

FTTH Council

2010 Marketing Opportunities

Information Sharing

Attend workshops and meetings in March, June and December or participate in a webinar.

www.ftthcouncil.org

Annual Conference

Join us September 12-16, 2010 in Las Vegas, NV. Visit our website for updates.

www.ftthconference.com



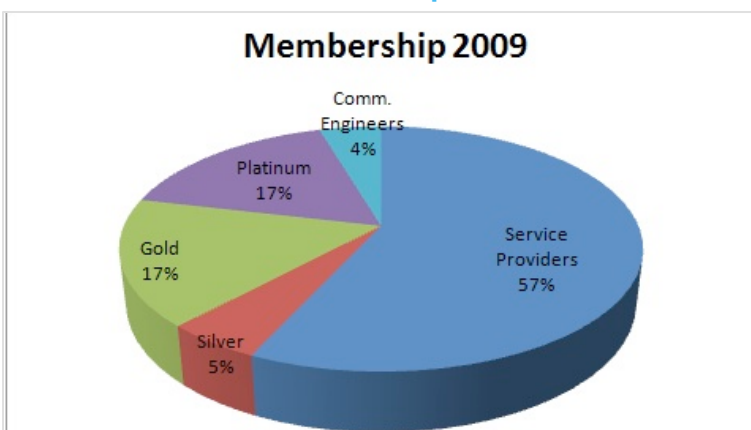
FTTH council | fiber to the home

About the Fiber-to-the-Home Council...

The Fiber to the Home (FTTH) Council is a non-profit association consisting of companies and organizations that deliver video, Internet and/or voice services over high-bandwidth, next-generation, direct fiber optic connections – as well as those involved in planning and building FTTH networks. The Council works to create a cohesive group to share knowledge and build industry consensus on key issues surrounding fiber to the home.

Our mission is to educate the public and government officials about FTTH solutions and to promote and accelerate deployment of fiber to the home and the resulting quality of life enhancements. By that we seek to ensure that all of America's homes are connected directly into fiber optic networks, which have the superior broadband capabilities of fiber. Our objectives are to supply a consistent and accurate view of FTTH, promote FTTH market development, and to be recognized by the industry as the fiber to the home resource.

2009 Membership Overview



Membership

Now in its ninth year, the FTTH Council continues to grow and has doubled in the last two years. Considered the 'voice' of FTTH, the Council's community is diverse with telecom service providers making up more than 50% of its membership, while manufacturers, vendors and others comprise the remaining 50% of the association.

PUBLICATIONS

The FTTH Council Newsletter
(monthly) Features Council news, events and announcements, the newsletter is produced at the end of each month and is distributed exclusively to more than 1200 contacts within the 200+ member companies.

Banner Ad - \$500 per issue

The Weekly News RoundUp

This weekly update is sent to an opt-in audience of 4300+ readers who have expressed interest in being kept up to date on FTTH industry news.

Banner Ad- \$250 per issue

The FTTH Connection

Published monthly, the FTTH Connection is distributed to non-members who wish to stay abreast of Council and industry news. Circulation is 2500 opt-in readers.

Banner Ad - \$500 per issue

FTTH Council Marketing Opportunities

2010 FTTH Council Member Meetings & FTTH Workshops

Members' meetings take place in March, June and December at locations selected throughout the country. Each meeting includes a daylong workshop featuring industry hot topics, best practices, government and regulatory panels, case studies and networking opportunities. Attendance ranges from 100 – 150 participants. A dedicated marketing and promotional program is developed for each meeting. For more information go to www.ftthcouncil.org

Shared Sponsorship \$3,000

Benefits:

- Corporate logo and link on the FTTH Council website
- Pre-meeting promotion in news releases, promotional messaging and advertising
- Shared onsite signage
- Table top display
- Five complimentary registrations for telecom service provider workshop and reception
- Opportunity to contribute to programming
- A copy of the meeting registration list

Shared Plus Sponsor - \$10,000

Benefits as listed above plus:

- Sponsor-provided banner stand - one
- Ten complimentary registrations for telecom service provider workshop and reception

Exclusive Sponsor - \$16,000

Benefits as listed in shared sponsorship plus:

