

ITU TELECOM WORLD 2009

Only held every few years, ITU TELECOM WORLD is an unrivaled event for the global telecommunication and information communication technology (ICT) sector.

Forward-looking, WORLD 2009 attracts all stakeholders from across the sector and around the world for a truly global, world-class event and networking platform.

To address shared global challenges in today's information society, WORLD 2009 incorporates thematic elements to highlight the reach and role of telecommunications and ICT in areas of societal change such as the digital divide, climate change, and disaster relief. With its focus on development opportunities, the event brings together corporate social responsibility and displays cases of best practices.



PROJECTED ATTENDANCE

Exhibitors: 700 from 40 countries including 25 pavilions

Trade Visitors: 35,000 - 45,000 from some 140 countries

VIPs: 1,000 from 150 countries (including ministers / ministerial representatives, regulators, ambassadors, director generals, CEOs / CEO representatives and others.)

Media: 1,000 journalists from 50 countries

Forum: 3,000 from 90 countries including 400 - 450 speakers from 70 to 75 countries and 2,500 delegates from 90 countries

Open Networks- Connected Minds

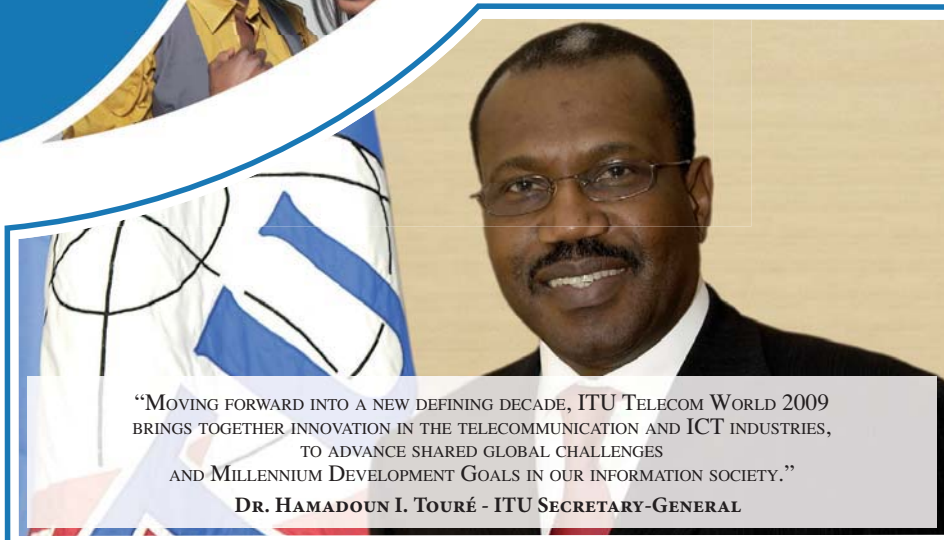
The thematic underpinning of the entire event is **Open Networks - Connected Minds** setting the aspirational ambitions of WORLD 2009.

The theme highlights the importance of WORLD 2009 in developments of the telecommunications and ICT industries. Linking the concepts

open and **connected** conveys diversity in approaches to innovation, problem solving, collaboration and co-operation across all stakeholders.

These notions of openness and connection also convey common purpose, as well as the ability and willingness of stakeholders to listen, share, experiment and learn from the broader community.

This shared vision is more than a reference to technical standards; it is most importantly a focus on modes of dialogue that brings peoples of the world together.



“MOVING FORWARD INTO A NEW DEFINING DECADE, ITU TELECOM WORLD 2009 BRINGS TOGETHER INNOVATION IN THE TELECOMMUNICATION AND ICT INDUSTRIES, TO ADVANCE SHARED GLOBAL CHALLENGES AND MILLENNIUM DEVELOPMENT GOALS IN OUR INFORMATION SOCIETY.”

DR. HAMADOUN I. TOURÉ - ITU SECRETARY-GENERAL

OPEN NETWORKS-CONNECTED MINDS



BE IN GENEVA... REACH THE WORLD!

