

TELECOMCOUNCIL  
  
SILICON VALLEY

## Telecom Council of Silicon Valley 2011 Speaker and Sponsorship Prospectus

The Telecom Council of Silicon Valley is **Where Telecom Meets Innovation**. The Telecom Council's unique audience of carriers, telecom vendors, VCs, and entrepreneurs from around the globe are the decision makers who drive telecom innovation. Council meetings provide opportunities for speakers and sponsors to position themselves on the forefront of telecom innovation and influence the future of our industry.

We welcome you to the Telecom Council; the following pages describe the opportunities we have this year for speakers, sponsors, and members - each of which offer **Access** to our executive audience including the world's largest carriers, **Influence** across the entire telecom ecosystem and brand and marketing **Results** that you can measure.

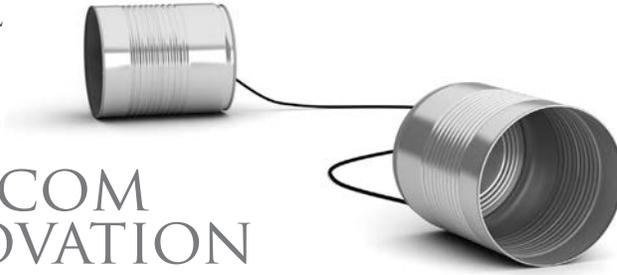
I look forward to helping you achieve your business and marketing objectives in 2011,

Liz Kerton

President, The Telecom Council of Silicon Valley

+1-408-834-7933

[liz@telecomcouncil.com](mailto:liz@telecomcouncil.com)



# WHERE TELECOM MEETS INNOVATION

**The Telecom Council of Silicon Valley is Where Telecom Meets Innovation.** We connect the companies who are building communication networks with the people and ideas that are creating it – by putting those companies, research, ideas, capital, and human expertise from across the globe together in the same room.

The Telecom Council is a **business tool** that connected over 1,000 executives from 500 telecom companies and 25 fixed and wireless carriers across 40 meetings last year. By joining, speaking, or sponsoring a meeting, telecom companies of any size get exceptional, long-term business value from the Telecom Council network.

## Telecom Council at a Glance

### Carriers Are Here

Among the 25 carriers who participate in the Council, members include 9 of the world's top 10 carriers - connecting you to over 2 billion fixed and wireless subscribers

### Community is Active and Engaged

From 15,000 subscribers, Telecom Council meetings regularly engage 1,000+ decision makers from 500+ telecom companies on 35+ telecom and wireless topics annually

### Executive Participation

Over 80% of representatives to the Council are Director-level or above

### The Center of Telecom Innovation

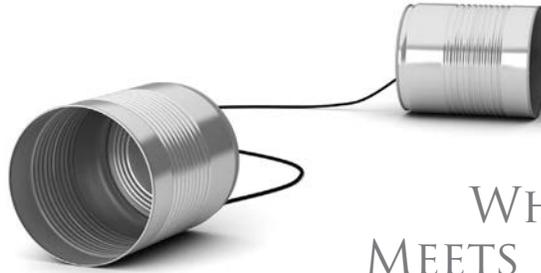
50% of US telecom investments and startups are in Silicon Valley along with the entrepreneurs, VCs, carriers and vendors - 10 times more than any other region

### Tailored Audiences and Topics

35+ meetings and 5 Forums segment the 150,000 Silicon Valley telecom professionals by job function, industry segment, and seniority

## Telecom Council Members Include





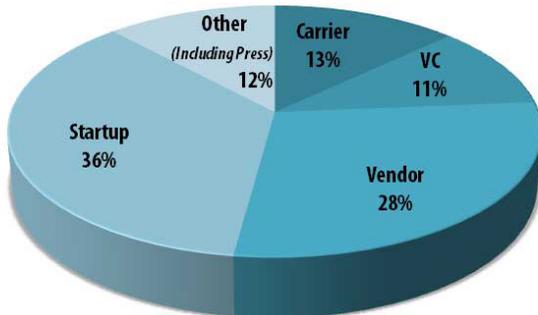
# WHERE TELECOM MEETS INNOVATION

The Telecom Council of Silicon Valley is a business tool that connects decision-makers across the telecom ecosystem - big and small, fixed and wireless - with each other.

