

BroadSoft Connections 2011 Sponsorship Prospectus

The JW Marriott Desert Ridge
Phoenix, Arizona
16–19 October 2011

Updated: 11 November 2010

Join Us in 2011



Dear Valued BroadSoft Partner,

For more than eight years the world's leading telecommunications service providers, network equipment providers, web developers and IP device manufacturers have come together to learn about and share their views on the latest communication industry trends at **BroadSoft Connections**, our annual executive users' conference.

We are excited to host our 9th annual **BroadSoft Connections** at the JW Marriott Desert Ridge in Phoenix, Arizona, 16-19 October 2011. I would like to invite you to be a part of this annual tradition by becoming a sponsor. One of our sponsorship packages is right for you and it will ensure you gain maximum exposure to our global customers who include fixed line, mobile and cable telecommunications service providers.

We look forward to seeing you in October 2011.

Leslie Ferry

A handwritten signature in black ink that reads "Leslie Ferry". The signature is written in a cursive style.

Vice President, Marketing
BroadSoft, Inc.

2011 Event Overview

- ❁ JW Marriott Desert Ridge
- ❁ Phoenix, Arizona
- ❁ 16-19 October 2011



"It's the premier service provider event in the industry." – **Polycom**

"I believe it is one of the best shows in this space." – **Audio Codes**

"Great venue, good networking opportunities, everything was as good as it gets." – **LumenVox**

"Connections was a prospect rich environment and we were given many opportunities to get in front of those people." – **J-Curve**

"Everything was great from a to z, best ever." – **AveriStar Consulting**

"Very successful networking and deal generating event." – **MobileMax**

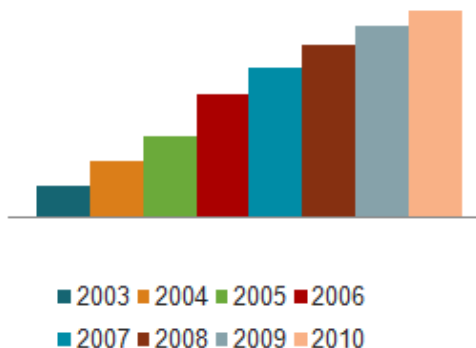
*Quotes from 2010 sponsors

2010 Attendee Summary

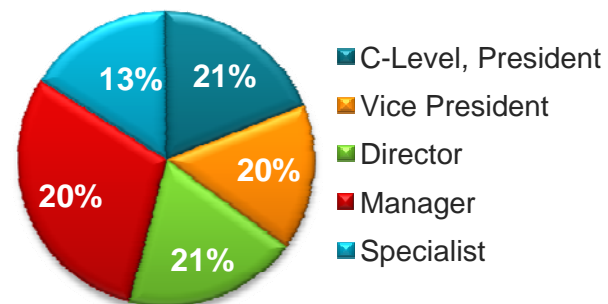
- Record number of attendees
 - 20% increase of service provider attendees from 2009
- Over 30 countries represented
- Executive-level attendees
 - 84% Manager and above
 - 35% VP and above



Attendance History



Attendee Profile



Sample Sponsor & Attendee List

Past Sponsors:

- Aastra
- Acme Packet
- Adtran
- AltiGen Communications
- Amdocs
- AudioCodes
- Averistar Consulting
- Award Solutions
- Benbria
- Cisco
- ComArch SA
- CounterPath
- CTI Group
- Dash Carrier Services
- Datatrend Technologies
- Ditech Networks
- Edgewater Networks
- ECG
- Grandstream
- HP
- IBM
- Juniper Networks
- Ingate
- InGenius
- Invest Northern Ireland
- IPTego
- Leonid Consulting
- LumenVox
- Microsoft
- MobileMax
- Nable Communications
- NETXUSA
- OneAccess
- Oracle
- Panasonic
- PCCW Global
- PIKA Technologies
- Polycom
- RadiSys
- RADVISION
- Razorsight
- Ribbit
- ScanSource Communications
- Sigma Systems
- snom technology AG
- SpeechCycle
- Sprint
- Tango Networks
- Taqua
- Teraquant
- Verba Technologies
- Vololink
- Yealink Network Technology
- Zervina Technologies

Past Attendees:

- AT&T
- Bell Canada
- BOUYGUES
- Broadcore
- Cable & Wireless
- Cable One
- Callis Communication
- Cbeyond
- CenturyLink
- Charter Communications
- CIMCO
- Cogeco Cable
- Comcast
- Comporium
- Cox
- DSCI Corporation
- Evolve IP
- FeatureTel
- France Telecom
- Hawaiian Telecom
- HIP Communicaitons
- HOT
- Iskratel
- ISN Telcom
- KPN
- KT
- LIME
- MCM Telecom
- NewOn Sys
- O1 Communications
- PAETEC
- Pingtone
- Primus Canada
- Rogers Cable
- RoutIT
- SimpleSignal
- SK Telink
- Slovak Telecom
- Spirit Telecom
- Sprint
- Stage 2 Networks
- Swisscom
- TDS Telecom
- Telecom NZ
- Telefonica
- Telekenex
- Telekom Slovenije
- Telstra
- T-Mobile BV
- TNN Telecom
- US TelePacific
- Verizon
- WorldxChange
- XO Communications

