

Pipeline

Knowledge Is Power

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SUPERCOMM Returns

Once a year, Pipeline takes the opportunity to sit down with the people who bring to us the most significant telecom trade show in North America - SUPERCOMM. For this year's show the responsibility rests with co-producers EXPOCOMM LLC and Reed Exhibitions.

Pipeline recently talked with Jan Maciejewski, managing director, EXPOCOMM LLC, to get some insight on SUPERCOMM 2009, which returns to Chicago's McCormick Place this coming October 21-24



Pipeline: At Pipeline, we're pleased to see the return of the SUPERCOMM name. How has the return to the former moniker affected/impacted attendance, key note participation, and sponsor interest? The return of the SUPERCOMM name is just the beginning of the transformation of the event.

Maciejewski: SUPERCOMM is back with a bold, reinvigorated focus on broadband. The "new" SUPERCOMM will continue its longstanding tradition of offering technology professionals unmatched access to the leading companies and people in the telecommunications space, but we're going a step further by introducing "Broadband Life," a program showcasing broadband-enabled network technologies and the business solutions and services powered by broadband across various industries from healthcare to education. This year, we're bringing together some of the top names in the telecommunications space with keynote speakers including CEOs from Verizon, AT&T, Cox Communications and TiVo.

Pipeline: Originally, SUPERCOMM 2009 was scheduled to take place in June, and ended up being pushed back to the current October dates. How did the organizers take advantage of the extra four months and do you have any predictions about the outcome of the show now that it will be taking place at the height of the fall trade show season?

Maciejewski: SUPERCOMM 2009 was moved to coincide with the Federal Stimulus Package of which \$7.2 billion specifically ear-marked this fall for broadband technology. Essentially, SUPERCOMM is now not only a forum to showcase products and technologies, but it also provides an opportunity for attendees to obtain information and direction on how to navigate the broadband stimulus application process in one location. We have created a program to take advantage of this important time in US history where the need for and importance of broadband access comes to the forefront.

Through co-owning associations TIA and USTelecom, SUPERCOMM 2009 is offering attendees exclusive education and insights into the FCC's schedule, requirements, and more. The increased relevance of the conference is extremely beneficial for attendees and presenters providing educational seminars and panels.



Pipeline: Are you planning to officially alternate having the show in Las Vegas, as it was last year, and Chicago? Are there any differences in the way the show is run between the two cities?

Maciejewski: SUPERCOMM 2010's location will be based upon participant and attendee feedback. Based on the recommendations and thoughts of those attending the show, we will then determine additional locations to host the show.

As a side note, there are many factors that go into deciding a host-city. Therefore, how we run a show is often less about the city it falls in and more about the strategy of the event over all. The Chicago location offers a lot more access to local enterprise buyers.

Pipeline: We understand that broadband technology will be at the core of SUPERCMM 2009. Tell us a bit about why you decided to make broadband the central focus of the event.

Maciejewski: Because broadband impacts every part of our lives from Internet access and wireless communications to telemedicine and online education, it made sense to dedicate the program to broadband and the technologies making life - as we expect it - possible. We have incorporated a new forum called "Broadband Life" into the show. Broadband Life gives the industry access to source, network and learn about the increasing impact of broadband technology and its impact on business and social lives.

Pipeline: The SUPERCMM 2009 website notes that the new management team, EXPOCOMM EVENTS, LLC has, along with USTelecom and TIA, "unveiled an aggressive strategy to solidify and expand SUPERCMM." Can you elaborate on that? What major new features will be available to SUPERCMM that NXTcomm didn't have? Will there be anything new to SUPERCMM that prior SUPERCMM attendees have never seen?

Maciejewski: The focus of this year's conference is the impact that broadband will have on quality of life and how the \$7.2 broadband stimulus package will play out in and out of the telecommunications sector. One of which, is Broadband Life, a focus on several areas of business and lifestyle and how broadband enables more productivity in the workplace; quality of life especially in medicine and healthcare and in education. In step with the Broadband stimulus package, SUPERCMM will also be courting more enterprise buyers, the rural carriers, and enabling business to get done.

Pipeline: A show of this size often leaves attendees with the difficult task of making vendor/buyer connections on their own. Will SUPERCMM offer any services to aid attendees in making these connections?

Maciejewski: SUPERCMM has been designed to facilitate an even greater ability for vendors to connect with each other both formally and informally at the 2009 show. Panels for group interaction, receptions and smaller events will take place while in-market.

Also, we're introducing the use of "Virtual Tote Bags." A technology that can be most simply compared to voting for American Idol: send a text message with a document ID to the exhibitors account number and the documents are sent to attendees within minutes. We are the largest event partnering with this new technology and we are eager to see it assist buyers and sellers to get immediate information. Every exhibitor will receive a free Virtual Tote Bag account which enables them to host digital collateral that attendees can download on demand pre-show, on site and up to 60 days post-show.

Pipeline: Which of your keynote speakers do you think will be most relevant to our readers, who are interested specifically in the OSS/BSS side of telecommunications?

Maciejewski: We have a strong keynote lineup confirmed from a group of leading organization across the US, including Ivan Seidenberg, Chairman and CEO, Verizon Communications; John T. Stankey, President and CEO, AT&T Operations; Patrick Esser, President, Cox Communications and Tom Rogers, President and CEO, TIVO. Each of these keynote speakers have a proven track record of

driving profitability and delivering the latest generation of communication services, which is most important to Pipeline's readers.

Pipeline: According to the pre-show information, the OSS/BSS Corridor, which was a new addition to last year's NXTComm, will remain a part of SUPERCOMM 2009. What can professionals in the OSS/BSS sub-field expect to find in this part of the expo?

Maciejewski: This is a particularly exciting part of the show that we really want to develop and grow for the future. SUPERCOMM 2009 will be featuring new software and services associated with business process improvement, billing and service provisioning and management

Pipeline: Is there anything else that you'd like our readers to know about SUPERCOMM 2009?

Maciejewski: SUPERCOMM is truly a must-attend event this year. Here are some statistics about the show attendees:

- 51% of attendees expect their corporations' total purchases to be a direct result from attending the Show
- 41% of attendees do not attend any other trade Show
- 76% of attendees come to see new products and to keep up-to-date with industry trends
- 61% of attendees discuss products seen at the Show with a peer
- 25% of attendees have corporate budgets exceeding \$10M
- 38% of attendees look for new suppliers
- 50% of attendees represent service providers/network resellers