- Members are global carriers, vendors, investors, and startups on the cutting edge of telecom innovation.
- Council representatives are influential executives within our member companies who use the Telecom Council network to build relationships, influence innovation, research ideas, and make deals.

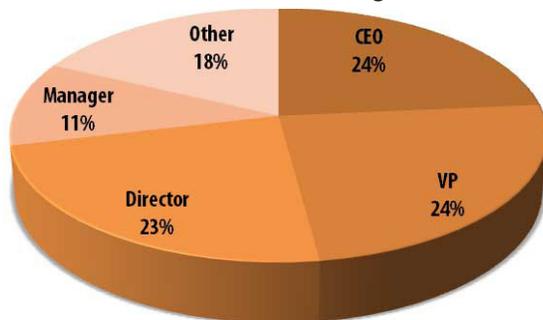
## Average Council Meeting Participants

by Organizational Focus



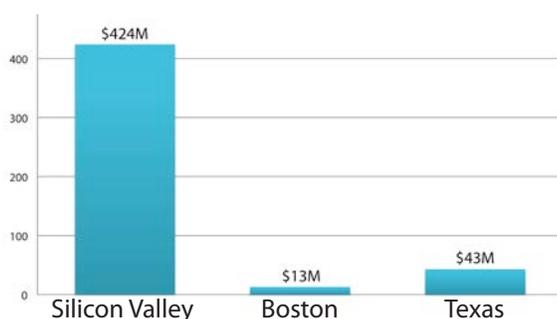
## Average Council Meeting Participants

by Attendee Title  
(Over 70% Senior Management)



## 2010 Venture Investments

Telecom Sector



## What People Say...

What **vendors** say...

"The value that the Telecom Council brings is converging (the ecosystem) - allowing the different aspects of the ecosystem to engage with each other, and really drive a cohesive, end-to-end output."

-Sanjiv Parikh, Former Mng Dir,  
HP

What **investors** say...

"We're delighted to be involved with such a high caliber group that provides valuable benefits to both our firm and our portfolio companies."

-Tim Chang, Principal  
Norwest Venture Partners

What **start-ups** say...

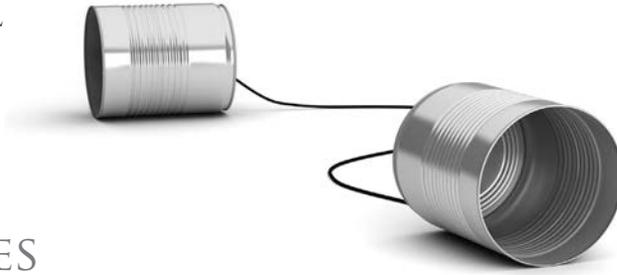
"It was easy to allocate part of my business development budget to Telecom Council membership because it saves Immersion more than that in time, money and travel."

-Craig Vachon, SVP - Touch,  
Immersion

What **carriers** say...

"We've met many future partners, shared many ideas, and learned from our fellow members. It has also helped some of our partners plant roots in Silicon Valley and helped local companies branch into other regions of the world."

-Dr. Brian Kim, Former Global CTO,  
SK Telecom



# SPEAKING OPPORTUNITIES

## Telecom Council Speaker Opportunities

YOUR MESSAGE...YOUR PRODUCT...YOUR AUDIENCE

The Council provides a high-quality, global audience and agendas driven by over 25 years of telecom experience, without the added expense of travel for the 100s of local companies. Speakers get value from the Telecom Council by speaking directly to the right people, at the right time, to get their message out.

## Reasons Companies Speak at The Telecom Council

### **Get Your Message Heard by the People who Shape our Industry**

82% of attendees are senior executives and all of them are involved in telecom innovation whether they represent one of our 25 carriers, or our VCs, vendors, and entrepreneurs. Speakers deliver messages to these key innovators and decision makers at meetings that influence the course of the industry.

