

EXHIBITOR TESTIMONIAL FROM THE LEADING BUSINESS TECHNOLOGY EVENT

Exhibitor	Expand Networks
Exhibitor Description	Expand Networks is a pioneer in the Wide Area Network (WAN) Optimization market. Founded in 1998, Expand is the leading provider of Application Acceleration solutions over the WAN with 3,000+ customers and over 36,000 units installed. Gartner, Inc. has positioned Expand in their Leaders Quadrant of the Magic Quadrant Report for WAN Optimization Controllers 2007.
Exhibitor Need	Expand Networks is looking for new sales opportunities and greater brand awareness within the business technology marketplace.
Solution	Tradeshows are an important component of Expand Network's overall marketing strategy. As the largest, most comprehensive business technology event in North America, Interop provides Expand Networks with both strategic marketing opportunities and a vehicle for reaching key decision makers. Expand was interested in reaching a targeted group of people so they took advantage of sponsoring a speaking session around WAN Optimization for the Virtual Enterprise.
Results	<p>Expand's sponsored session helped to identify themselves as leaders in Virtual WAN (VWAN) Optimization. In addition, the sponsor session provided Expand with extensive promotional opportunities throughout the conference and exhibition. Attendees were repeatedly exposed to the Expand brand, messaging and their products prior, during and after the event.</p> <p>As a result, Expand was able to convert their messages into booth traffic and reached over 500 total contacts at their booth and speaking session. Expand Networks was thrilled with the positive feedback they received from the speaking session, the constant traffic at their booth and the in-depth conversations held with analysts and press.</p>

"We were very happy with the results of our speaking session, allowing us to meet with qualified prospects and then follow-up with more in-depth conversations and demonstrations at our booth."

—Jennifer Lombardi, Expand Networks