

EUROPEAN COMPETITIVE  
TELECOMMUNICATIONS ASSOCIATION



Conference & Exhibition Information

**ECTA Spring Telecoms Industry  
Conference 2005**

**Barcelona 2005**

18 – 20 April 2005  
Grand Marina Hotel, Barcelona

[www.ectaportal.com](http://www.ectaportal.com)

# ECTA Spring Telecoms Industry Conference 2005



18 - 20 April 2005  
Grand Marina Hotel, Barcelona



**ECTA is holding its 12th Conference and Exhibition in Barcelona in 2005 with the telecom industry's leading executives.**

This annual event creates an environment in which business can be done with companies up and down the supply chain and offers:

- **Information acquisition for 'C' level executives, business leaders, strategists and senior management through high quality conference content and materials**
- **Extensive networking and business development opportunities, including an on-line meeting service for arranging meetings prior to conference**
- **A focused platform for company profile building and promoting products & services**

The conference attracts a wide variety of players from the European Information, Communications and Technology (ICT) sector and this year we expect to have over 300 delegates.

Leading telecoms operators, ISPs, resellers, end users, infrastructure manufacturers, software vendors and law firms will all be there and this year, our on-line meeting service allows delegates to schedule their own meetings during the conference in Barcelona.

Alongside the conference will run an exhibition which incorporates a networking lounge, coffee shop and cyber café. The exhibition hall stays open all day during conference hours to ensure maximum traffic, visibility and networking opportunities.

**For more information please contact Marcus Benson on +44 (0) 118 936 6150 or at [mbenson@ectaportal.com](mailto:mbenson@ectaportal.com)**



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## What's New at ECTA Barcelona 2005 !

ECTA continues to listen to its members, sponsors and exhibitors and in 2005 is making the following improvements:

- NEW!** 40% early bird discount on delegate passes booked and paid for by 31 January 2005.
- NEW!** 25% early bird discount on delegate passes booked and paid for by 28 February 2005.
- NEW!** A dedicated telesales resource to drive attendance at the conference and ensure that it is the best attended and most successful in recent times.
- NEW!** On-line meeting service which allows delegates, once registered for the conference\* and paid, to view the delegate list and independently schedule meetings at the conference prior to the event.
- NEW!** Meeting room facilities for you to hold meetings arranged through the on-line meeting service.
- NEW!** Networking areas such as the coffee shop and cyber café will remain open all day during the conference - ensuring maximum traffic and networking opportunities.
- NEW!** Substantial discounts on delegate passes to companies that send three or more personnel.
- NEW!** 40% discount on additional delegate passes to sponsors and exhibitors in addition to a number of FREE passes as part of the sponsorship packages.
- NEW!** 20% discount on exhibition booths booked and paid for before 31 January 2005 and 10% discount on exhibition booths booked and paid for before 28 February 2005.
- NEW!** Guest passes available for exhibitors to invite their clients and partners.
- NEW!** New mailbox service at the event registration desk which allows delegates to leave, and receive, messages to, and from, other delegates.

*\*delegates registering to attend workshops do not receive access to the on-line meeting service.*

## Why you need to attend – *the facts*

### ECTA IS THE LEADING PAN-EUROPEAN TELECOMS INDUSTRY ORGANISATION.

We represent around 150 member companies in 17 EU Member States, and our annual conferences and exhibitions are known for being high quality, relevant and well organised, regularly attracting leading executives from the telecoms industry. This year we are expecting over 300 senior executives to attend. Being a 'not for profit' association, we re-invest every last resource into enhancing the quality of our events.

### TARGETED DELEGATES

We bring together senior executives and top level management from sales, technical, legal and finance backgrounds. Not only does the ECTA Conference attract highly influential European telecommunication executives but it also attracts senior figures from around the globe.

### RELEVANT NETWORKING

By carefully targeting and attracting the right delegates, this provides excellent networking opportunities. ECTA events create an environment in which new business can be done with companies up and down the supply chain. We provide a platform that ensures you get every opportunity to enhance your corporate profile, promote your products and services and engage with business colleagues.