### **Unparalleled Reputation**

The Telecom Council has an international reputation for advanced discussion topics and forward thinking speakers. People invited to speak benefit from our reputation within our membership and are positioned as influential companies and speakers within the industry.

## Speaker Testimonials

"The Council has a vast network with executive level contacts, so we are able to find the right people ... The Council brings other C-level executives in to participate in a gathering that we brought in our COO Len Lauer down for - it was very beneficial for our COO and the local facility, overall it was an enriching experience "

*Nayeem Islam, Head of R&D, Qualcomm*

"For a startup looking for carrier deals, there is no better room to be in -- a consortium of powerful global carriers there to learn about what we do. The time we spent with this group has created many valueable opportunities for Intalio."

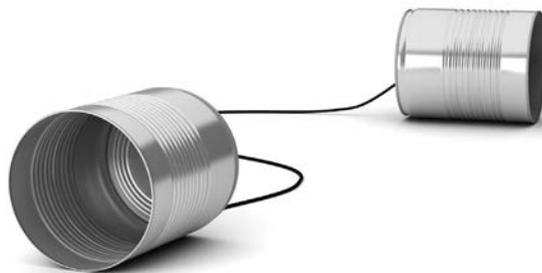
*Ismael Ghalimi, CEO, Intalio*

## Speaking Opportunities Available

(Meetings available for sponsorship in **RED**)

Description of the forums are available at <http://www.telecomcouncil.com/memberforum.php>

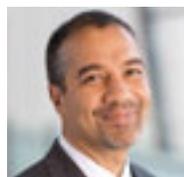
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Executive	20			5		16						15
Entrepreneur			10		5		14				17	
Mobile			16	13		1	20			25		
General	12	24, 26	30		10, 24				15	19		15



Past Presenters Include



ERICSSON



QUALCOMM®



HUAWEI

Hakan Eriksson  
CTO, Ericsson

Gary Kovacs  
CEO, Mozilla

Rob Chandhok  
President -QIS, Qualcomm

Matt Bross  
Group CTO, Huawei



PayPal™



MARVELL



IDC  
Analyse the Future



NVP  
NORWEST  
VENTURE  
PARTNERS.

Eric Duprat  
GM - Mobile, PayPal

Weili Dai  
Co-Founder & CTO, Marvell

Scott Ellison  
VP Mobile & Wireless, IDC

Tim Chang  
Partner, NVP



Google™



OPENWAVE™



Microsoft®



BT  
More power to you

Raju Gulabani  
Director, Google Apps

Ken Denman  
CEO, Openwave

Steve Livingston  
GM & Strategic Partner

Jean-Marc Frangos  
MD - External Innovation



intuit.



R.  
RUTBERG & CO.



envIO  
NETWORKS



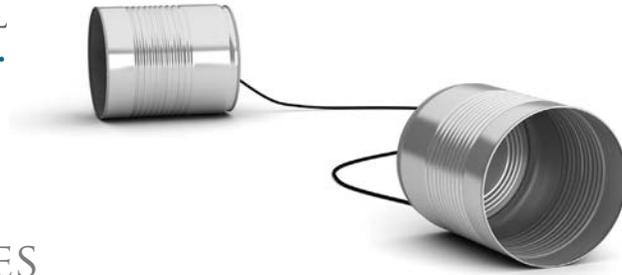
at&t

Brad Smith  
CEO, Intuit

Rajeev Chand  
MD - Wireless, Rutberg

Manish Jha  
CEO, envIO

Vinay Kundaje  
Exec Dir - Corp Bus Dev



## SPEAKING OPPORTUNITIES

### Upcoming Topics

#### **M2M: The Internet of Things**

Mobile Forum: March 16 @ Marvell

Machine-to-machine communication is benefitting from strong wireless carrier support, dropping cost of connections and modems, and growing global low-bandwidth data networks. There is no limit to the number of things that might benefit from being connected. But there are numerous solution providers needed to make these dumb devices part of a smart system. This meeting will bring together the key players which are pushing this wireless segment into the future.

