

# THE IEEE COMMUNICATIONS SOCIETY PRESENTS THE IEEE GLOBECOM 2008 EXPO AND COMMUNICATIONS INDUSTRY FORUM

IN CONJUNCTION WITH THE IEEE GLOBECOM  
TECHNICAL CONFERENCE, WTC, AND ENTNET



## BUILDING A BETTER WORLD THROUGH COMMUNICATIONS

### BENEFITS OF PARTICIPATION

- The IEEE GLOBAL Communications Conference is the premier telecommunications event for industry professionals, academicians, and government personnel.
- Get Your Communications Products and Services in Front of Hundreds of Focused Buyers- the most influential design and development engineers in the world.
- A Strong Technical Program is planned, accompanied by the World Telecommunications Congress (WTC) and the IEEE Enterprise Networking (EntNet) event.
- Special Booth Package offered for 2008/2009-as an exhibitor in the 2008 show, you can also save 30% by signing up now for the 2009 show-December 1-3 at the Hilton Hawaiian Village in Honolulu, HI.  
**Sign up now and save!**

COMMUNICATIONS INDUSTRY PROFESSIONALS FROM  
52 COUNTRIES ARE COMING TO NEW ORLEANS  
FOR IEEE GLOBECOM. WHERE WILL YOU BE?



# IF YOUR COMPANY MANUFACTURES/SUPPLIES ANY OF THESE PRODUCTS/SERVICES, IEEE GLOBECOM IS FOR YOU!

**If Your Company Manufactures or Supplies Products and Services Related to Components, Subsystems, and Systems (including hardware, software, and middleware) in any of the following areas, you need to join IEEE GLOBECOM in New Orleans!**

- 802.11 family of wireless components
- Analog to digital converters (A to D)
- Antennas, preamplifiers, power amplifiers
- Application-specific integrated circuits (ASIC)
- Asymmetric digital subscriber line (ADSL) or digital subscriber line (DSL) components, accessories, and modules
- Broadband over power line (BPL) components, accessories, and modules
- Cable TV and Internet access components, accessories, and modules
- Cell phone and PDA circuits, components, and accessories
- Circuit board and modules, packaging
- Computer-aided design (CAD ) Tools
- Digital to analog converters (D to A)
- Digital signal processing (DSP) integrated circuits, circuit boards, and modules
- Fiber to the home (FFTH), fiber to premises (FTTP) components, accessories, modules
- Microwave and millimeter-wave integrated circuits (MMIC)
- Multiple input/multiple output (MIMO) antennas
- Network interface circuit (NIC) cards
- Protocol stacks
- Real-time operating systems
- Sensor circuits, components, and accessories
- Simulation and design tools for integrated circuits, subsystems, and networks (e.g., OPNET, QUALNET, RSOFT, Wireless Valley)
- Switches and routers
- Testing, simulation, and measurement equipment
- WiMax circuits, components, accessories, and modules

## SPONSOR

IEEE GLOBECOM Expo is sponsored by the IEEE Communications Society. With its 45,000 members, the IEEE Communications Society is a diverse community of industry professionals with a common interest in advancing all communications technologies. It promotes the advancement of science, technology and applications in communications and related disciplines. It fosters presentation and exchange of information among its members and the technical community throughout the world. The Society maintains the highest standard of professionalism and technical competency.

FOR MORE INFORMATION, CONTACT SUSAN BLEVINS AT  
IEEE@SETUPSUCCESS.COM • 404.433.7989 • FAX: 678.935.2310



## WHO ATTENDS?

**IEEE GLOBECOM...  
By the Numbers**

**2,000+...**

**Number of attendees that  
have visited IEEE GLOBECOM  
each of the last 2 years**

**50+...**

**Number of countries our  
attendees come from**

**950+...**

**Number of Communications  
Society members who are  
within 500 miles of New  
Orleans-adding to the  
potential for more attendees!**

**20+...**

**Number of times  
attendees will receive  
marketing messages  
about IEEE GLOBECOM**

**800,000+...**

**Number of potential  
attendees that will  
receive information  
regarding IEEE GLOBECOM**

# CUTTING EDGE TECHNICAL PROGRAMS SURE TO DRAW INDUSTRY PROFESSIONALS FROM ALL OVER THE WORLD

**Communications Industry Forum** features emerging technologies and business applications for Design & Developers and Senior Management.

**Technical Program** focuses on technological trends in recent communication research and development including:

- Ad Hoc, Sensor and Mesh Networking
- Communications Quality of Service, Reliability, and Performance Modeling
- Computer and Communications Network Security
- Optical Networks and Systems
- Wireless Communications and Networking
- Other Selected Areas in Communications
- Communication Theory
- Communications Software and Services
- Next Generation Networks, Protocols, and Services
- Signal Processing for Communications
- Green Communications

**Tutorials & Workshops** feature technical and business issues in communications and networking topics.

**Special Session on the History of Telecommunications** includes presentations on the important developments in Telecommunications and a panel session on the invention of Radio.

**The World Telecommunications Congress (WTC)** examines the Telecommunications Network, combining the ISS (International Switching Symposium) and the ISSLS (International Symposium on Services and Local Access). The WTC preserves the traditions of quality, timeliness, and open interaction among audience and presenters, while focusing on key issues of the day such as Wireless for Multimedia Services, Approaches to Video Services, and Evolution to NGN Voice.