- Sponsor-provided banner stands – three (3)
- Ten complimentary registrations for telecom service provider workshop and reception
- Five-minute speaking opportunity during opening remarks and at the welcome reception
- Participation in the development of the meeting's program
- Visibility in local community and customer network as host sponsor

Additional Opportunities

- Breakfast sponsorship - \$1,000
- Lunch sponsorship - \$1,500
- Coffee break sponsorship - \$500 each
- Table top display - \$250

"I found that my personal experience at the Minneapolis meeting was a very rewarding use of time. Being able to network with my peers and hearing testimony about other companies' trials and tribulations brought forth several worthwhile ideas, which I was able to implement when I returned home." – Ed Bernard, KanOKLA Networks

2010 FTTH Conference & Expo

September 12 - 16, 2010
Venetian - Resort - Hotel - Casino - Las Vegas, NV

Sponsorship, Marketing & Expo Opportunities

FTTH: All Fiber, All the Way!

Contact Us:
sponsorship@leaendconferences.com

Stand out from your Competitors!

The 2001 Yankelovich Harris Study reported that over 85% of executives believe that advertising in a down economy is extremely important as it shows the company's commitment to their products and services, plus keeps those companies in the forefront when purchasing decisions are made.

Platinum Sponsor \$20,000

Basic sponsorship package plus:

- One article in FTTH Council & FTTH Connection e-newsletters
- Logo in daily show e-newsletter
- Sponsor-provided insert into conference media press kit
- Post conference recognition
- Full page expo guide ad
- 4 early bird conference passes or 24 early bird expo passes
- Unique promo item in attendee bags
- Logo & link on conference welcome page and on promotional material
- 4 weeks banner ad on conference website
- Verbal acknowledgement at general sessions



Gold Sponsor \$10,000

Basic sponsorship package plus:

- First 4 items of the Platinum sponsorship
- Half page expo guide ad
- 2 early bird conference passes or 8 early bird expo passes
- 2 weeks banner ad on conference website

Silver Sponsorship \$5000

Basic sponsorship package



Basic Sponsorship Package Includes:

- One announcement in each of the e-newsletters: FTTH Council, FTTH Connection, Weekly News Round-Up, FTTH Conference
- Logo & links on website, expo guide, e-news
- Signage, recognition at general sessions

"The larger focus of the FTTH Conference makes it an ideal marketing and business development vehicle for companies focused on selling equipment and solutions to the North American market. Rather than competing with the marketing noise or diluted interest of larger shows, the FTTH Conference draws pre-qualified prospects, customers, and potential partners anxious to be educated and tuned to your marketing message."
- Geoff Burke, Calix



Sponsorship Opportunities

Please note that the choices below are add-on opportunities and the fees are in addition to the cost of the sponsorship packages. Contact our Sponsorship Manager, Laurie Poole at sponsorship@legendconferences.com

Name Badge Sponsor **SOLD** **\$10,000**
Prominently display your logo exclusively on all the name badge lanyards.

Hotel Room Key Cards **SOLD** **\$4000**
Be the first to greet the FTTH attendees as they arrive at the hotel in Las Vegas! Please note that product & production costs are not included in this fee.

Attendee Bag ***TBD**
From our list, choose the bag on which you would like your logo to be placed. Price is determined by your bag choice.

Attendee Bag Addition **\$2000**
You provide the product to be affixed to the outside of the attendee bag and we ensure no one else sponsors the same item. Options may include a handle wrap, luggage tag, first aid kit, travel kits, flash light, water bottle etc.

International Reception **\$2500**
Co-host this reception with up to five other sponsors. Gain recognition at the general sessions, on the conference website, with signage and in our expo guide. This is an invitation-only event and you will receive six invitations for your company's use.

EXPO Hall Water Stations **\$2000**
Have your logo at each water station in the EXPO Hall for the duration of the conference.

Unique Promo Item in Bag **\$2000**
Provide an item for each attendee bag. Suggestions include measuring tapes, stress balls, highlighters, travel lint brushes, pedometers, hydro eco-clock. The sky's the limit! Products & production are not included in the price.

