

Organised by



# **INTEROP<sup>®</sup>**

# MUMBAI

OCTOBER 10 – 12, 2012 / Bombay Exhibition Center



See the Future of IT

**The Leading Business Technology Event**

**EVENT  
PROSPECTUS**

# INTEROP<sup>®</sup>

Learn about the latest IT innovations at **INTEROP** Mumbai—including cloud, virtualization, security, mobility and networking—that will help you transform your IT organization to cut costs and increase productivity.

## INTEROP IS THE BEST PLACE TO REACH ACTIVE BUSINESS TECHNOLOGY MARKET

The 4th edition of INTEROP will be organized in Mumbai between 10-12 Oct 2012 at the Bombay Exhibition Center, Goregaon, Mumbai.

Interop is the largest business technology event that gives you a comprehensive and unbiased understanding of all the latest innovations—including cloud computing, virtualization, security, mobility and data center advances—that help position your company for growth. Interop is the best and most cost effective way to reach IT buyers actively

seeking information to evaluate and purchase products & solutions. No other event provides the breadth of in-depth education and live demos to prepare business and IT professionals to invest in new technology.

IT decision makers from every industry and across all sizes of companies come to Interop to get up to speed on the rush of new technology developments and evaluate products and services to purchase.

## INTEROP PROVIDES IT MARKETERS WITH AN OPPORTUNITY TO:

- ▶ Generate tremendous leads
- ▶ Drive brand promotions
- ▶ Network with third party vendors, partners & channel
- ▶ Maximize visibility

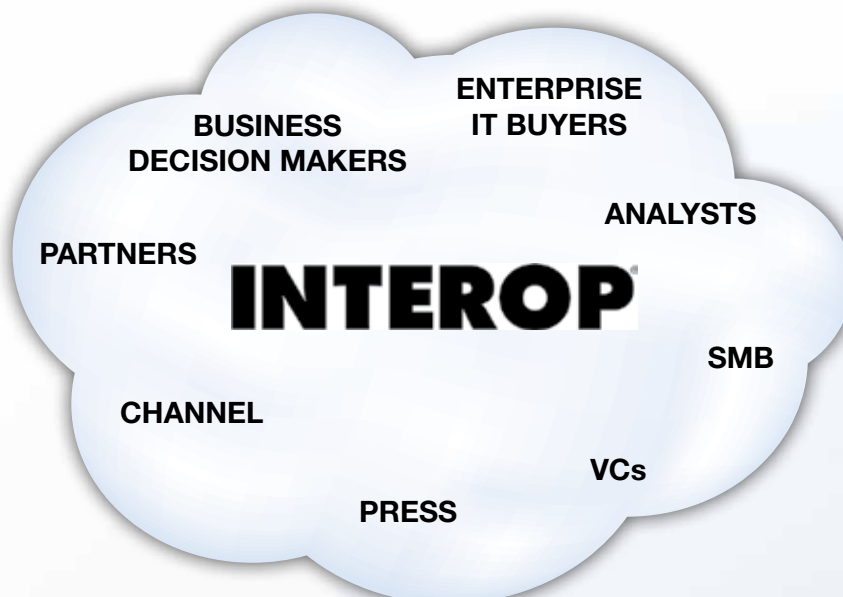
**According to IBEF** – “India’s software body Nasscom is confident of a 16-18 per cent growth rate of the country’s Information Technology (IT) industry in FY’12, with the sector slated to bring in about \$68-70 billion in revenue. Growth in the domestic market is estimated at 15-17 per cent, with revenues of about \$19-20 billion.”

## KEY HIGHLIGHTS OF THE 2011 EVENT:

- 6 Keynote Sessions
- Interactive Workshops
- 4 Parallel Conference Tracks
- 50+ Sessions
- Prominent Industry speakers
- Sponsored Sessions
- Panel Discussions
- Award Ceremonies
- Special CIO Tracks
- Close to 5000 Business Visitors
- Close to 75 Exhibitors

## ATTENDEE PROFILE:

As an exhibitor, you will meet face-to-face with qualified business technology buyers, channel partners and the media. Attendees include:



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## INTEROP'S COMPREHENSIVE BUSINESS TECHNOLOGY EXPO AND 50 +SESSIONS COVER THE FULL RANGE OF SOLUTIONS AND FOCUS ON THE MOST CRITICAL IT AREAS:

- Cloud Computing
- Data Center
- Enterprise 2.0
- Information Security
- IT Management
- Networking
- Service Delivery
- Storage |Virtualization
- Unified Communications
- Wireless and Mobility

**INTEROP** is the only event to give you a comprehensive and unbiased understanding of all the latest innovations—including cloud computing, virtualization, security, mobility and data center advances—that help position your company for growth.

