



“Relax, You’re Connected”

Release 3.0 Showcase

Equipment Placement Opportunities

\$9,000 – IPTV Demonstration (Service Provider) Sponsor – Telco based IPTV offerings displayed on large, flat-screen televisions. This demonstration would need to be self supporting, and include all components necessary for the demonstration, such as middleware, STB etc.

- IPTV demonstration in the **Home** area of the “Relax, You’re Connected” Exhibit

\$6,000 – ADSL2plus, ADSL2plus Bonded, VDSL2 or GPON Network Equipment Sponsor – This section of the **Access** area will be a static display of end-to-end network devices that support IP-centric transport and higher speed options.

- Equipment displayed in the **Access** area of the “Relax, You’re Connected” Exhibit

\$5,000 – TR-69 Adherent Equipment Sponsor – This section of the **Home** area will be a static display of qualified home devices that adhere to BroadbandHome specifications including the appropriate Object Model for the device type (TR-104, 135 or 140).

- Equipment displayed in the **Home** area of the “Relax, You’re Connected” Exhibit

\$4,100 – Network & Remote Management Software/Tools Sponsor – This section of the **Control** area will be a mock NOC station showing tools and software available to provide network visibility of devices online, establish quality network connections and to show the latest remote management and control capabilities as outlined in TR-69 or WT-134.

- Tools demonstrated in the **Control** area of the “Relax, You’re Connected” Exhibit

Benefits for the above opportunities will include:

- Product placement or software demonstration display
- Company logo displayed in exhibit booth, as well as three bullet signage describing your product benefits and adherence to specifications
- Company logo and Executive quote displayed on DSL Forum website’s exhibit page
- Company recognition through DSL Forum’s promotion of event via e-mail to over 5,000 individual DSL Forum members, and at all Forum meetings leading up to the event
- Listing in all press alerts and releases
- Opportunity to hand out one (1) page product information page for distribution to attendees (*must be approved by DSL Forum*)
- Listing in the Passport booklet, to be distributed and utilized by attendees (Ads are available at an additional charge of \$500 per page)

Do you have more than one product or device that you want to show? There is a 10% discount per device or sponsorship level for multiple submissions.

Additional Promotional Opportunities

\$7,000 – Massage Station Sponsor – The massage station is the reward to attendees who get four (4) member exhibit stamps in their Passport booklet. This area will also include an audio message on BroadbandSuite and the benefits of Release 3.0.

- Company logo displayed in message area of exhibit booth
- Opportunity to hand out giveaways and/or information page (approved by the DSL Forum)
- “Thanks to the sponsorship of...” your company on the audio track that each attendee will hear while receiving a massage
- Company logo displayed on DSL Forum website’s exhibit page
- Company recognition through DSL Forum’s promotion of event via e-mail to over 5,000 individual DSL Forum members, and at all Forum meetings leading up to the event

\$7,000 – Press Conference/Theater Area Sponsor

- Company logo displayed in theater area of exhibit booth
- Company logo displayed on DSL Forum website’s exhibit page
- Two 20-minute speaking sessions daily (*presentation to be pre-approved by DSL Forum*)
- Company recognition during press conference and at all Forum meetings leading up to the event
- Company recognition through DSL Forum’s promotion of event via e-mail to over 5,000 individual DSL Forum members, and at all Forum meetings leading up to the event

\$500 – Passport Advertisement

- One (1) advertisement in Passport booklet, to be distributed and utilized by attendees
- Back cover is an additional \$100.

Questions?

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