Hotel Door Drop ***On Request**
You supply the material and we'll arrange to have the item dropped at attendees' doors on the morning of our choice. **some limitations apply*

Refreshment Break **\$2000**
Gain visibility at one of the refreshment breaks through signage at the break table, on our website and in our expo guide.

Pens or Notepad **\$2000 each**
Provide the pens or notepad and we will place them in every track session and panel discussion. Please note product & production not included in this fee.

EXPO Hall Coffee Station Sponsor ***On Request**
Would you like your logo on each coffee cup, or on the sleeves of a take-out cup, or signage at the coffee station? Would you prefer to provide coffee to all attendees on a specific day in the EXPO hall? You decide and we will price it for you.

Internet Cafe **\$3000**
The sponsor's logo is featured on the splash page on the computers in the Internet Café and on dedicated signage.

Other Marketing Opportunities

Conference Website \$500/2wks

Place your banner ad on our conference website for two, four or more consecutive weeks. Choose between the welcome page with a limit of two rotations or the subpages with a limit of four rotations. A great way to gain visibility!

Dedicated Email Blasts

\$1200 each

Reach conference registrants directly via our dedicated email blast service, up to ten days before the conference or five days following the conference. Produce your ad and we will do the rest!

Electronic Program Guide

\$500/month

Place a full-page ad on the front page of our e-guide. You choose the month starting July 2010 through to June 2011.

Anchor Page – monthly fee \$500

Full-page ad \$2000

Half-page ad \$1000

Exhibitor listing highlight \$500

Provide us with a logo and we will not only highlight your company description in a different color but we will add your logo and link too!

E-Newsletter \$1000/month

Have your banner ad on all four of our e-newsletters during the month of your choosing. Available June to September.

Webinar \$2000

An educational opportunity to present the latest FTTH technology in a non-commercial presentation. The webinar sponsor provides a 30-45 minute presentation and the FTTH Council handles the logistics and marketing.

Onsite Daily E-News

Banner \$500/day

Insert \$800/day

Signage

Unique Meter Board \$1000

Marketing Space \$500

You provide the banner stand and we provide the high traffic space!

Custom *TBD

Looking for something different? Just ask and we will price it for you!

Attendee Bag Insert \$2000

Not only is your brochure placed in the delegate bag, but it is also inserted in our e-bag, the electronic version of our attendee bag. This adds extra visibility before and after the conference.

Customization

Need something different to meet your company's promotional goals? We will work with you to create a customized sponsorship or advertising package specifically designed with your goals in mind.

"The Fiber to the Home show's focus on the FTTH market -- from service providers to equipment suppliers and NA regulators -- enables Occam to stay current without having to attend numerous conferences and tradeshows. They allow us to showcase our innovations and express our views to a collective audience not typically available at other conferences."

*Juan Vela,
Occam Networks,
Director of
Solutions
Marketing and
Strategy*

Exhibitor Exclusive Marketing Opportunities

FTTpassport

\$400*

Be one of the 30 companies to have your company contact information, logo and description in our FTTpassport. This will drive attendees to your booth to receive a 'seal' towards a prize redemption. They leave the conference with a mini Rolodex in their hands! *company must provide a door prize with a minimum \$25 value.



EXPO Theater Presentation

\$1000

Introduce your latest product or solutions during your 30-minute presentation. We supply the screen, projector and microphone. This is your only opportunity to present a 'commercial'.

EXPO Hall Aisle Sign Sponsor

\$2000

Have your logo placed on every aisle sign throughout the expo hall. Want your booth number added too? Just add another \$2000.

Locator Kick Plate Signs

\$1000

As attendees approach the locator board (*You Are Here*), be the first company they see. Have your company logo placed on the locator board's kick plates.

Exhibitor Invitation

Contact us: exhibition@legendconferences.com

The FTTH Conference & Expo is an industry showcase which welcomes more than 1800 attendees, 130 exhibitors and a distinguished line up of panelists, invited speakers and keynotes annually. The Expo is an exceptional opportunity for North America's leading suppliers/service providers to reveal their state-of-the-art FTTH innovations and launch their products to FTTH operators who are hungry for new ideas to generate profitability. The Expo Hall features an Expo Theatre, an Internet Café, an interactive Fiber Zone and so much more!