MARVELL®

#### **Open Source Business Models**

Entrepreneur Forum: March 10 @ Nokia

Open Source software is programs or platforms in which the base code is open for public review, re-use, and repurposing without fees. The access to a base of free code is of obvious benefit to those who use it as an economical starting point, but some have argued that an "open source business" is an oxymoron. Our lunch panel disagrees with this and includes people from Nokia, Smaato, and new players who are building open source business and monetizing something free by creating value around it – resulting in new business models.

**NOKIA**  
Connecting People

#### **The Impact of Connected Gadgets**

Mobile Forum: April 13 @ Intuit

Beyond operators' "dumb pipe" concerns, a "dumb device" issue is looming for terminal manufacturers. Cloud-connected gadgets - from tablets to sensors - which base their business models on attached SaaS and cloud-based subscription services, will eventually be key to helping carriers get to 500% penetration. This meeting will explore the benefits and costs of moving services, data, and intelligence to the cloud along with the changes in hardware, services, and user experience that are byproducts of the resurging "thin client" model.

**intuit**®

#### **Finding the Opportunities in White Spaces**

Entrepreneur Forum: May 5 @ Openwave

Spectrum is an incredibly valuable asset, and any technology that allows greater use of it can create value for customers and inventors alike. White spaces were unusable until modern receiver were made that can distinguish and extract signals from noise. Politics aside, what are the business opportunities for White Spaces? Who will win the technology markets? What will it do to broadcast and cellular businesses? Will it be like the 700MHz auction, where the incumbents just extended the status quo, or like Wi-Fi where an entire industry sprang out of the ether? This lunch panel will discuss just where the opportunities lie.

 OPENWAVE®

#### **What's Happening to TV?**

Fixed Topic: May 10 @ National Semiconductor

For almost 50 years, TV hadn't really changed much from the first earnest broadcasts in 1948. Linear broadcast TV, delivered over the air or by a cable provider was watched on a regular schedule in homes. But this past decade has seen a rush of TV innovation that soon will revolutionize the industry. Televisions have flattened, but also grown more powerful and now are connected to the Net for live streaming, standby screens, VOD, DLNA, apps, and more. Our phones are now video screens as we place-shift media and sideload to various devices. The TV market is no longer clearly defined, and has effectively merged into the Internet.

 **National Semiconductor**  
The Sight & Sound of Information

#### **Augmented Reality: More Than Meets The Eye**

Mobile Forum: June 2 @ Microsoft

Augmented Reality is the practice of using overlays of virtual information on top of the real world. The most common example of this is viewing a cityscape through your smartphone's camera, with Internet-based data appearing on top of the image on your screen. Imagine looking at a street of restaurants with Yelp ratings superimposed, or a tourism walk through Paris with historical data superimposed on buildings. There is also the attractive commercial aspect of coupons or adverts appearing over businesses, especially in response to stated preferences or a search.

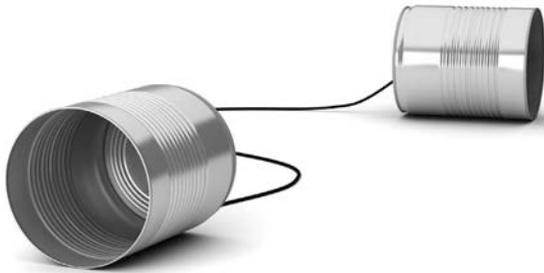
**Microsoft**®

#### **Mobile Analytics: Getting Smart About Mobile**

Executive Forum: June 16 @ AOL

The burgeoning field of Mobile Analytics was an expected and necessary step for the mobile ecosystem, following in the footsteps of the web industry. Past are the days of "Put it out there and see if anyone uses it." Now, developers, carriers, advertisers, and handset makers all want to know more about how, when, why, for how long, from where, and to where their users come and go. The more we know about user behavior, the better we can customize a product of offer for them, and the more we can improve our products and marketing in future iterations. Today's lunch meeting will discuss the best methods and tools for mobile analytics, and also some of the more interesting trends that they reveal.