Further details on the event are available online at: www.itu.int/world2009

Exhibition

The vibrant showfloor encompasses the latest ICT innovations. Driving forces behind the most futuristic and fashionable entertainment, to state-of-the-art infrastructure and digital services, offerings span the entire telecommunications and ICT industries. A presence on the exhibition showfloor offers the perfect opportunity to demonstrate your products and services to the world, as well as the chance to meet and network with high-quality trade visitors and event participants.



Telecom Village

Telecom Village at WORLD 2009 is the vital business and networking hub for the event. The Village provides an executive environment where companies can set up their own on-site corporate headquarters, or take advantage of turnkey office suites and tailor-made services.



The Pavilion Experience

Feature Pavilions bring exhibitors together to emphasize developments around a particular sector, region, theme or technology. National pavilions highlight comparative advantages and global investment opportunities while thematic pavilions focus on sectoral trends and advancements. Join a pavilion! Organize a pavilion!



Forum

The renowned Forum takes centre stage at WORLD 2009. Senior telecommunication and ICT industry leaders and decision-makers from around the world come together to explore areas essential to the continued development of our information society. Thought leaders including heads of industry, government, and regulatory agencies as well as academics, consultants, and policy advisors, engage in dialogue for problem structuring and policy solutions. Interwoven into the Forum are a number of specialist themes and topics including a strong focus on development issues as well as the Youth Forum.



VIP Programme

Much of the success of ITU TELECOM events stems from the high level of participants with innovative insights and unique decision-making power. To facilitate networking at this VIP-restricted level, a number of events and services are in place such as high-level dialogue sessions and specialist tours of the exhibition. World-class service supports the programme at all times with the VIP lounge offering a sophisticated, relaxed setting for maximum comfort.

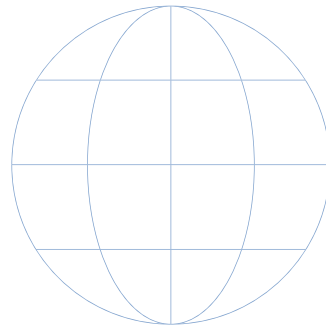
Sponsorship & Visibility

Spanning all areas of the event, flexible sponsorship options are designed to meet your branding objectives. Additional print and digital advertising is ideal for positioning your company and its message to be seen by all event participants. Leverage your participation with a host of options for corporate branding and visibility.

Media Relations

Participants at ITU TELECOM events seek maximum visibility and coverage. Whatever your strategy, the media relations programme is designed to facilitate utmost exposure. A host of public relations tools are available to support your efforts in building relationships and generating coverage before, during and after the event.





Exhibiting... on the Showfloor

For many, being in the midst of the bustling showfloor is the most crucial part of an ITU TELECOM event experience. Exhibitors can engage all event participants in open stand displays and demonstrations.

The range of displays cover all the latest in ICT and innovation. Driving forces behind the most futuristic and fashionable entertainment, to state-of-the-art infrastructure and digital services, offerings span the entire ICT and telecommunications industries. A presence on the exhibition showfloor offers the perfect opportunity to demonstrate your products and services to the world, as well as the chance to meet and network with high-quality trade visitors and event participants. Exhibitors are invited to plan their participation around the event theme: **Open Networks – Connected Minds**.

Showfloor Options

Raw Space

Start with raw space for maximum creativity. Selecting raw space for developing your own stand on the showfloor is by far the most flexible option for maximum creativity.

- From 9m² to 800m²
- Fully customizable
- Select a contractor of your choice to fit your needs

Pavilions

Organize your own Pavilion at World 2009! Showcase your country's ICT industry, for example, or highlight a particular theme or technology.

- Present competitive advantage and investment opportunities
- Emphasize sectoral trends
- Join, or create your own
- Minimum size is 36m²

Turnkey Solutions

Maximum impact for minimum effort. Avoid elaborate logistics, organization and planning with pre-built booth solutions. Select either a classic or superior stand for maximum impact with minimum effort.

