

EXHIBITOR TESTIMONIAL FROM THE LEADING BUSINESS TECHNOLOGY EVENT

Exhibitor	Force10 Networks
Exhibitor Description	Force10 Networks is a pioneer in building and securing reliable, high performance networks. Force10 delivers innovative technologies that allow customers to transform their networks into strategic assets at the lowest total cost of ownership.
Exhibitor Need	Force10 Networks is looking to increase its sales pipeline, continue to build and reinforce its brand and capture mindshare in the data center marketplace.
Solution	Tradeshows are an important component of Force10 Networks' overall marketing strategy. As the largest, most comprehensive business technology event in North America, Interop provides Force10 Networks with both strategic marketing opportunities and a vehicle for reaching key decision makers. To generate awareness and build its thought leadership position, Force10 Networks sponsored a Data Center technology theme and educational session.
Results	<p>Force10 Networks' participation in the technology theme sponsorship provided an opportunity to define the company as a leader in the Data Center marketplace. In addition, the sponsorship provided Force10 Networks with extensive promotion 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, Force10 Networks converted their messages into booth traffic, increasing leads by 43% from the previous year. Force10 Networks was thrilled with the positive feedback they received from the speaking session, the constant traffic at their booth and the indepth conversations held with potential customers. Interop provided a foundation to develop leads, increase brand awareness and further develop key customer and partner relationships.</p>

"Interop has uniquely packaged its sponsorship opportunities to cost effectively deliver real return in terms of brand awareness and leads."

—Stephen Garrison, Vice President of Marketing, Force10 Networks