### INTEROP CONFERENCE:

INTEROP is the best place to gather information to build your IT roadmap, and identify ways to make your business more agile and efficient. The three day Conference provides comprehensive thought leadership in key IT areas driving the business technology market in India.

Learn about the latest innovations in the IT industry at the Interop Conference - including virtualization, mobility, cloud computing and data center advances - and learn how to leverage new technologies to increase productivity and improve collaboration.

### KEYNOTES 2011



**Mike McCarthy**  
Vice President,  
Cloud Computing,  
IBM Global  
Technology Services



**Michael Nielsen**  
Director of Vertical and  
Solution Marketing,  
HP Networking



**John McCool**  
Sr. Vice President and  
General Manager - Core  
Technology Group, Cisco



**Ram Appalaraju**  
VP - Technology and  
Product Marketing,  
Enterasys Networks,  
Siemens Enterprise



**Anand Shankaran**  
Senior Vice President and  
Business Head - India &  
Middle East, Wipro



**Satyen Vyas**  
Director – Medium  
Business , CSMB,  
Dell India

### WORKSHOPS 2011

Attend workshops which focus on educating you in real-world scenarios:



#### Lessons for CIOs from the Mumbai Dabbawala

**Dr Pawan Agrawal**  
President of Kamlabai Educational and  
Charitable Trust  
CEO of Mumbai Dabbawala Education Centre



#### Deep Dive into SQL Injection

**Slavik Markovich**  
VP & CTO, Database Security  
McAfee

The Call for Papers will be announced shortly.  
[www.interop.in](http://www.interop.in)

## Exclusive Partnership Opportunities\*

INTEROP Mumbai has created several partnership and exhibiting opportunities that will generate demand, capture qualified leads in specific targets, move buyers through the buying cycle, and generate high ROI.

Deliverables	Platinum	Gold	Silver	Bronze
	₹20,00,000/ \$45,000	₹14,00,000/ \$32,000	₹8,00,000/ \$18,000	₹4,00,000/ \$9,000
<b>Pre-Event</b>				
Logo/company name inclusion in email blasts where applicable	Yes	Yes	Yes	Yes
Logo inclusion in print advertising where applicable	Yes	Yes	Yes	Yes
100-word description with link on Interop Mumbai website	Yes	Yes	Yes	Yes
Banner on interop.in	60 days	30 days	15 days	-
Customised Hard Copy Invitations with Company Logo	750 pieces	500 Pieces	300 Pieces	200 Pieces
Signature Buttons with Company Logo	Yes	Yes	Yes	Yes
<b>On-Site Benefits</b>				
Exhibit space (Raw Space)	108 sqm	72 sqm	36 sqm	18 sqm
No of Conference Passes (for your customers only)	20	10	5	2
Ad in Event Program Guide	1 Full Page (Premium Position)	1 Full Page	1 Full Page	1/2 Page
Insert in Conference Bags	Yes	-	-	-
<b>Post-Event Benefits</b>				
Sharing of Delegate Database	Yes	Yes	Yes	Yes
Logo Inclusion in Thank You ad	Yes	Yes	Yes	Yes

## EXHIBIT SPACE

Shell Space ₹13,000 (\$300) per sq. meter. Minimum 9 sq. meters

Raw Space ₹12,000 (\$275) per sq. meter. Minimum 18 sq. meters

\*Service Tax @ 10.3% applicable

## ADDITIONAL MARKETING PROMOTIONAL OPPORTUNITIES AVAILABLE\*

Additional marketing promotional opportunities are available only to INTEROP Mumbai partners and exhibitors.

### Registration Partnership.....₹4,00,000 (\$9,000)

Be the first to welcome INTEROP attendees and exhibitors by promoting your brand and message to everyone who attends. This partnership touches every attendee from conference, expo, media and analysts, as well as your competition.

### Lanyard Partnership.....₹5,00,000 (\$11,000)

Includes partner designation in program guide and website.

### Media Centre Partnership.....₹4,00,000 (\$9,000)

The Media Centre gives registered members of the media and analysts a quiet place to write the latest news hot off the Exhibit floor or simply a place to relax. Use this partnership opportunity to increase your company and/or product awareness with the media.

### Badge Insert.....₹4,00,000 (\$9,000)

Everyone who attends INTEROP wears a badge. Sponsor the insert for the badge holder and have your company name prominently displayed to all attendees, and put your company and product positioning and booth number in front of buyers—a great way to lure buyers to your booth. Partner to provide artwork, includes production.

### Technology Session.....₹2,50,000 (\$5,000)

The Sponsored Session Program is an opportunity to maximize your visibility and meet face-to-face with the most qualified buyers. By hosting an educational session for all attendees, you will be the ultimate resource for INTEROP attendees in your area of expertise.