- 2 options; classic & standard
- Hassle-free
- Sizes from 9 to 72m²

Classic Stand (9m² - 36m²)
Aluminium stand structure,
fascia with stand name, carpeted floor,
reception counter,
power and broadband connection

Superior Stand (36m² - 72m²)
Solid painted walls, reception/demo area,
fully equipped, quality furnished office
or meeting room, power and broadband
connection

Pricelist

Raw space (no charge for upper levels)	800 CHF/m ²
Pavilion space up to 100m ²	720 CHF/m ²
Pavilion space over 100m ²	680 CHF/m ²
Classic Turnkey Solution	1200 CHF/m ²
Superior Turnkey Solution	1400 CHF/m ²

ITU Sector Member Discounts. Sector members benefit from a 5% discount on all showfloor options.

Exhibitor Benefits

- Free entrance passes for your guests to visit the exhibition;
- Discounts on Global Forum passes for your staff and special guests;
- Possibility to book a press conference room free of charge;
- Possibility to register your CEO for a VIP pass that gives access to all sessions of the Forum as well as official social events;
- Discounts on a host of other visibility opportunities;
- Free 100 word listing in the event catalogue;
- Access to the event participants list for pre and post event marketing.

Booking Space

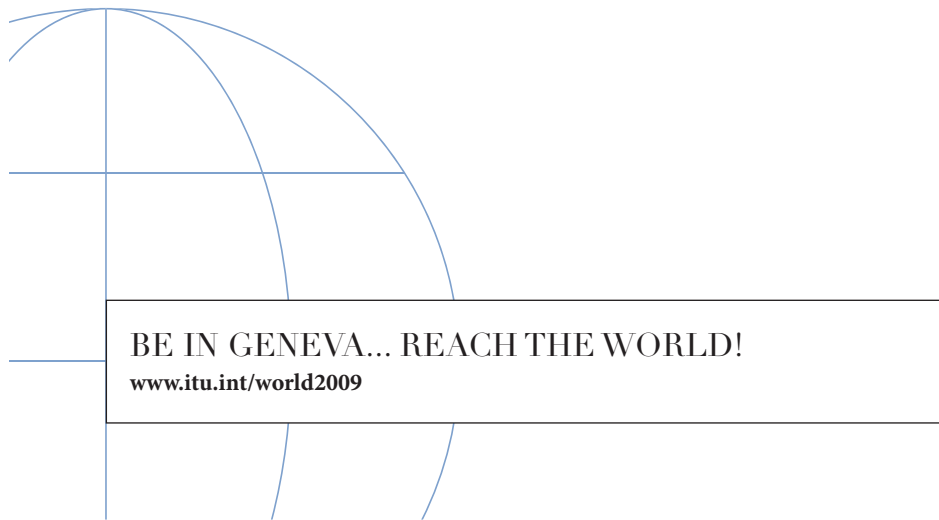
1. Consult the Floorplans online to select your preferred placement.
2. Review the standard contract online and contact our client relations team to finalize your location.
3. Consider additional products and services to complement your participation.

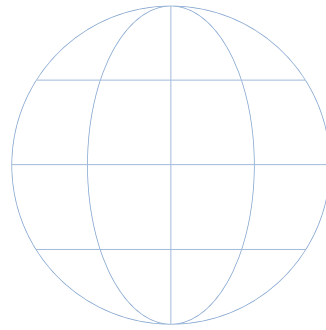
Contacts

Floorplans and contract:
www.itu.int/world2009/exhibition/index.html

Client Relations team:
bookspace@itu.int

Website:
www.itu.int/world2009





Exhibiting... in Telecom Village

Telecom Village is a professional, executive environment at the heart of the event. Participants can use a presence in the Village to complement their showfloor presence and handle business generated from their company's stand. Alternatively, some focus their efforts on customer relations by making Telecom Village their preferred means of participation.