EXPO LOCATION:

The Venetian Resort-Hotel-Casino, Hall D
3344 Las Vegas Blvd South, Las Vegas, Nevada
Tel: 1-888-283-6384
www.venetian.com

SHOW SCHEDULE *

Show Hours:

Sept. 13, 2010 - 3:00 PM - 6:30 PM
Sept. 14, 2010 - 11:30 AM - 3:00 PM
Sept. 15, 2010 - 10:00 AM - 12:30 PM

Scheduled programming allows exhibitors to showcase their products and services, allowing Expo visitors to make informed purchasing decisions.

*To be confirmed

To reserve your booth email Aline Fournier at exhibition@legendconferences.com for the Exhibition Space Contract or go to www.ftthconference.com

For Booth Rental Rates: see page 9 for exhibitor fees and the 2010 floor plan.

What Drives North America's top suppliers/service providers to the 2010 FTTH Conference & Expo?

UNDISPUTED REPUTATION

The FTTH EXPO Hall is the largest and most comprehensive entirely dedicated to all things fiber! New products and service are launched here before anywhere else. If there's only one trade show you attend this year, make it the FTTH Conference & Expo.

ACCESS TO QUALIFIED TRAFFIC

Gain access to an audience of approximately 1,800 professionals from all corners of the fiber industry. Over half are senior-level executives with decision-making and purchasing power including Presidents, CEOs, Vice-Presidents, Directors and General Managers.

GET THE PROFILE YOU DESERVE.

Exceptional support from start to finish! The FTTH Conference & Expo team is dedicated to ensuring your success and offers you unparalleled attention throughout your exhibitor experience.

Make plans now to ensure your marketing budget includes your presence at the 2010 FTTH Conference & Expo.

BOOTH SPACE WILL SELL OUT QUICKLY,
SO ACT NOW!



Complimentary Conference & Expo Passes Chart

Booth Sizes

10x10 –

1 Conference
Pass, 3 Expo
Passes

10x20 –

2 Conference
Passes, 3 Expo
Passes

10x30 –

2 Conference
Passes, 4 Expo
Passes

20x20 –

3 Conference
Passes, 6 Expo
Passes

20x30 –

3 Conference
Passes, 6 Expo
Passes

20x40 –

3 Conference
Passes, 6 Expo
Passes

30x30 –

3 Conference
Passes, 6 Expo
Passes

Exhibit Space

Your exhibitor booth package includes:

- 10' x 10' deep booth space
- Background pipe and drape 8' high (except for Island booths)
- Side pipe and draping 3' high
- Overnight security in the exhibit area for the duration and for move-in and move-out
- Invitation to attend the Opening Reception, Monday, Sept. 13, 2010
- Company description (max. 50 words) in the Expo Guide and E-Guide, which is included in the conference registration kit bags.
- Company name listed with booth number on Z-card - New! This year - TBC
- Company sign (10'x10' booths only)
- Company name and description on the FTTH Interactive EXPO floor plan;
www.ftthconference.com
- Complimentary Conference and Expo Passes. (see chart adjacent).

Exhibitor Company Description

EXPO Guide - to be included in the EXPO Guide, you must submit a 50-word description of your company no later than June 30, 2010. All company descriptions will be posted on the conference website and in the Conference EXPO E-Guide and Z-Card (TBC).

Advertising

Highlight your company description in the EXPO Guide for just \$500.00 USD. Not only will your company be highlighted, but your company logo will also be included in the E-Guide.

If you choose this option, email us an eps (vector version) of your logo to:
exhibition@legendconferences.com

Exhibitor Service Manual

Booths are confirmed once the signed contract and payment are received. An electronic Exhibitor Service Kit will be available online in June 2010. All confirmed exhibitors will be advised by email when the Exhibitor Service Manual is available. The Manual includes Rules and Regulations and important forms related to material handling, equipment, services and booth set-up. All Show Suppliers and Services contact information is included as well as all applicable forms, shipping instructions and a deadline reminder checklist.

Why Exhibit At This Show. . .