**AOL** 



## SPEAKING OPPORTUNITIES

### Upcoming Topics - continued...

#### **Telecom Carriers: No Pain, No Gain**

Entrepreneur Forum: July 14 @ TBD

For entrepreneurs seeking to sell products and solutions into carriers, the fastest path to adoption involves solving a known problem from which the carriers are suffering. The carriers pain represents the entrepreneurs potential gain. But too often, startups will build carrier solutions that don't address an actual sore spot for carriers, and thus they get put on the low priority business development cycle. How do entrepreneurs make their products and services "must haves" instead of "nice to haves"? What are the current pain points that carriers have, and are aware? Can you educate a carrier about a pain point for which they are unaware, or is that task too cumbersome? At this meeting, we'll get some of the best practices and ideas from carriers and successful entrepreneurs. Join us as we address these issues to help our entrepreneurs choose the shortest paths to profitability.

#### **Distance Learning and Mobile Learning**

Mobile Forum: July 20 @ TBD

At this meeting, we'll dig into the related worlds of distance education and mobile learning. These two growing fields take advantage of new devices and persistent connectivity to reach students and help them learn based on standard curriculum, or their individual areas of interest. Much like software, e-learning materials can have a marginal cost of as low as zero, making education much more accessible to the Bottom of the Pyramid. Mobile devices, tablets, e-books and Web2.0 tools enable a revolution in education. We now have the tools to allow each child to progress at a more personalized pace and these tools can be used in the classroom, at home and in between. Learn how education should and will change, take a role in the new ecosystems, and find out where the best business opportunities are hiding.

#### **SmartHome, SmartGrid, SmartMeters, SmartX**

Executive Forum: Nov 17 @ TBD

Homes are ever-more connected, and so, too, the devices within. And as utilities ramp-up new pricing models which optimize their generative capacity, such as time-of-day billing and discounts for flexible consumers, there is a burgeoning market segment emerging around SmartX. This field will provide opportunities for devices, connectivity solutions, management software, analytics, communication solutions, and more. And what's best is it will all be paid for out of cost savings, and the side-effects will be environmentally-friendly. There's a lot to like about SmartX. In this executive luncheon, we'll just scratch the surface with an interesting discussion of how this sector will grow, who will drive it, and where the opportunities are.

#### **Multi-Platform Content**

Entrepreneur Forum: Dec 15 @ TBD

While the success of app stores shows people are willing to spend a small sum for good apps and content, we also see that consumers prefer content that is customized for their devices. Because of those two factors, device fragmentation is actually driving the content industry towards a revenue opportunity: delivering device-optimized content for a fee. The result is device OEMs using optimized content to differentiate. Devices will be able to offer bundled or upsold premium content services, competing side-by-side against the same content in a sub-optimal, browser wrapper. Sold this way, content becomes premium, served up as mobile apps, or browser apps. We'll hear from leading content providers about their plans to freemium and 'app-up' their content, as well as device and platform companies.

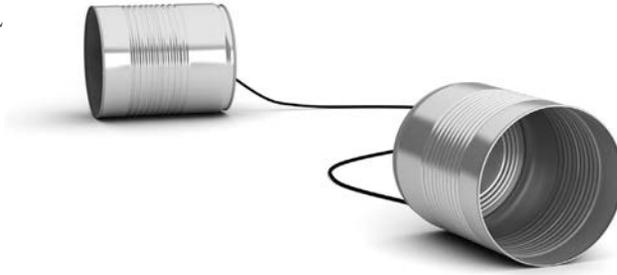


**Have a topic in mind which you'd like to contribute to,  
but don't see on our schedule?**

Contact us to discuss how we can work with you to get your message out.