Whether creating your own on-site Corporate Headquarters or populating turnkey Office Suites, being part of the Telecom Village community ensures regular contact with other top decision-makers. This is an effective business environment away from the Showfloor where guests can be invited for networking, negotiating, and cementing key contracts. Meeting rooms are also available on a per-session basis to exhibiting companies.

Telecom Village Options

Customized Corporate Headquarters

Fully customizable to fit your exact needs. You are free to construct your own headquarters and ensure your organization really stands out. Include office space, meeting rooms, and/or showcase area... a superior corporate headquarters structure says you lead the game!

- Select a contractor of your choice to fit your needs
- Must construct two levels rate applicable to combined area of both levels
- Three size options: 200m²; 400m²; or 800m².

Office Suites

Turnkey office solutions. Designed to best meet your needs, selecting a turnkey Office Suite from 20m² to 100m² means you have a private and professional space for meetings, private demos and negotiations for the duration of the event.

- Various size options to meet your needs
- At your disposal throughout the event

Meeting Rooms

Need extra meeting space on a session-by-session basis? This option is for you. Meeting rooms are available exclusively to exhibitors as a complement to their showfloor presence. Four layout options: classroom, theatre, board meeting, cocktail. (conditions apply).

- Flexible layouts
- Appropriately furnished

Pricelist

Corporate Headquarters	500 CHF/m ²
Office Suites 20 & 40m ²	2000 CHF/m ²
Office Suites 60m ²	1600 CHF/m ²
Office Suites 80 & 100m ²	1400 CHF/m ²
Meeting Rooms	upon request

ITU Sector Member Discounts. Sector members benefit from a 5% discount on customized headquarters and office suites in Telecom Village.

Exhibitor Benefits

- Free entrance passes for your guests to visit the exhibition;
- Discounts on Global Forum passes for your staff & special guests;
- Possibility to book a press conference room free of charge;
- Possibility to register your CEO (or CEO designate) for a VIP pass providing access to all Forum sessions as well as official social events;
- Discounts on a host of other visibility opportunities;
- Free 100 word listing in the event catalogue;
- Access to the event participants list for pre and post event marketing.

Booking Space

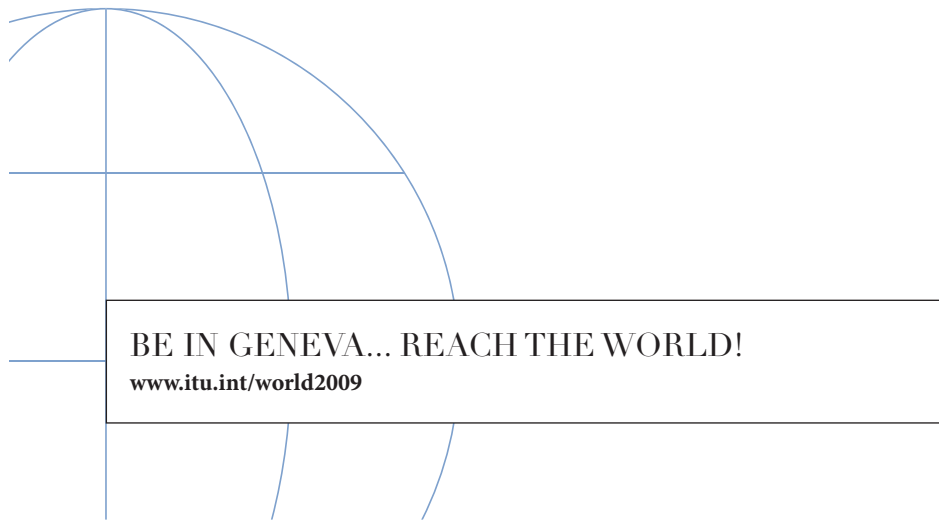
1. Consult the Telecom Village Floorplans online to select your preferred placement.
2. Review the standard contract online and contact our client relations team to finalize your location.
3. Consider additional products and services to complement your participation.

