

## EXHIBITOR TESTIMONIAL FROM THE LEADING BUSINESS TECHNOLOGY EVENT

<b>Exhibitor</b>	TriGeo Network Security
<b>Exhibitor Description</b>	TriGeo Network Security delivers enterprise security information and event management (SIEM) designed specifically for the mid-size market.
<b>Exhibitor Need</b>	Generating leads, educating people about their products and increasing their visibility in the security marketplace are all part of TriGeo's current marketing strategy.
<b>Solution</b>	Tradeshows are an important component of TriGeo's overall marketing strategy, and considerable resources are devoted to key shows. TriGeo chose to use Interop as a way to reach, engage and educate a broad segment of mid to large companies about the benefits of their services by becoming a Security Theme Sponsor and hosting an educational session, open to all attendees.
<b>Results</b>	<p>The technology theme sponsorship provided TriGeo with extensive promotion in association with the security technology theme throughout the conference and exhibition. TriGeo was able to maximize their visibility through logo inclusions on attendee emails, onsite banners and tote bag inserts. In addition, TriGeo was able to showcase thought leadership and generate demand at Interop Las Vegas.</p> <p>The Sponsor Session Program provided a platform for face-to-face interaction and the ability to engage with decision makers and key influencers. When attendees requested more information about TriGeo's services, they were directed to their 20x20 booth presence located in the Security and Compliance Zone on the Interop floor.</p> <p>TriGeo also used Interop as a vehicle for expanding their channel program, both domestically and internationally, by participating in the channel and international programs to get additional exposure within those two groups. It was an effective way for TriGeo to gain visibility with potential partners and international customers.</p> <p>In addition, TriGeo utilized Interop as a platform to connect with members of the press, which resulted in numerous articles in major publications such as NetworkWorld and technology industry blogs.</p>

**"Interop delivers the right security audience for us. We are not going anywhere else. If we only had one security show to exhibit at, it would definitely be Interop."**

*—Michael Maloof, CTO, TriGeo Network Security*