[council@telecomcouncil.com](mailto:council@telecomcouncil.com), +1-408-834-7933

*Contact us today to see how you can leverage the Council audience to reach your marketing objectives.*



## ANNUAL MEETINGS

### TC3: Telecom Council Carrier Connections

Annual Meeting held in September

Our marquee annual conference, TC3, is the seminal venue for carriers around the world to bring attention to their innovative sides – to market their innovation activities throughout the ecosystem, to attract entrepreneurs and developers, and to promote innovation inside and outside their labs. This is a 1-day conference with a very senior audience from across the ecosystem – from fixed and wireless to content, apps, and infrastructure – where the speakers are responsible for the innovation strategies and activities of their respective carriers. For innovative companies, this is an ideal venue to learn the carrier's roadmaps, innovation needs, gap analysis, and where you can fit your company into their plans in order to facilitate successful dealmaking. For entrepreneurs trying to avoid the carriers, this meeting will help understand where they are going, as well as where they are not.

*Audience Statistics: Average attendance 175 - 225 people, 70% Director-level or above*

#### Past Presenters Include:



#### Past Sponsors Include:



### Predictions

Annual Executive Forum Meeting held in January

Bring out your Crystal Ball and join our senior executive speakers to forecast important industry trends for the coming year and to provide executive networking. We've got everyone's survey forms from the previous year in hand, and we'll see how last year's executives did.

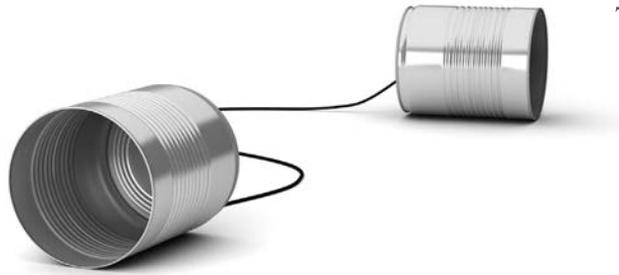
*Audience Statistics: Average attendance 50-75 people, 90% Director-level or above*

#### Past Presenters Include:



#### Past Sponsors Include:





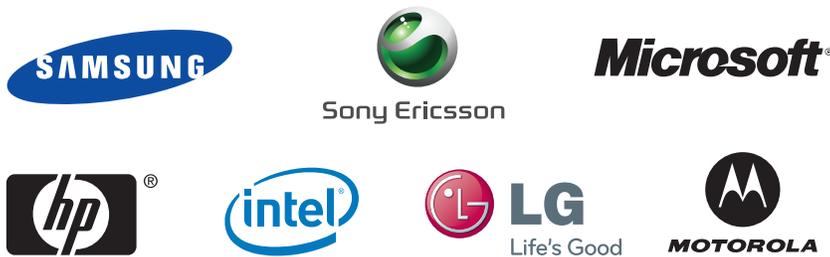
### Annual Gadget Innovation Review

Annual Mobile Forum Meeting held in October

They are handsets, gadgets, phones, tablets and a bunch of other new device categories, but they all represent the place where the wireless industry touches its customer. As these gadgets become more powerful and consumers' expectations rise, both carriers and CE manufacturers are in the hot seat to make better gadgets and improve the consumer experience. We leave the big device announcements to CES, and instead focus on innovations inside the handset that will drive the next killer device. Sensors, screens, radios, chipsets, cameras, NFC... Come to this meeting to learn what's next inside mobile devices.

*Audience Statistics: Average attendance 100-150 people, 75% Director-level or above*

#### Past Presenters Include:



#### Past Sponsors Include:



### SPIFFY Awards

Annual Awards Ceremony held in February

SPIFFY Awards recognize the best telecom startups who came through the Council last year. Award categories include innovation, creativity, emergent entrepreneurship and competitive excellence. Join us to connect with the service providers as they acknowledge the hard work and success of so many telecom entrepreneurs.