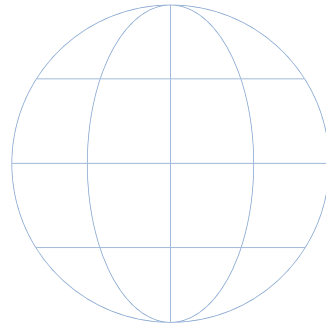
Contacts

Floorplans and contract:
www.itu.int/world2009/exhibition/index.html

Client Relations team:
bookspace@itu.int

Website:
www.itu.int/world2009





Organizing a Pavilion

Pavilions bring exhibitors together to emphasize developments around a particular sector, region, theme or technology. Always a popular exhibition feature, key partners and small and medium-size enterprises share space to jointly present their products and services. Pavilions represent an excellent opportunity for positioning participating companies for optimal visibility on the global ICT stage.

- Showcase national and regional ICT industry
- Highlight sectoral trends, themes or technology
- Minimum size is 36m²

Pavilion Ideas

National Pavilions

National pavilions serve to highlight comparative advantages and global investment opportunities. As communicating national policy and strategy and presenting a country's ICT sector to the world, national pavilions are generally organized by a country's telecommunication and ICT administration. Alternatively, a company may be assigned to organize the pavilion on the government's behalf.

Pavilion organizers contract space directly from ITU. They may then tailor packages for pavilion members that might include value-added facilities, networking services, subsidized participation, etc.

- Rental fee is for space only
- Organizers appoint a contractor of their choice to construct, equip and furnish the pavilion stand
- ITU's official contractor may also be used (contact details available soon)

Thematic Pavilions

Thematic pavilions focus on sectoral trends and advancements. Various pavilions are planned for ITU TELECOM WORLD 2009 around current ICT applications.

- Telemedicine and e-health
- Distance education and online learning
- Mobile banking and finance

A number of organizers have committed to national pavilions at ITU TELECOM WORLD 2009 – review the growing list online at www.itu.int/world2009

Pricelist

Pavilion space 36m² to 100m² 720 CHF/m²

Pavilion space over 100m² 680 CHF/m²

ITU Sector Member discounts. Sector Members benefit from a 5% discount on all showfloor options.

Pavilion Member Benefits

- Discounts on entrance passes for guests to visit the exhibition
- Discounts on Global Forum passes for staff and special guests
- Possibility to book a press conference room free of charge
- Possibility to register your CEO for a VIP pass that gives access to all Forum sessions, as well as official social events
- Discounts on visibility opportunities, such as sponsorships and advertising in official publications
- Free 100-word listing in the event catalogue
- Access to the event participants list for pre- and post-event marketing

Booking Space

1. Contact our sales team as soon as possible with your space requirements.
2. ITU TELECOM will propose suitable pavilion locations – options can be viewed from the floorplans available online.
3. Consider additional products and services options to complement your participation.

Contacts

Floorplans and contract:
www.itu.int/world2009/exhibition

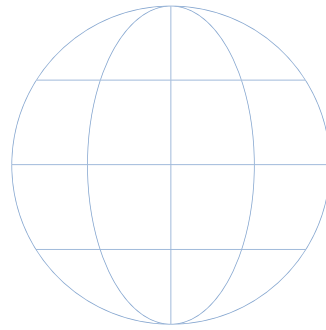
Sales team:
bookspace@itu.int

Website :
www.itu.int/world2009



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www.itu.int/world2009



Sponsorship & Visibility

Whichever your target audience, we offer a variety of advertising options to ensure your company or organization can be seen, heard and experienced by all. We are confident that the breadth of visibility opportunities offer something to fit the needs of every company and organization. Leverage your participation with a host of options for corporate branding and visibility!

Sponsorship

Do you wish to be a sponsor at ITU TELECOM WORLD 2009? Contact our sales team to discuss your objectives and preferred sponsorship items. We look forward to working with you to meet your branding and visibility objectives. Moving towards an environmentally-friendly event, those sponsorships that reduce unnecessary print and production are particularly welcome.

