TIA 2012

INSIDE THE NETWORK
JUNE 5-7, 2012 DALLAS, TEXAS

Here's Why *You* Should Exhibit

You Should Exhibit If Your Company...

▶ Manufactures, supplies or distributes Network Equipment

▶ Develops network applications

▶ Provides grid communications solutions

▶ Provides M2M and embedded device solutions

▶ Supplies fiber and cabling

▶ Innovates on The Network

TIA 2012 is the Annual TIA Convention for the Network Supply Chain

Who Will Attend TIA 2012?

ATTENDEE PROFILE

▶ Network engineers and designers

▶ Product managers

▶ C-level executives

CUSTOMER TYPES

▶ Telcos

▶ Utilities

▶ Multiple System Operators (MSOs)

▶ Internet Service Providers (ISPs)

▶ Application developers

▶ Enterprise

▶ Media and industry analysts

▶ Investors

Attendees Care About These Topics:

▶ Mobile Backhaul
▶ Network Architecture
▶ Applications on the Network
▶ Cloud Infrastructure
▶ Video Everywhere
▶ M2M
▶ Policy & Regulatory
▶ Supply Chain
▶ Business Intelligence
▶ Carrier Ethernet
▶ Security
▶ 100G Optical Networking
▶ Broadband Traffic Management

Who Attended TIA 2011: Inside the Network held June 7-9, 2011 in Dallas, TX

▶ **Total Verified Attendance: 2,098**

- **NUMBER OF ATTENDEES:** 1,578 attendees

- **BREAKDOWN OF TELCOS/UTILITIES/ENTERPRISE ATTENDEES:** 68 from AT&T; 108 from Verizon; 126 Mobile Wireless (Cellular/PCS); 80 Backbone Network/Fiber Network Providers; 45 CLECs; 55 Integrated Communications Providers; 72 ILECs; 35 Network Service Providers; 22 ISPs; 14 Interexchange Carriers (IXCs); 13 Carrier Service Resellers; 13 Cable Providers; 8 Fixed Wireless (WLAN, WMAN, WiMAX); 52 Federal, State, Local Government; 70 Software/Application Developers; 63 Application Service Providers; 47 Content Providers; 20 Utilities

- **ATTENDEE PROFILE:** 268 Corporate Management; 290 Engineering/Technical; 68 R&D; 63 Product Management; 53 Telecom Systems Management; 567 Sales/Marketing; 50 Legal/Regulatory

- **BUYING ROLE:** 300 Final Decision-makers; 429 Recommend Final Purchase; 355 Specify Technology/Services Needed

▶ **Satisfaction Ratings**

- 750+ attended keynote sessions for **AT&T CEO Randall Stephenson, Verizon CTO Tony Melone, Windstream CEO Jeff Gardner** and others

- 85% of attendees said they plan to attend TIA 2012

- Breakout sessions were packed; satisfaction ratings for educational tracks averaged 91% (M2M; Mobile Backhaul; Converged Networks; Smart Grid; Security; Sustainability)