*Audience Statistics: Average attendance 150-250 people, 70% Director-level or above*

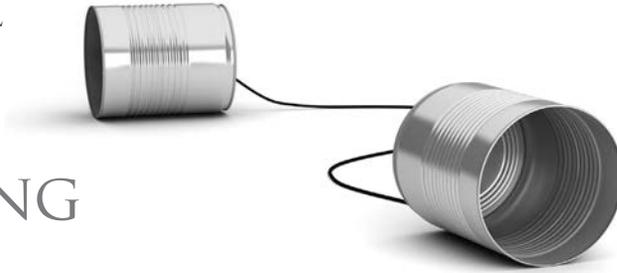
#### Past Presenters Include:



#### Past Sponsors Include:



Contact us today to see how you can leverage the Council audience to reach your marketing objectives.



## SPONSORING THE COUNCIL

### Telecom Council Sponsorship

YOUR OBJECTIVES...YOUR BRAND...YOUR AUDIENCE

The Council provides a high-quality, global audience and agendas driven by 25 years of telecom experience, without the added expense of travel. Sponsors extract value from the Telecom Council community by connecting directly with the right people at the right time to meet their marketing objectives.

### Reasons Companies Sponsor a Telecom Council Meeting

#### **Access hard to reach Telecom executives**

Connect to 15,000 telecom executives, 500 industry-shaping companies, and over 25 major global carriers at once online and in-person. Telecom Council regularly touches decision-makers across the entire industry – from fixed and wireless to convergence companies, from global companies to regional representatives, and from large public companies to seed-funded startups.

#### **Influence the people who shape our industry**

Telecom Council member companies represent 9 of the world's top 10 carriers and over 2 Billion subscribers around the world, and 82% of our meeting attendees are senior-level executives. Telecom Council sponsors deliver their own messages to these key innovators and decision makers at meetings that influence the course of the industry.

#### **Results that are unique and quantifiable**

90% of sponsors are repeat sponsors because Telecom Council sponsorships allow them unparalleled input and service at an incredible value. Sponsors can choose their audience, set the topic, influence the agendas, choose speakers, and get timely, relevant and direct feedback from attendees.

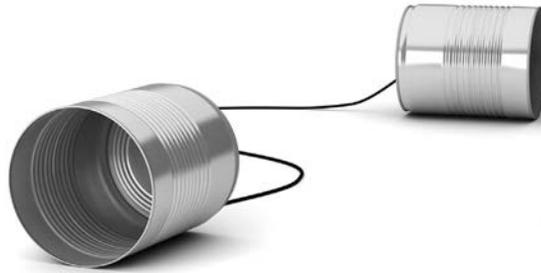
### Sponsorship Testimonials

"Telecom Council is a great platform of sharing information and connecting with each other so that we can interact with the critical mass in the valley, listen to our customers, collaborate with our partners, and continuously refresh ourselves through the spirit of entrepreneurship."

*Bin Hu, Senior Director, Huawei*

"The Council's experience and expertise were the keys to our successful event. Mr. Uji, CTO & CIO for NTT, Dr. Choi, Sr. Executive VP for KT, and attending executives and participants expressed their appreciation for this forum and I am glad we were able to put together such a great Forum."

*Choongil Kim, Strategic Investments, KT*



## SPONSORING THE COUNCIL

### Sponsorship Availability

(Meetings available for sponsorship in RED)

Description of the forums are available at <http://www.telecomcouncil.com/memberforum.php>

Forum	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
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Entrepreneur			10		5		14				17	
Mobile			16	13		1	20			25		
General	12	24, 26	30		10, 24				15	19		15

### Sponsorship Options

#### Tier 1 Sponsor \_\_\_\_\_ \$15,000

- Individually tailored event built for sponsor's preferred format, audience and topic
- Agenda and speaker selection developed with input from sponsor
- Co-Sponsorship opportunities at the discretion of the sponsor
- Promotion to the 15,000+ person Telecom Council mailing list
- Targeted promotion to membership subsegment and journalists where appropriate
- Inclusion in advertising in over 100 online newsletters and magazines when appropriate
- Branding on event collateral and centerpieces
- Event costs, such as venue, catering, security, A/V, 3rd party advertising etc, are borne by the sponsor.
- Registration, facilities, food and beverage, and associated event services fully managed by the Council if desired