ITU TELECOM Client Relations Team
client-relations@itu.int

Print & Digital Advertising

Spanning all areas of the event, a host of advertising options are designed to meet your branding objectives. Additional print and digital advertising is ideal for positioning your company and its message to be seen by all event participants. These advertising outlets offer maximum brand and message exposure through the various publications and media that support the event. Please note individual contact details for further information.

The Event Catalogue

This key publication in both print and web-based versions, is a vital reference tool for all event participants. It contains full details of all exhibitors including company profiles and indexes of products and services. The online version will be accessed by all participants in the run up to the event, while the print version is available on site.

ITU TELECOM Catalogue Team
Tel: + 41 (0) 22 730 61 04 / 62 09
exhibition.catalogue@itu.int

The Daily Newspaper & Online News

Essential reading for visitors, Forum delegates and VIPs all seeking to keep track of industry news as it breaks, the Daily Newspaper is delivered to hotels and the venue each day. The online news is available wherever and whenever you access the internet. This is an ideal advertising opportunity to enhance your company's visibility to the world's foremost telecommunications and ICT decision makers.

Horizon House Publications
Mr. Richard Vaughan
Tel: + 44 (0) 207 596 87 42

Billboards, Banners & Digital Screens

Billboard and digital screen advertising is an outstanding way to connect with visitors at the event. Ensure that your company gets the best visibility through billboard and banner circuits placed in strategic areas inside and outside the GENEVA PALEXPO venue. Select from a range of options suitable for all budgets.

For OUTDOOR venue billboard advertising

SGA/APG - Société Générale d’Affichage
Mr. Olivier Stüssi
Tel: + 41 (0) 58 220 72 00
Fax: + 41 (0) 58 220 72 99
geneve@sga.ch
www.sga.ch

For INDOOR venue advertising & digital screens

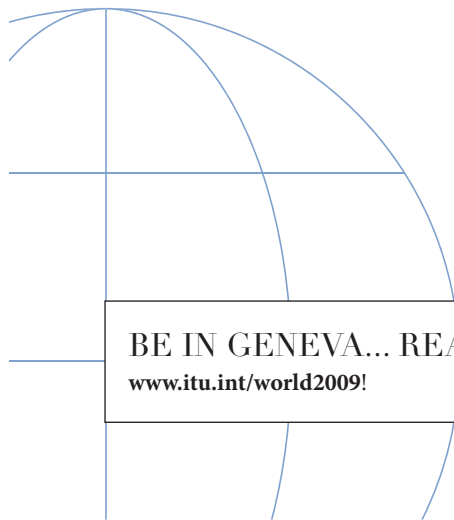
Neo Advertising SA
Ms. Olivia Gautrois-Vilais
Tel: + 41 (0) 22 949 77 73
Fax: + 41 (0) 22 949 77 78
info@neoadvertising.com
www.neoadvertising.com

ITU Telecom TV

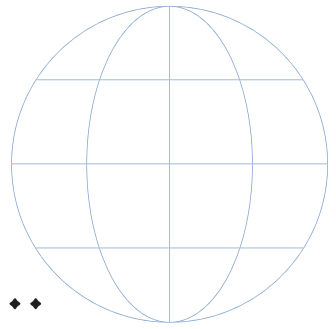
On-site live TV broadcast from a studio at the heart of the venue! Covering the latest news about what is going on at the event and global news about the industry, ITU Telecom TV is the perfect platform for getting your corporate message across at the event. ITU Telecom TV will also be available in major hotels and on-line.

Telecom TV
Mr. Neal Moore
Tel: + 44 (0) 207 448 10 82
Mobile: + 44 (0) 7920 791 928
neal@telecomtv.com

Bonus! Depending on the amount of booked space, exhibitors benefit from a 15%, 20%, or 25% discount on a variety of branding and visibility options. You may want to consider a presence on the showfloor or in Telecom Village to benefit!