Of course, the event is not just about the daily agenda, and the spirit of an ECTA conference continues into the evening after the conference and exhibition has finished each day. Satellite dinners and cocktail parties, after conference, give delegates the chance to cement new business relationships.

**NEW!**

This year, through our on-line meeting service, we are giving fully paid conference delegates\* the chance to arrange breakout meetings with potential clients, suppliers, and business colleagues during the conference.

### BEST CONFERENCE

We provide the forum for Europe's top telecommunication executives to address the key issues facing the industry. ECTA provides the highest quality information acquisition through conference materials prepared both for and by senior industry figures. CEOs, CFOs, COOs, CTOs all contribute as well as renowned analysts, researchers, banks, fund managers and regulators. What is discussed during the conference is used to shape the activity of our organisation. ECTA conferences spawn policy groups which meet on an ongoing basis to discuss critical commercial issues raised during the conference. Moderators are selected to be 'contentious' and to really challenge panel participants and therefore stimulate interesting debate. Conference speakers are given strict guidelines to keep away from bland company pitches and concentrate on poignant issues relevant to the industry as a whole.

*\*delegates registering to attend workshops do not receive access to the on-line meeting service.*

(continued)

## Why you need to attend – *the facts*

### INFORMAL EVENTS

From the welcoming party to cocktail receptions and golf tournaments, ECTA events provide many informal networking opportunities in and around the exhibition and conference. The sessions themselves are highly instructive and, in addition, ECTA conferences provide unparalleled opportunities to meet in an informal setting. Barcelona is a superb location to hold such meetings in and around the conference venue both during and after the conference working day.

### HIGH PROFILE EXHIBITION

Running in tandem with the conference, is an exhibition attracting all the major carriers and service providers. Exhibition stands and associated networking areas present the perfect opportunity to meet industry colleagues under one roof. ECTA conferences are aimed at senior executives and decision makers. As such, the exhibition provides a platform to meet the industry leaders who are attending the conference in a relaxed and informal environment. It also provides exhibitors with a corporate hospitality event for their customers in an unrivalled setting in the beautiful and historic city of Barcelona. The exhibition hall is open all day during conference hours to ensure maximum traffic, visibility and networking opportunities. Exhibitors and sponsors get the benefit of 40% discount on additional delegate passes in addition to FREE passes as part of the sponsorship packages.

### BEST VENUE

Right on the seafront, close to the attractions of the mediaeval centre of the city, but only 10 minutes from the airport, the Grand Marina Hotel combines everything needed for a successful conference. Outstanding service, fantastic food and a fabulous location are combined in this landmark 5\* Hotel with the very best of modern design. Barcelona is easily reached by air (being well served by scheduled and budget airlines), or land, and boasts a range of hotels and restaurants to suit every taste and budget.

### DON'T MISS IT!

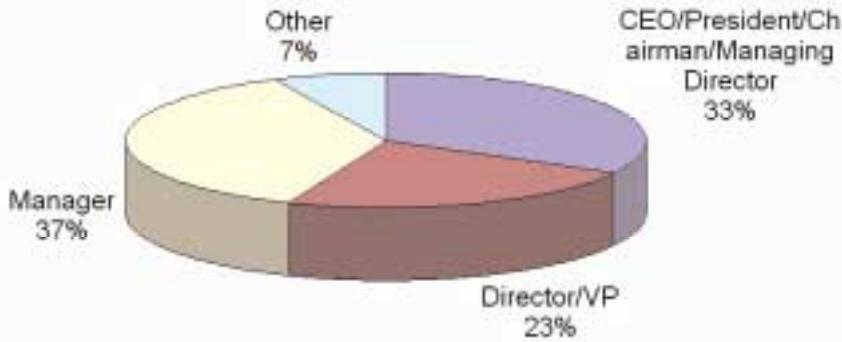
Although the Telecoms market has been tough in recent times, the survivors are leaner, fitter and better placed to exploit the coming opportunities. This event presents all companies in the industry with an unmissable opportunity to strengthen existing relationships and, at the same time, develop the new ones that build market share. We very much look forward to seeing you there.