Event Sponsorship

Sponsorship Benefits

- 11 complimentary conference passes
- Exclusive event sponsor of Connections 2011
- Exclusive sponsor of a private CEO Reception
- 2nd BroadSoft selected branding sponsorship activity
- A private meeting room
- Featured in BroadSoft demo pavilion
- Introduction to 5 service providers
- Pre-show promotional email to registered attendees, distributed by BroadSoft
- Inclusion of promotional literature or gift item in attendee registration bag
- Connections website ad or video clip
- Premium branding exposure throughout conference
- Your company logo on the official Connections conference t-shirt
- Logo included on the Connections website
- Corporate description in online documentation
- 15 min corporate briefing presentation
- Turnkey exhibit pod on Solutions Showcase floor

Activities for Maximum Exposure

Sponsorship includes:

- Private CEO Reception
- 2nd BroadSoft selected branding event



Event Sponsorship Fee
\$90,000 USD

Platinum & Platinum Plus Sponsorships

Platinum Sponsorship Benefits

- 7 complimentary conference passes
- Selected branding sponsorship activity
- Featured in BroadSoft demo pavilion
- Pre-show promotional email to registered attendees, distributed by BroadSoft
- Inclusion of promotional literature or gift item in attendee registration bag
- Connections website ad or video clip
- Branding exposure throughout conference
- Your company logo on the official Connections conference t-shirt
- Logo included on the Connections website
- Corporate description in online documentation
- 15 min corporate briefing presentation
- Turnkey exhibit pod on Solutions Showcase floor

Platinum Plus Additional Benefits

- Private meeting room
- Introduction to 5 service providers
- 2 extra conference passes (9 total)

Activities for Maximum Exposure

Sponsorship includes one of the following branding opportunities based on availability:

- Sunday Welcome Reception
- Monday Keynote Speaker
- Monday Night Dinner
- Tuesday Night Dinner
- Tuesday Late Night Party
- Conference Bag Logo
- Conference Gift



**Platinum / Platinum Plus
\$60,000 / \$70,000 USD**

Gold Sponsorships

Sponsorship Benefits

- 5 complimentary conference passes
- Selected branding sponsorship activity
- Branding exposure throughout conference
- Your company logo on the official Connections conference t-shirt
- Connections website ad or video clip
- Logo included on the Connections website
- Corporate description in online documentation
- 15 min corporate briefing presentation
- Turnkey exhibit pod on Solutions Showcase floor

Activities for Maximum Exposure

Sponsorship includes one of the following branding opportunities based on availability:

- Golf Tournament
- *Ignite Progress: LIVE!*
- Pocket Guide
- Networking Lunch
- AM & PM Refreshment Breaks Monday & Tuesday
- Hotel Room Key



**Gold Sponsorship Fee
\$40,000 USD**

Silver Sponsorships

Sponsorship Benefits

- 4 complimentary conference passes
- Selected branding sponsorship activity
- Branding exposure throughout conference
- Your company name on the official Connections conference t-shirt
- Logo included on the Connections website
- Corporate description in online documentation
- Turnkey exhibit pod on Solutions Showcase floor

Activities for Maximum Exposure

Sponsorship includes one of the following branding opportunities based on availability:

- Monday & Tuesday Breakfast
- Cyber Café
- Transportation
- Coffee Café Vouchers
- Conference Notepads
- Sunday Adventure Activity
- Sunday Pool Party



Silver Sponsorship Fee
\$25,000 USD

Solutions Showcase Sponsorship

Sponsorship Benefits

- 2 complimentary conference passes
- Name included on the Connections website
- Corporate description in online documentation
- Turnkey exhibit pod on Solutions Showcase floor

Turnkey Exhibit Pod

Exhibit includes:

- One logo sign
- One promotional sign
- Exhibit pod for demos and literature (2010 example shown in photo – subject to change)
- 5 amps electrical power



Solutions Showcase Fee
\$12,000 USD

Sponsorships At A Glance

	Event (\$90K)	Platinum Plus (\$70K)	Platinum (\$60K)	Gold (\$40K)	Silver (\$25K)	Solutions Showcase (\$12K)
Complimentary conference passes	11	9	7	5	4	2
CEO Reception invitation & logo gift	✓					
Private meeting room	✓	✓				
Introduction to 5 service providers	✓	✓				
Featured in BroadSoft demo pavilion	✓	✓	✓			
Pre-show promotional email	✓	✓	✓			
Inclusion of literature or gift in registration bag	✓	✓	✓			
Logo on Connections t-shirt	✓	✓	✓	✓		
Connections website ad or video clip	✓	✓	✓	✓		
15 min corporate briefing presentation	✓	✓	✓	✓		
Selected branding sponsorship activity	✓	✓	✓	✓	✓	
Branding exposure throughout conference	✓	✓	✓	✓	✓	
Logo or name on Connections website	✓	✓	✓	✓	✓	✓
Corporate description in online documentation	✓	✓	✓	✓	✓	✓
Turnkey exhibit pod in Solutions Showcase	✓	✓	✓	✓	✓	✓

Al La Carte

Option	Description	Cost (USD)
Bag Insert	A piece of your literature will be placed into each conference registration bag	\$1,000
Room Drop	BroadSoft selected executive gift with your logo on gift and accompanying postcard	\$8,000
Meeting Room	Subject to limited availability	\$10,000

Become a Sponsor

1. Select your sponsorship level
2. Review the **Connections Sponsor Agreement 2011**
3. Send the signed **Connections Sponsor Agreement 2011** to:
 - FAX: +1 240.268.1258 - Attention: Sunny DeMattio
 - EMAIL: sdmattio@broadsoft.com or connections@broadsoft.com

For more information on sponsorships contact:

Sunny DeMattio

sdemattio@broadsoft.com

+1 240.364.5101