEN LEREUTH

President, Global Telecom Markets  
BT Global Services

Next-Generation Networks

Soft Service Providers

Software

For the most up-to-date speaker listing, visit

[www.iec.org](http://www.iec.org)