For more information please contact Marcus Benson on +44 (0) 118 936 6150 or at [mbenson@ectaportal.com](mailto:mbenson@ectaportal.com)

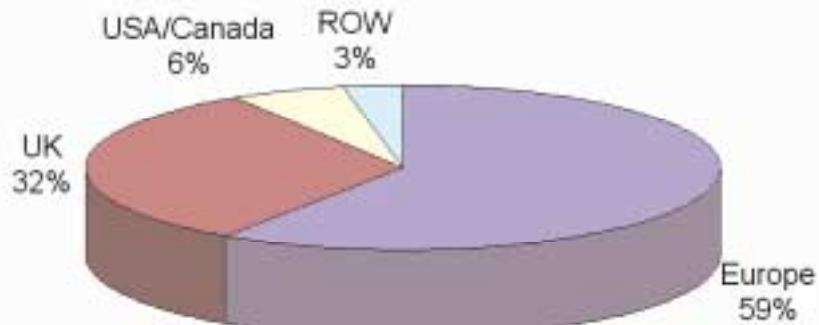
ACN Europe	Global Network Operations Ltd	Oxtel Communciations
Alcatel	Global Network Telephone	Reg TP
Allolio & Konrad	GlobalConnect	Siemens ICN
Arbinet-thexchange	GlobeNet	Sita
Arnold & Porter	GTS Central Europe	Solutions International
AT&T Wholesale	HighwayOne Germany	Song Networks
Ascade	HP	Sprint
Atlantic-ACM	Huthwaite International	Sprint International
Axiom	iBasis	Swisscom Fixnet Wholesale
Azure Solutions	IBM Business Consulting	Tarifica
Azuretel	IDT Europe	TDC Switzerland
Baker & McKenzie	In.Life	Taylor Wessing
Band-X	InfoCom Research	Telarix
BT Global Services	ING Investment Banking	TelCap
BT Wholesale	Inteconnect Communications	Telcordia Technologies
Cable & Wireless	Jazz Telecom	Teledanmark
CallSat Telecom Limited	Juniper Networks	Telecom New Zealand
Centrica Telecommunications	Korn Ferry International	Telecom TV
Ciena	KPN Eurorings	Teleglobe
Cisco Systems	KPN Wholesale VoiceServices	Telenor Global Services
Colt Telecom	KPN Telecom	TeliaSonera
Convergys	LambdaNet Communications	Telindus
Credit Suisse First Boston	Lannet	Tellabs
Crowell & Moring	Level 3 Communications	Tenovis
Czech Association of Competitive Communications	Lovells	Terabeam
Doughty Hanson	Lucent Technologies	The Wall Street Journal Europe
Dynergy Europe Communications	Magenta netLogic	Tiscali S.P.A.
EADS Multicoms	Malibu Networks	Total Telecom
EDS Deutschland GmbH	McDermott, Will & Emery	Traff-X
Energis	MCI	Turcom A.S.
Epsilon Telecom	Megabeam	T-Systems
Ericsson	Metasolv	Tyco Telecommunications
Ernst & Young	Monaco Telecom	VarTec Telecom
Equant	Monzoon Networks	Verizon Global Solutions
ETSI	Net.com	Versatel
European Computer Telecoms AG	Neuf Telecom	Vianet Technologies
Eutex	Nexagent	Viatel
Finnet International Limited	Nextcarrier	Virgo Publishing
FLAG Telecom	Nextone Communications	Watercove Networks
France Telecom Long Distance	NMS Communications	WaveCrest Communications
Gamma Telecom	Nortel Networks	Wilmer, Cutler, Pickering, Hale & Dorr
Garderos	Novis	Wind Telecomunicazioni S.p.A.
GasLINE	Pantel	Yankee Group
GE Capital	Prime Carrier	
Global Crossing	QSC	
	Qwest Communications	

## Typical Delegate Demographics

93% of delegates are 'decision-makers'