BE IN GENEVA... REACH THE WORLD!
www.itu.int/world2009!



VIP Programme...

A World Leaders Community

The VIP Programme is an exclusive global community featuring the world's top ICT leaders and decision-makers. This multi-stakeholder group engages in dialogue, knowledge-sharing and networking to foster new partnerships and address pressing issues in the telecommunication and ICT industry across the world.

Objectives

- Create a dynamic and vibrant VIP community for networking and relationship-building
- Engage VIPs in new public-private partnerships building on the resources of the ITU membership network of 191 Member States and Sector Members
- Provide VIPs with a platform for knowledge-sharing and exchange of best practices

Who are the VIPs?

The programme is open to a number decision-makers and leading actors from the public, private, academic and NGO communities, including:

- Ministers
- Heads of administrations
- Regulators
- CEOs
- Heads of UN specialized agencies
- Heads of key international and regional organizations
- Forum speakers
- and other key stakeholders

Why Participate?

ITU TELECOM draws decision-makers and leading thinkers together for high-level round tables and dialogue around the industry's most innovative technologies and its most significant issues. By participating in the event, leaders can:

- Develop insight on dynamic business models that tie technology, markets and consumers together through participation in expert meetings
- Shape and define the ICT agenda with innovative ideas that surface in Forum debates, ministerial round tables and high-level dialogue sessions
- Profit through interaction with operators, regulators, manufacturers, ISPs, infrastructure and software providers; profit with new business generated in private sessions and the VIP lounge
- Optimize collaboration with public institutions through personal interaction with Ministers, industry leaders and development organizations worldwide
- Discover new models of ICT technologies and explore new applications on the exhibition showfloor

VIP Benefits

- Participate in the Forum programme in relevant tracks and thematic issue areas
- Attend closed VIP sessions, including power lunches and specialist seminars
- Receive free access to forum sessions, the exhibition showfloor and the VIP Lounge
- Network with facilitated bilateral meetings
- Enjoy a wide range of VIP support services to maximize your engagement at WORLD 2009
- Capitalize on media opportunities with dedicated access to press and media liaison officers
- Attend social events with peers in a more relaxed atmosphere, such as at the welcome and farewell receptions, and the VIP dinner, among others
- Spouse programme

Participation

1. Membership invitations are extended by ITU. Expressions of interest may be sent to the VIP Programme contact as noted below.
2. Participants receive access to a private online area where they are informed of activities and other key information.

Contacts

VIP pages:

www.itu.int/world2009/vip

VIP Programme:

vip.telecom@itu.int

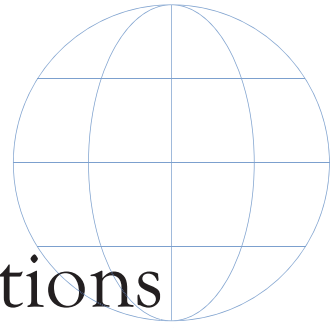
Event website:

www.itu.int/world2009



BE IN GENEVA... REACH THE WORLD!

www.itu.int/world2009



Sponsorship Options

Target clients. Grow your brand.

A number of sponsorships are offered as exceptional marketing opportunities for both specific and broad audiences. Highest visibility is gained by sponsoring an event exclusive which offers privileged use of one of Geneva's historical venues.

Tailoring? Talk to us...

A number of sponsorships allow for tailoring to meet your needs. View the comprehensive listing from our website and discuss details with our sales team – we're here for you!

Event Exclusives

VIP Programme. Reach to the top and take charge of the entire VIP Programme reaching Ministers, CEOs, regulators, and the like.

Presidential Zone. Influence Heads of State with an exclusive lounge for hospitality and private activities.

Opening Ceremony. Capitalize with a speaking slot, special guest invitations and reserved seating at this exclusive event launch.

Event Registration. Cover online and onsite registration as well as badging with this popular high-visibility sponsorship.