## **Suggested Conference Topics include:**

- Fixed/Mobile Access Networks and Service Convergence
- Packet/Optical Network Infrastructure
- Mobile Devices and Enabled Services
- Economics of New Generation Services
- Data and Network Security
- Emerging Business Models
- Ambience/Ubiquitous Intelligence and its Applications
- Broadband Networks and Services
- Network and Service Management
- Quality of Service
- Infrastructure Development Trends
- Privacy
- Regulatory and Policy Issues

**EntNet** analyzes the development and evolution of enterprise-level networking technologies. The Enterprise Networking session (EntNet) covers the development and evolution of enterprise-level networking technologies. EntNet brings together a rich diversity of leading edge telecom experts from industry, universities, and government, drawing attendees from all over the world.

## **The 2008 event is focused on four hot enterprise-related themes:**

- Business continuity, disaster preparedness and recovery, including lessons learned from Katrina
- Open Wireless Technologies-taking wireless to the next level
- Service oriented architectures (SOA), particularly network-based SOAs and
- Evolving technologies essential to global business.



[WWW.IEEE-GLOBECOM.ORG/2008](http://WWW.IEEE-GLOBECOM.ORG/2008)





**Application and Contract For EXHIBIT SPACE**

**Agreement for Exhibit Space**

Exhibitor desires to exhibit at IEEE GLOBECOM 2008, to be held on the above dates at the Hilton New Orleans Riverside, New Orleans, LA USA

Company Name: \_\_\_\_\_  
This company name and information will appear in the Show Directory.

Company Mailing Address: \_\_\_\_\_  
Street Address

City \_\_\_\_\_ State \_\_\_\_\_ Zip or Postal Code \_\_\_\_\_

Main Co. Telephone: (\_\_\_\_) \_\_\_\_\_ Main Co. Fax: (\_\_\_\_) \_\_\_\_\_ Toll Free: (\_\_\_\_) \_\_\_\_\_

Internet Home Page/Web Address: <http://www.> \_\_\_\_\_

**Primary Contact**

This person will receive all correspondence and billing

Name: \_\_\_\_\_

Position/Title: \_\_\_\_\_

Direct Telephone: (\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_

Direct Fax Number: (\_\_\_\_) \_\_\_\_\_

Contact E-Mail Address: \_\_\_\_\_  
(Most correspondence will be via email so you must provide an email address)

**Payment Information**

Name on Card: \_\_\_\_\_

Card # \_\_\_\_\_ Expiration: \_\_\_\_\_

Card Type: \_\_\_\_\_

Signature: \_\_\_\_\_

**Preferred Booth Location(s):**

Rate for IEEE GLOBECOM 2008 is \$33.00 per square foot. One 10' x 10' booth unit (100sq ft) is the minimum.

2008 Show	BOOTH #	SIZE	COST
1st Choice			
2nd Choice			
3rd Choice			

Rate for IEEE GLOBECOM 2009 is \$23.10 per square foot. One 10' x 10' booth unit (100sq ft) is the minimum.

2009 Show	BOOTH #	SIZE	COST
1st Choice			
2nd Choice			
3rd Choice			

**IEEE GLOBECOM Deposit and Payment Schedule**

*(Applies to payments for both 2008 and 2009 shows if taking package deal. Please add both payments together and submit 50% if not paying 100% due.)*  
 Deposit due through July 30, 2008 ..... **50%**  
 After July 30, 2008..... **100%**

**IEEE GLOBECOM Cancellation Penalties**  
 Through July 30, 2008..... **50%**  
 After July 30, 2008..... **100%**

Agreement Section: All applicants **MUST** sign below for application to be processed.

**IMPORTANT:** Notice of IEEE Communications Society's acceptance or rejection will be mailed within 30 days of receipt of application. Upon acceptance, this application will become a binding contract between applicant and IEEE Communications Society, unless IEEE Communications Society's acceptance notice specifies booth dimensions, location, costs or other terms that vary in whole or in part from those requested by applicant. If any such variances are specified, applicant will have 10 days from the date of IEEE Communications Society's notice to deliver written notice to IEEE Communications Society of applicant's withdrawal of application and payment, failing which, this application as modified by IEEE Communications Society's notice, will immediately and without further action by either party become a binding contract between them. Applicant further agrees to comply fully with all rules, regulations and directives that may be issued in connection with the exhibit by IEEE Communications Society, the facilities management or government authorities.

**FAX with credit card OR MAIL with check. Payment MUST accompany application. ALL applications must be signed below, before application will be processed!**

Applicants Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name and Title \_\_\_\_\_

Accepted on behalf of IEEE by: \_\_\_\_\_ Date \_\_\_\_\_

Assigned Booth Number: \_\_\_\_\_ Size: \_\_\_\_\_

**Important Information**

The space rate is US \$33.00 per sq.ft. with a 100 sq ft minimum. The fee includes pipe and drape, identification sign, general security, and inclusion in the show guide. Payment must be submitted with your application/contract.

**A payment of 50% of Total Booth Rental is due with this application in order for it to be processed.**

Make checks payable to: IEEE Communications Society,  
 c/o Set Up Success, Inc.  
 5351 Edgerton Drive, Norcross, GA 30092  
 Tel: 404.433.7989 • Fax: 678.935.2310

For more information, contact:  
 Susan Blevins • Phone: 404.433.7989 • Email: [ieee@setupsuccess.com](mailto:ieee@setupsuccess.com)