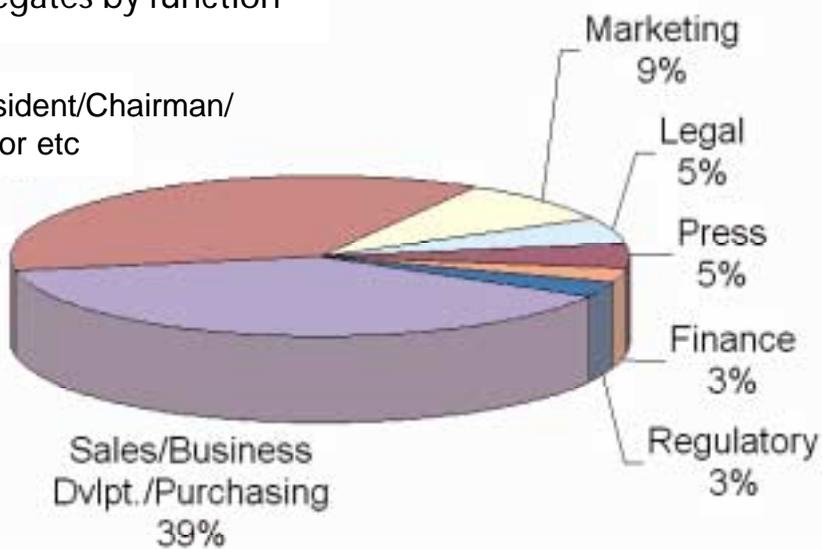


91% of delegates are European and from 20 different countries



ECTA delegates by function

CEO/President/Chairman/  
VP/Director etc



# Delegate Registration Information

## General Information

Call +44 (0) 118 979 3338 or email: [srussell@ectaportal.com](mailto:srussell@ectaportal.com)

### Deadlines for Registration

Early Bird 40 **40% OFF** : Until 31 January 2005

Early Bird 25 **25% OFF** : Until 28 February 2005

Regular: 1 March - 31 March 2005

Late or On-site: After 1 April 2005

**PLEASE NOTE:** To qualify for early discounts, registration and payment must be received by deadlines shown.

### Barcelona 2005 Delegate Price List

	Member Price (Price inc. 16% Tax)	Non-member Price (Price inc. 16% Tax)
<b>Two day conference including workshops 18-20 April 2005</b>		
Early Bird 40 (before 31 January 2005) less 40%	€ 720 ( € 835.20 )	€ 1,440 ( € 1,670.40 )
Early Bird 25 (before 28 February 2005) less 25%	€ 900 ( € 1044.00 )	€ 1,800 ( € 2,088.00 )
Regular (1 March - 31 March 2005)	€ 1,200 ( € 1,392.00 )	€ 2,400 ( € 2,784.00 )
Late/on-site (after 1 April 2005)	€ 1,440 ( € 1,670.40 )	€ 2,880 ( € 3,340.80 )
<b>Two day conference 19-20 April 2005</b>		
Early Bird 40 (before 31 January 2005) less 40%	€ 600 ( € 696.00 )	€ 1,200 ( € 1,392.00 )
Early Bird 25 (before 28 February 2005) less 25%	€ 750 ( € 870.00 )	€ 1,500 ( € 1,740.00 )
Regular (1 March - 31 March 2005)	€ 1,000 ( € 1,116.00 )	€ 2,000 ( € 2,320.00 )
Late/on-site (after 1 April 2005)	€ 1,200 ( € 1,392.00 )	€ 2,400 ( € 2,784.00 )
<b>Workshops only 18 April 2005</b>		
Early Bird 40 (before 31 January 2005) less 40%	€ 240 ( € 278.40 )	€ 360 ( € 417.60 )
Early Bird 25 (before 28 February 2005) less 25%	€ 300 ( € 348.00 )	€ 450 ( € 522.00 )
Regular (1 March - 31 March 2005)	€ 400 ( € 464.00 )	€ 600 ( € 696.00 )
Late/on-site (after 1 April 2005)	€ 480 ( € 556.80 )	€ 720 ( € 835.20 )

### Payment

Registration MUST be accompanied by credit card details (note Visa & Mastercard only) or Wire Transfer and where applicable Purchase Order No. Forms received without payment will NOT be processed. Payment is in Euros and the local country Sales tax is applicable.

