

INTEROP

Exhibitor	Aruba Networks
Exhibitor Description	Aruba's user-centric networks securely and reliably deliver enterprise data, voice, and video applications to users wherever they work—in the office, at home, in a hotel, on the road.
Exhibitor Need	Aruba Networks (NASDAQ:ARUN), a fast growing company that went public in March 2007, is looking for new sales opportunities and greater brand awareness within the business technology marketplace.
Solution	Tradeshows are an important component of Aruba's overall marketing strategy, and considerable resources are devoted to key shows. As the largest, most comprehensive business technology event in North America, Interop provides Aruba with both strategic marketing opportunities and a vehicle for reaching key decision makers. At Interop, Aruba participated in a variety of technical panels and used the event as a platform for four major announcements.
Results	Aruba reached over 400 qualified contacts and more than 300 Interop panel attendees. Aruba was thrilled with the positive feedback they received from the show.

"We were very happy with our results at Interop! Interop provided a platform for us to reach and engage with a large number of key senior level IT decision makers that we otherwise would not have been able to meet with."

—Brad Hogan, Global Events, Aruba Networks