

EXHIBITOR TESTIMONIAL

INTEROP

Exhibitor	Nortel
Exhibitor Description	Nortel delivers communications solutions for end-to-end networking; anytime, anywhere wireless access; VoIP, multimedia applications and advanced unified communications.
Exhibitor Need	Nortel looks for opportunities that will showcase their solutions to a large number of attendees, generate qualified leads, increase brand awareness of their messages and fuel their sales funnel.
Solution	<p>Nortel sees Interop, the largest most comprehensive business technology event, as a platform to meet these goals. Nortel was interested in reaching a targeted group of people so they took advantage of sponsoring the Infrastructure & Services Theme. They also participated in InteropNet, a collaboration with hand selected, innovative vendors and volunteers, who come together to create a state-of-the-art interactive lab environment.</p> <p>In addition Nortel used Interop as a platform to make a product announcement, as well as exhibit with a 40x50 booth presence.</p>
Results	<p>Nortel's theme sponsorship and participation in InteropNet helped to identify themselves as leaders in the IT marketplace. In addition, the technology theme sponsorship provided Nortel with extensive promotion in association with a specific technology theme throughout the conference and exhibition. Attendees were repeatedly exposed to their brand, messaging and their products prior, during and after the event.</p> <p>As a result, Nortel was able to convert their messages into booth traffic and reach targeted key decision makers. Currently, they are following up on leads that were generated and are confident that they will close business by the end of 2007.</p>

"Interop is a valuable and important event for us as it provides great customer outreach, media and press contacts, and numerous marketing opportunities that help build awareness. Interop is a must attend event."

—Eugene Watts, Integrated Events Marketing, ICA & Service, Nortel