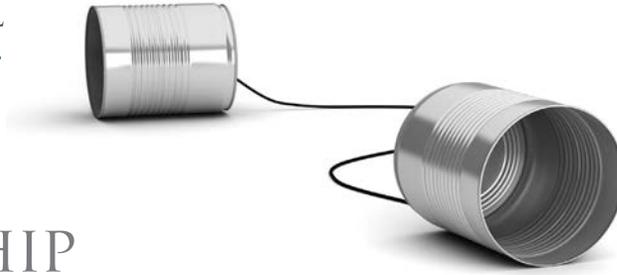
#### Tier 2 Sponsor \_\_\_\_\_ \$5,000

- Speaking slot when speaker and topic fit meeting objectives as defined by Telecom Council or its Steering Committees
- Branding in emails, website, online calendars, advertising, onsite, and printed collateral as appropriate
- Promotion to the 15,000+ person Telecom Council mailing list
- Targeted promotion to membership subsegment and journalists where appropriate
- Inclusion in advertising in over 100 online newsletters and magazines when appropriate
- Other companies may sponsor the same meeting
- Event costs, such as venue, catering, security, A/V, 3rd party advertising etc, are borne by the Council.
- Registration, facilities, food and beverage, and associated event services managed by the Council

#### Tier 3 Sponsor (not available for all meetings) \_\_\_\_\_ \$1,000 - \$3,000

- Meal, Break, Signage or Giveaway sponsorships

Contact us today to see who you can leverage the Council audience to reach your marketing objectives.



# MEMBERSHIP

## Telecom Council Membership

Membership in the Telecom Council is by invitation only. To have your company considered for membership, we have an application on our website at [www.telecomcouncil.com](http://www.telecomcouncil.com). Two membership options are available to accommodate different a member's business, marketing, research or networking objectives.

**Membership:** *Available to single corporate entities:*

**Unlimited Meetings** - Free meeting registration for 2-4 meetings per month including: qualified forum meetings, tradeshow debriefs, awards receptions etc.

**Private Library** - Member's-only library holds hundreds of presentations, debrief reports, and PDFs from past meetings.

**Speaking Opportunities** - Members get priority consideration for agendas.

**LinkedIn Group** - This member-only online tool provides a way for members to contact each other outside of meetings.

**Multi-User Membership** - Involve as many qualified company employees as you like- membership is company-wide.

**Executive Option:** *Includes all benefits of Membership plus:*

**Input into Agendas, Topics & Speakers** - Prioritized evaluation of your recommendations and requests with regards to Council meetings.

**Subsidiary Access** - Full membership benefit access may be extended to majority-owned subsidiary companies.

**Leadership Eligibility** - Steering committees, board seats, judge positions are open to Executive Members.

**Personal Introductions** - We maintain a close relationship with our executive members to help us provide valuable introductions.

**Telecom Community Research Services** - You provide the survey, and we get you the answers.

**Newsletter Announcements** - Ability to post announcements in the MEMBERS section of our monthly newsletter.

## Entrepreneur Option:

We understand that early-stage companies are a vital part of our community so we have a membership option available to companies who limit themselves to 1 or 2 Council representatives.

## Why Join:

- 1. Relationships**  
Contacts are good; relationships are gold. Investing in membership builds solid, long-term, professional relationships with people and companies across the industry.
- 2. Opportunity**  
With over 25 global carriers, 100s of telecom VCs, innumerable telco vendors and countless startups located in the valley, our member list is the who's who of the global Telecom industry.
- 3. Influence**  
Because membership is selective (over 80% of Telecom Council participants are executives) member companies gain influence across the industry.
- 4. Innovation**  
40 meetings a year highlight innovation and innovators across telecom segments. Any given topic attracts fitting entrepreneurs, investors, vendors, & carriers.
- 5. Efficiency**  
For a fraction of the cost of travel, in time and money, Council membership establishes your presence with your target market. Shorten the standard 6-month business development time to just weeks by building relationships with Council members.

Contact us today to see which membership best suits your business objectives.

+1-408-834-7933