### Confirmation

Confirmations will be sent by email to registrants within one week of receipt of payment. If an email address is not provided a confirmation will be sent via a fax or regular post within 10 business days.

### Substitutions, Cancellations and Refunds

Substitutions and cancellations must be requested in writing for the attention of Sara Russell [srussell@ectaportal.com](mailto:srussell@ectaportal.com). No cancellations or refunds will be accepted after the 31 March 2005. Refunds will be considered on a case by case basis, and subject to a Euro 200 cancellation charge.

### Easy ways to Register

**Website:** [www.ectaportal.com/reg2005](http://www.ectaportal.com/reg2005)

**Email to:** [srussell@ectaportal.com](mailto:srussell@ectaportal.com) **Fax to:** +44 (0) 118 979 3288

**Post to:** Sara Russell

ECTA, 1a Eastheath House, Eastheath Avenue, Wokingham, Berkshire RG41 2PR, U.K.

# ECTA Spring Conference 2005 Delegate Registration Form

Registration begins 1 December 2004

Title (Mr/Mrs/Miss/Ms/Dr):..... First Name:..... Last Name:.....

Company Name:.....

Member  Non-member  Non-member applying for membership

Job Title:.....

Address:.....

City:..... County/State:..... Postcode/ZipCode:.....

Country:..... Proposed ArrTVAI Date:..... Special Dietary Reqs:.....

Tel:..... Fax:..... E-mail:.....

I am attending as a Delegate  Sponsor  Speaker  Exhibitor  Press  GPM  Other

## Invoicing Address (if different from above):

Address:.....

City:..... County/State:..... Postcode/ZipCode:.....

Country:.....

Tel:..... Fax:..... E-mail:.....

## Registration Fees (Prices in Euro ex TVA @ 16%):

	Member	Non-member
<b>Registration fee (inc workshops)</b>		
Early Bird 40 (by 31/01/05) 40% discount*	<input type="checkbox"/> €720 (€835.20 inc TVA)	<input type="checkbox"/> €1,440 (€1,670.40 inc TVA)
Early Bird 25 (by 28/02/05) 25% discount*	<input type="checkbox"/> €900 (€1,044.00 inc TVA)	<input type="checkbox"/> €1,800 (€2,088.00 inc TVA)
Regular (1/03/05 - 31/03/05)	<input type="checkbox"/> €1,200 (€1,392.00 inc TVA)	<input type="checkbox"/> €2,400 (€2,784.00 inc TVA)
Late/on-site (after 01/04/05)	<input type="checkbox"/> €1,440 (€1,670.40 inc TVA)	<input type="checkbox"/> €2,880 (€3,340.80 inc TVA)
<b>Registration fee (not inc workshops)</b>		
Early Bird 40 (by 31/01/05) 40% discount*	<input type="checkbox"/> €600 (€696.00 inc TVA)	<input type="checkbox"/> €1,200 (€1,392.00 inc TVA)
Early Bird 25 (by 28/02/05) 25% discount*	<input type="checkbox"/> €750 (€870.00 inc TVA)	<input type="checkbox"/> €1,500 (€1,740.00 inc TVA)
Regular (1/03/05 - 31/03/05)	<input type="checkbox"/> €1000 (€1,160.00 inc TVA)	<input type="checkbox"/> €2,000 (€2,320.00 inc TVA)
Late/on-site (after 01/04/05)	<input type="checkbox"/> €1,200 (€1,392.00 inc TVA)	<input type="checkbox"/> €2,400 (€2,784.00 inc TVA)
<b>Registration fee (workshops only)</b>		
Early Bird 40 (by 31/01/05) 40% discount*	<input type="checkbox"/> €240 (€278.40 inc TVA)	<input type="checkbox"/> €360 (€417.60 inc TVA)
Early Bird 25 (by 28/02/05) 25% discount*	<input type="checkbox"/> €300 (€348.00 inc TVA)	<input type="checkbox"/> €450 (€522.00 inc TVA)
Regular (1/03/05 - 31/03/05)	<input type="checkbox"/> €400 (€464.00 inc TVA)	<input type="checkbox"/> €600 (€696.00 inc TVA)
Late/on-site (after 01/04/05)	<input type="checkbox"/> €480 (€556.80 inc TVA)	<input type="checkbox"/> €720 (€835.20 inc TVA)