Exhibiting at the FTTH Conference & Expo brings you:

- **High return on your investments**
- **Generate quality leads** with key decision-makers and purchasers from across the United States and abroad
- **Strengthen relationships** with existing customers
- **Build your brand** and highlight your newest capabilities, products and services
- **Establish yourself** as a major player in the industry
- **Work with trusted business partners** – your presence at the FTTH Conference & Expo tells decision-makers that your company is a serious and significant resource in this industry
- **Get the profile you deserve** – hundreds of qualified buyers encompassing every business segment of the fiber world will converge in Las Vegas in September 2010

Marketing Wish List

“Desire is the starting point of all achievement...”
Napoleon Hill

Sponsorship Package:

Platinum Sponsorship	\$20,000	<input type="checkbox"/>	Place \$ amount here	_____
Gold Sponsorship	\$10,000	<input type="checkbox"/>		_____
Silver Sponsorship	\$ 5,000	<input type="checkbox"/>		_____

Sponsorship Only Opportunities: * sponsor provides the item

Name badge lanyards	SOLD	<input type="checkbox"/>		_____
Attendee Bag	\$10,000-\$15,000	<input type="checkbox"/>		_____
<i>Hotel key cards</i>	SOLD	<input type="checkbox"/>		_____
<i>Attendee Bag Addition</i>	\$2000	<input type="checkbox"/>		_____
<i>Internet café</i>	\$3000	<input type="checkbox"/>		_____
<i>International Reception</i>	\$2500	<input type="checkbox"/>		_____
<i>Pens</i>	\$2000	<input type="checkbox"/>		_____
<i>Note pads</i>	\$2000	<input type="checkbox"/>		_____
<i>Unique Promo Item</i>	\$2000	<input type="checkbox"/>		_____
<i>Hotel door drop</i>	*TBD	<input type="checkbox"/>	x ___ # of days=	_____
Refreshment break	\$2000	<input type="checkbox"/>	x ___ # of breaks=	_____
EXPO Water stations	\$2000	<input type="checkbox"/>		_____
EXPO Coffee Station	*TBD	<input type="checkbox"/>		_____

Other Marketing Opportunities:

Website - welcome page banner	\$500/2wk	<input type="checkbox"/>	x ___ # of wks=	_____
Website - subpages banner	\$500/2wk	<input type="checkbox"/>	x ___ # of wks=	_____
Pre-Eblast	\$1200	<input type="checkbox"/>		_____
Post-Eblast	\$1200	<input type="checkbox"/>		_____
E-Guide anchor page	\$500/month	<input type="checkbox"/>	x ___ # of months=	_____
E-Guide full-page	\$2000	<input type="checkbox"/>		_____
E-Guide half-page	\$1000	<input type="checkbox"/>		_____
E-Guide highlight	\$500	<input type="checkbox"/>		_____
E-Newsletter- all 4	\$1000/month	<input type="checkbox"/>	x ___ # of months=	_____
Webinar	\$2000	<input type="checkbox"/>		_____
Onsite e-news banner	\$500/day	<input type="checkbox"/>	x ___ # of days=	_____
Onsite e-news insert	\$800/day	<input type="checkbox"/>	x ___ # of days=	_____
Onsite e-news tagline	\$1500	<input type="checkbox"/>		_____
Unique Meter board	\$1000	<input type="checkbox"/>	x ___ # of signs=	_____
<i>Marketing space</i>	<i>\$500</i>	<input type="checkbox"/>	<i>x ___ # of spaces=</i>	<i>_____</i>

Exhibitor Exclusive Opportunities:

FTTpassport	\$400	<input type="checkbox"/>		_____
Expo Theater	\$1000	<input type="checkbox"/>		_____
EXPO Aisle sign	\$2000	<input type="checkbox"/>		_____
EXPO Aisle sign w/booth#	\$4000	<input type="checkbox"/>		_____
Locator sign kick plates	\$2000	<input type="checkbox"/>		_____

Exhibition Booth Space _____

Total 2010 FTTH Conference & Expo Marketing Budget needed for wish list _____



Exhibitor Fees

FTTH Member 10x10

Interior

\$2950 (regular) OR

\$3200 (premium)

Non-member

\$3950 (regular) OR

\$4200 (premium)

FTTH Member 10x10 End

\$3050 (regular) OR

\$3300 (premium)