Targeted Audience

Presidential Welcome Dinner. Address global leaders at the most prestigious social of the entire event.

Forum Dinner. Dine and deliver to those in-the-know... this traditional social event unites key players for important relationship-building.

Presidential Lunch. As the final activity in the presidential programme, make a lasting impression for their journey onwards.

Media Centre. Be in and amongst all press happenings with the media centre... where it's all about international reach.

VIP Power Lunch. Capitalize on a power lunch where 30 VIPs are invited for lively knowledge exchange around key issues.

Forum Coffee Break. Forum participants mix and mingle with coffee and light refreshments around your messaging.

Global Event Visibility

USB Keys. Participants carry key event documents and your corporate messaging home in comfort. Use and re-use.

Lanyards. Upclose and personal, your message floats around everyone's head when you sponsor event lanyards.

Notepads. Notes throughout the week complemented with your message; even accompany your audience post-event.

Pens. Key for forum notes and memory-joggers on business cards. Have some 5000 branded ballpoints travel to offices around the world.

Information Counters. Customer-focused? Get visible wherever visitors pause to enquire about event information.

Pricing

Sponsorships are sold on a first-come, first-served basis to exhibitors and non-exhibitors alike. As exhibitors are eligible for discounts, sponsorship is particularly advantageous when coupled with a presence on the showfloor or in Telecom Village. Costs below are standard prices. All exhibitors are eligible for a 15% discount. Exhibitors with space of 200 m² and above receive 20% savings, and exhibitors with 500 m² and above receive a 25% discount, non-cumulative.

VIP Programme	please consult
Presidential Zone	400,000 CHF
Opening Ceremony	300,000 CHF
Event Registration	230,000 CHF
Presidential Welcome Dinner	120,000 CHF
Forum Dinner	120,000 CHF
Presidential Lunch	90,000 CHF
Media Centre	50,000 CHF
VIP Power Lunch	35,000 CHF
Forum Coffee Break	15,000 CHF
USB Keys	65,000 CHF
Lanyards	40,000 CHF
Notepads	16,000 CHF
Pens	16,000 CHF
Information Counter	12,000 CHF

Sponsor Benefits

- Event Exclusives include access to one of Geneva's selected historical venues for the sponsor's own social event
- Specific branding associated with sponsored product
- Coverage in the Event Daily (new product launch, contacts awarded, partnerships, etc.)
- Permanent and hyperlinked logo from event website
- Rotational display on onsite digital billboards as part of an overall "thank you to sponsors" visibility

Contacts

Sponsorship webpage:

www.itu.int/world2009/visibility/sponsorship.html

TELECOM Sales team:
telecom.sales@itu.int

Website:
www.itu.int/world2009

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www.itu.int/world2009

Geneva

WORLD 2009 is back in Geneva, Switzerland. Offering excellent connections by air, rail and road as well as a modern and efficient public transportation system, this truly international city in the heart of Europe is a popular location for business and pleasure. Visit www.geneve-tourisme.ch



Copyright photos: Genève Tourisme - Arnaud Childeric / Kalice

Accommodation

Sensitive to customer needs, Geneva's extensive range of hotels have grouped together to allocate 80% of their rooms with flexible arrangements and preferential rates for WORLD 2009 participants. For details on the booking process which ensures fair and equitable access, see: www.itu.int/world2009/visitor_info/accommodation.html

Geneva Palexpo

A fully-equipped, modern venue, GENEVA PALEXPO is a world-class conference and exhibition center. Thoroughly experienced with international events of the highest caliber, the venue offers 102,000m² of covered, continuous exhibit space with easy visitor access in close proximity to both the airport and the city centre. www.geneva-palexpo.ch



Contacts

Exhibiting: bookspace@itu.int
Forum: forum-division@itu.int
VIP Programme: vip.telecom@itu.int
Sponsorship & Visibility: client-relations@itu.int
Media Relations: telecom.press@itu.int
All other inquiries: itutelecom@itu.int
General contact details

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