\* = discount off regular price

Indicate chosen workshop  Workshop 1  Workshop 2 or  Workshop 3

## Registration Payment:

**To qualify for early discounts, registration and payment must be received by deadlines above**

Please include credit card and expiry date information to guarantee your registration. **We cannot process your request without this information.** No telephone requests will be accepted – only on-line, fax or mail. Payment by credit card or wire transfer only.

VISA  Mastercard **NO AMEX ACCEPTED**  
 Wire Transfer  Purchase Order Number.....TVA (VAT) No:.....

Credit Card Number:..... Expiry Date:.....CVC (security) No:.....

Name on Card:..... Cardholder Address:.....

Signature:..... Date:.....

I agree to pay the above total amount according to the cardholders agreement

## Wire Transfer Details:

Barclays Bank, Bracknell Branch, P.O.Box 61, Bracknell, Berkshire, RG12 1GJ

Euro Account Name: ECTA

Sort Code: 20 71 02

Euro Account No: 48196455

Swift Code: BARCGB22

IBAN No: GB04 BARC 2011 7448 1964 55

Please quote ECTA invoice number on wire document if possible.

## Cancellation Policy:

Substitutions and cancellations must be requested in writing. Attention: Sara Russell Fax: +44 (0) 118 979 3288 or E-mail [rsrussell@ectaportal.com](mailto:rsrussell@ectaportal.com). No cancellations or requests for refunds will be accepted after 31 March 2005. Refunds will be considered on a case by case basis and will be subject to a Euro 200 cancellation charge.

Your contact details will be entered onto the ECTA database. Please tick if you **DO NOT**:  
 Wish to receive any ECTA direct mailings   
 Wish to receive any 3<sup>rd</sup> party mailings

# Provisional Conference Agenda

<p>DAY 1: 18 April</p> <p><b>Morning:</b> Registration</p> <p><b>Afternoon:</b> Workshop 1 – Gaining Advantage from Disruptive Technologies Workshop 2 – Legal and Regulatory Implications of Operating Global Partnerships Workshop 3 – Sharing the Value from Content Provision</p>	
<p>DAY 2: 19 April</p> <p><b>Morning:</b> <b>Will new Access Technologies create Revenue Opportunities?</b> Keynote Speaker – Leading Technology Analyst</p> <p>Key topics:</p> <ul style="list-style-type: none"> <li>a. WIMAX – a revolution for the last mile or a limited application?</li> <li>b. VDSL – will it be a real competitor to cable operators?</li> <li>c. Fibre to the home – the US experience</li> <li>d. Broadband over Powerlines – is it finally going to happen?</li> <li>e. 3G – coming of age at last?</li> </ul> <p><b>Afternoon:</b> <b>Understanding the Dynamics of Content Provision</b> Keynote Speaker – Leading Media/Content Industry Analyst</p> <p>Key topics:</p> <ul style="list-style-type: none"> <li>a. How to position yourself in the Value Chain for maximum effect</li> <li>b. The critical role of Partnerships</li> <li>c. Ensuring an Open Market for Content</li> <li>d. Will Triple-play drive revenue in the Residential Market?</li> <li>e. Don't forget the Back Office - Billing for Advanced Services</li> </ul>	
<p>DAY 3: 20 April</p> <p><b>Morning:</b> <b>The challenges of mobility and convergence – strategic, technological and regulatory issues.</b> Keynote Speaker - Senior executive from an MVNO</p> <p>Key topics:</p> <ul style="list-style-type: none"> <li>a. Can Alt Nets survive without a mobile offering?</li> <li>b. Building the business case for an MVNO</li> <li>c. Billing and customer service issues in the MVNO environment</li> <li>d. Operating a 21st Century converged network</li> <li>e. What are the regulatory obstacles to fixed/mobile convergence?</li> <li>f. Creating compelling service portfolios to grow your customer base</li> <li>g. What are the implications of mobile VoIP?</li> </ul> <p><b>Afternoon:</b> <b>International Opportunities to Drive Revenue Growth</b> Keynote Speaker – Leading Industry figure with experience of International Operation</p> <p>Key Topics:</p> <ul style="list-style-type: none"> <li>a. Supporting the Global Enterprise – on net or off?</li> <li>b. Asia – the growth market of the 21st Century?</li> <li>c. Challenges of Operating in the Middle East and Africa</li> <li>d. Building Regional Partnerships</li> </ul> <p><i>Each block of content will be led by a moderator and will consist of individual presentations followed by a moderated panel session with Q&amp;A. There will be a coffee break in both morning and afternoon sessions.</i></p>	