### Chair Cover Partnership.....₹4,00,000 (\$9,000)

This unique new partnership gets your company logo and message in front of the entire audience at the general sessions. Your message is sure to get attention during these key conference events.

### VIP Lounge.....₹4,00,000 (\$9,000)

Sponsor the VIP Lounge and generate awareness amongst high-level attendees.

### Internet Cafe.....₹4,00,000 (\$9,000)

This high visibility partnership provides attendees with convenient access to email and the web.

### Delegate Kit Bag.....₹5,00,000 (\$11,000)

Gain visibility by placing your company logo on the official delegate tote bag distributed to all conference program delegates, speakers, and media. The official conference kit bag is the prime takeaway item from the event and is distributed upon registration check-in.

### Attendee Bag.....₹5,00,000 (\$11,000)

Expo-General attendees will be able to carry all their giveaways in a bag displaying your corporate image. Stay top of-mind with your buyers and direct them to your booth by inserting a corporate flyer into each bag.

### Gala Reception.....₹5,50,000 (\$12,500)

This is an opportunity for your organization to receive high-profile publicity by sponsoring the Gala reception.

### Conference Update Brochure.....₹5,50,000 (\$12,000)

The Conference Update brochure is an excellent opportunity to reach out to a large and qualified audience before the show.

### Print Advertising

#### 4/c Full Page.....₹80,000 (\$1,750)

#### 4/c Half Page.....₹45,000 (\$1,000)

\*Service Tax @ 10.3% applicable

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## EXHIBITION

See what's new, learn what's cutting edge and identify technology must-haves for your business.

Evaluate products side-by-side and learn about innovations that will help you drive revenue and improve efficiencies.

## EXHIBITORS & SPONSORS OF INTEROP 2011:

- American Megatrends
- Avtech Software
- Bank Systems & Technology
- Beetel
- Check Point Software Technologies
- CIOKlub
- Cisco
- Cohesive Technologies
- CRN
- CSI
- Cubix
- Cyberoam
- Datanet Systems Limited
- Dell
- Digisol
- D-Link
- Druva Software
- EFY Group
- eG Innovations
- eScan
- EMC
- Emulex
- Gajshield
- Fatpipe Networks
- Geist
- Hexagrid
- HP
- HP - Storage Division
- Huawei-Symantec
- IBM
- Indiamart
- Intellicon
- InformationWeek
- Vennfer
- Iomega
- ISPAI
- Knitlogix
- L & T Infotech
- Lenovo
- Matrix Comsec
- Mel Systems
- Ncomputing
- Neoteric
- Netscout
- Network Hardware Resale
- Nexus (PortWise AB)
- Polycom
- Quick Heal
- Rahi Systems
- Riverbed
- RSA
- Safenet
- Sahasra Electronics
- Samsung Electronics
- Sankhya Technologies
- Secure Matrix
- Siemens Enterprise Communications
- Stellar Data Recovery
- Swan Solutions & Services
- Technology Review India
- Trend Micro
- Trustwave
- Vaultize
- Virtual Seminar Center
- Watchguard
- Web Werks
- Websense
- Wipro Infotech
- Zoho- ManageEngine



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## PARTNERS 2011

### Platinum Partners



### Gold Partners



### Silver Partners



Huawei Symantec



### Bronze Partners



### Badge Partner



### Delegate Kit Bag Partner



### Lanyard Partner



### Knowledge Partner



### Supporting Association



### Media Partners



### Online Media Partners



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FOR PARTNERSHIP AND EXHIBITING OPPORTUNITIES PLEASE CONTACT:

**India:**

**Salil Warior**

Sales Director

T: +91-22- 67692416

M: +91 99875 80188

E: salil.warior@ubm.com

**Surajit Bit**

Sr. Project Manager

T:+91 11 2376 5551

M: +91 987344 5423

E: surajit.bit@ubm.com

**USA:**

**Will Wise, VP Sales,**

O: +1 (415) 947-6252

E: wwise@techweb.com

**San Francisco Office:**

303 Second Street, South Tower,  
9th floor, Suite 900, San Francisco, CA 94107,  
+1 415-947-6000

**Delhi Office:**

Unit 1604 & 1605, 16th Floor, Narain Manzil, 23,  
Barakhamba Road, Connaught Place, New Delhi 110 001, India  
Tel: +91 11 2376 5551  
Fax: +91 11 2376 5552

**Mumbai Office:**

Sagar Tech Plaza A 119, 1st Floor Sakinaka Junction,  
Andheri Kurla Road, Andheri East, Mumbai 400072, India  
Tel: +91 22 6769 2400  
Fax: +91 22 6769 2426

**Bangalore Office:**

202, 2nd Floor, Saleh Centre, 18/10, Cunningham Road,  
Bangalore - 560052 India  
Tel: +91 80 4097 7034  
Fax: +91 80 4097 7036

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