Non-member

\$4050 (regular) OR

\$4300 (premium)

FTTH Member 10x20

Interior

\$5900 (regular) OR

\$6400 (premium)

Non-member

\$7900 (regular) OR

\$8100 (premium)

FTTH Member 10x20 End

\$6100 (regular) OR

\$6600 (premium)

Non-member

\$8100 (regular) OR

\$8600 (premium)

FTTH Member 20x20 End

\$12200 (regular) OR

\$13200 (premium)

Non-member

\$16200 (regular) OR

\$17200 (premium)

EXPO Hall Meeting Room

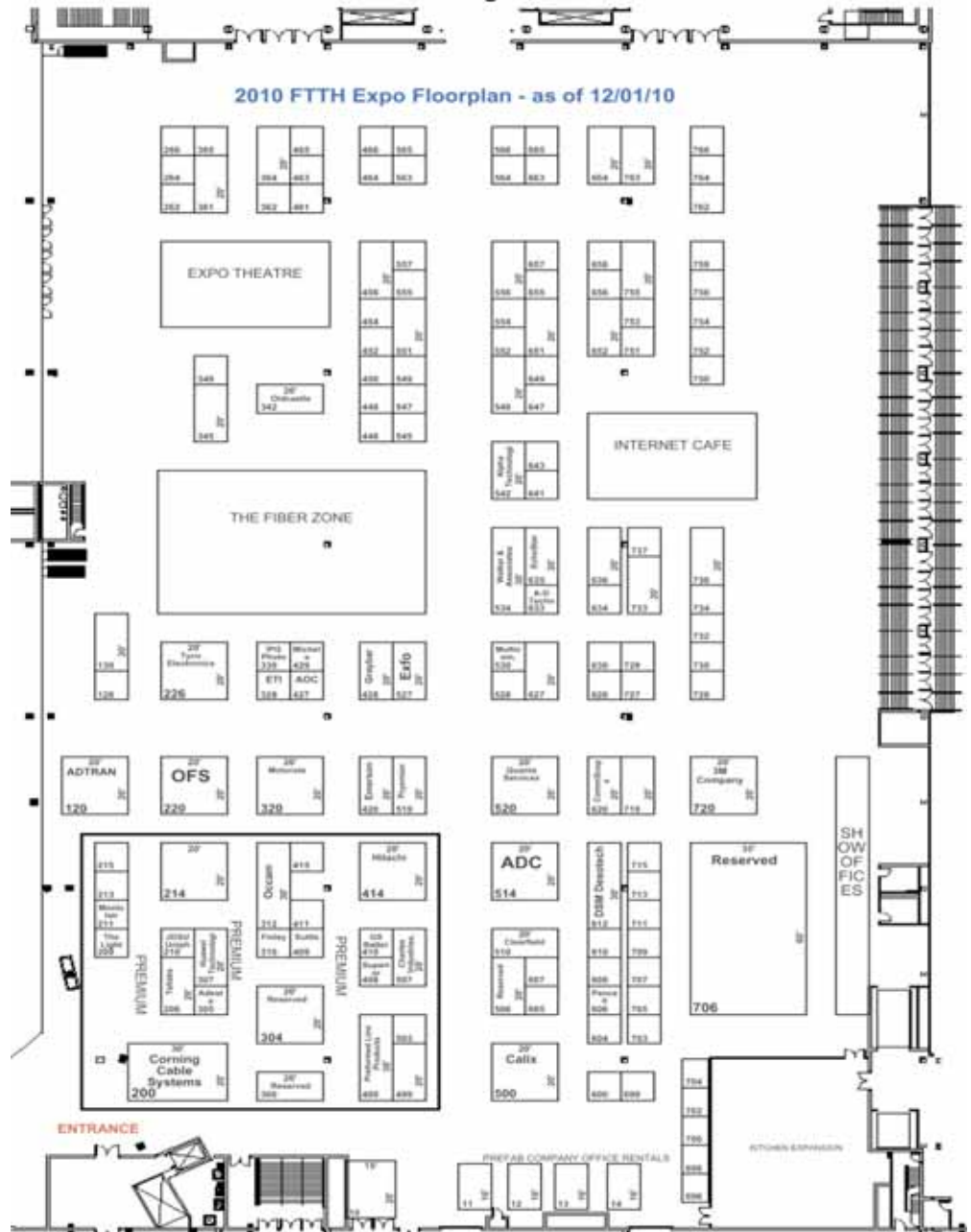
Looking for a lockable room

to showcase products to
your special customers?

