

The Salak Group

SUPERCOMM 2009 Broadband & Digital Media Forum

Background

SUPERCOMM is the largest international communications conference in the US. It's the one event where the broadband world, in wireless and wireline, copper and fiber, triple play and quad play, IPTV and VOIP, 3G/4G, IMS, social networking and storage and security come together. It is also where buyers and sellers converge in the worlds of healthcare, education, entertainment, personal security and the environment.

SUPERCOMM 2009 will be held at McCormick Place this October and is expected to draw 15,000 to 20,000 attendees from around the world and include more than 500 exhibitors.

For more information on SUPERCOMM 2009 in general, please visit www.supercomm2009.com

The Salak Group has been commissioned to produce a two-day Broadband Entertainment and Digital Media program at SUPERCOMM 2009 that reinforces the critical link between core communications technologies and the successful deployment and uses of digital media services and technologies.

The Forum, which will held on October 22nd and 23rd, will include approximately 15 panels sessions and several VIP luncheons and receptions.

Business Development Opportunities

The Forum presents a unique platform to build brands, raise product and services awareness, and connect to critical audiences and thought leaders. Options includes:

- **Panelists** – Appropriate individuals to serve on panels to discuss the evolution in digital media technologies, regulations, piracy issues, evolving business models/ROI, etc.
- **Research Presentations** – Leverage panels, media events and receptions to build brand and awareness by distributing/presenting in-house research on digital media and broadband entertainment issues.

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- **Press Outreach** – Use SUPERCOMM 2009's draw among journalists to development media relations and press coverage that will benefit your company, executives or products.
- **Media Sponsorships** – Cross-branding opportunities that work jointly to promote both the Forum and particular publications and outlets.
- **Strategic Partnerships** – Companies and organizations secure partnerships with the Forum to build their brand and awareness through sponsorships, targeted outreach with attendees, and branded receptions and events.

Contacts

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