Contact us for pricing!

2010 FTTH Conference & Expo Venetian - Resort - Hotel - Casino, Hall D Las Vegas, Nevada Expo - September 12 - 16, 2010

2010 FTTH CONFERENCE AND EXPO September 13 - 15, 2010 Venetian-Resort-Hotel-Casino, Hall D Las Vegas, NV



"Year after year, the FTTH Conference has proven to be one of the best events to meet and influence decision makers, keep up to date on industry metrics, and experience the latest in FTTH technology. As a founding member of the Council, AFL is pleased to be part of the FTTH Conference – where FTTH happens!" – Kent Brown, AFL Telecommunications

Some of Our Past Sponsors

3M	Enablence	PhonoScope
ADC	Ericsson	Preformed Line Products
ADTRAN	Hitachi	Prysmian Cables & Systems
Alcatel-Lucent	KGP Logistics	RVA, LLC
Atlantic-Engineering	Last Mile Magazine	Smart City
AT&T	Motorola	Sterlite
Broadband Properties	NeoPhotonics	Telephony
CED	OFCNFOEC	Tyco
Carina	OFS, a Furukawa Company	Underground Construction
Corning Inc	OPASTCO	Verizon
CSSA	OnTrac Inc	Wave7 Optics
Embarq Logistics	Packet Front	Zhone Technologies

"The FTTH Council's annual FTTH Conference & Expo is the premier North American event dedicated specifically to fiber-to-the-home. FTTH Expo consistently attracts a diverse audience thanks to the quality of the sessions, panels, and workshops. As a leader in Outside Plant (OSP) enclosures and housings, exhibiting at the Expo further enables Charles to present our latest greenfield and brownfield solutions to service providers, municipalities and utilities who are planning for or already engaged in FTTH network deployments."
-Minesh Patel, Charles Telecommunications Group, Charles Industries, Ltd

A Few of Our Past Exhibitors

3M	Ditch Witch	Multicom, Inc
A-D Technologies	Draka	Multilink
ADC	DSM Desotech Inc	NEC Corporation of America
Adesta	EMBARQ Logistics	NEC FiberOptech, Inc
ADTRAN	Ericsson Inc	Occam Networks
Advanced Media Technologies	ETI Software Solutions, Inc	OFS
Advance Fiber Optics	EXFO	OPASTCO
AFL Telecommunications	Emerson Network Power	Optelian
AiDi Corporation	Enablence Technologies, Inc	Photop Technologies, Inc
Alcatel-Lucent	Falcon IP/Complete	Preformed Line Products
Allied Telesis, Inc	Fiber Instrument Sales	Prysmian Cables & Systems
Alpha Technologies	Finley Engineering Company	Quanta Services
Applied Optoelectronics, Inc	General Machine Products	Quazite (Hubbell Lenoir City)
AOC Technologies	GM Plast	S&N Communications, Inc
AT&T	Graybar	Seikoh Giken USA, Inc
Broadband Properties	Great Lake Data Systems	SENKO Advanced Components
Byers Engineering	GS Battery USA Inc	Sherman & Reilly, Inc
Calient Networks	Harmonic Inc	Sterlite Technologies, Ltd
Calix	Hitachi	Sumitomo Electric Lightwave
Carina Technologies	Huawei Technologies (USA)	Superior Essex
Channell Commercial Corp.	IPG Photonics	Telco Systems, Inc
Charles Industries, Ltd	JDSU Uniphase Corporation	Tellabs
Cisco Systems, Inc	KGP	The Light Brigade Inc
Clearfield Inc	Lode Data Corporation	Tyco Electronics
CommScope	Martin Group	Underground Construction
Communication Supply Corp.	MasTec North America, Inc	Verizon Enhanced Communities
Coppergate	Montclair Fiber Optics, Inc	Walker and Associates
Corning Cable Systems	Motorola	Yokogawa Corporation