# Sponsorship Opportunities at ECTA Barcelona 2005

ECTA offers a wide range of sponsorship opportunities to suit all marketing needs and budgets – we can also tailor our sponsorship packages to meet your company's requirements. The earlier you sign up to secure your sponsorship, the greater your brand exposure leading up to the event.

Sponsorship Opportunities	Price in Euros (excluding Sales Tax)*
Platinum Sponsorship	€ 35,000
Gold Sponsorship	€ 25,000
Silver Sponsorship	€ 15,000
Cyber Centre	€ 10,000
Lanyards & Badges	€ 7,500
Workshop Sponsorships	€ 5,000
Delegate Bags	€ 5,000
Coffee Station	€ 5,000
On-line meeting service	€ 5,000

Please contact Marcus Benson T: +44 (0) 118 936 6150  
or E: [mbenson@ectaportal.com](mailto:mbenson@ectaportal.com) for confirmation.

## Platinum Sponsorship

€ 35,000

As platinum sponsor you will receive

- Keynote speaker opportunity at the conference (which includes complimentary delegate pass).
- Panel discussion speaking opportunity (which includes complimentary delegate pass).
- 4 additional complimentary delegate passes plus 40% off additional passes.
- Complimentary 3m x 3m exhibition booth (includes 2 additional delegate passes and 6 customer guest passes) and/or opportunities for sponsor to showcase specific 'solutions'/service offerings or new technologies in high visibility areas.
- Headline Billing on all Spring Conference marketing collateral using the wording 'Platinum Conference Partner'.
- High visibility branding promotion pre, during and post event through brochures, postcards, e-invitations, signage, flags, logo'd napkins etc in prominent locations including:
  - Conference brochure
  - Sponsor logo on front cover and throughout conference brochure mailed to approx 20,000 telecoms executives
  - Email-broadcasts and electronic invitations (x10 distributed to approx 8,000 telecoms executives). Sponsor logo to appear beneath the conference headline banner at the top of the e-mail broadcast.
  - ECTA Spring Conference 2005 event microsite homepage – sponsor logo in prominence on homepage with bio and hot link to your website
  - Graphic display banners/signage and flags at the conference placed in high visibility areas around conference area and auditorium.
  - Sponsor logo on cover page of Conference pocket agenda
  - Sponsor logo will be included in advertisements in industry press promoting the conference
  - Branding in ECTA's monthly newsletter 'Connect' (editions leading up to Spring conference – 4 editions). The newsletter is electronically distributed to approx 20,000 contacts by e-mail. Sponsor logo will appear using the wording 'Spring Conference 2005 - Platinum Partner'.
  - Sponsor logo in opening conference presentation.
  - Sponsor logo will feature prominently in post conference review and presentations website
- Sponsor of the welcoming 1st night party (Monday 18 April 2005).
- Opportunity to display your corporate banners/collateral during the party.
- Opportunity to invite customers, prospects and staff to the party as your guests.
- ECTA executives to support sponsor's networking opportunities by helping facilitate client introductions and meetings.
- Opportunity to host a seated private dinner for approximately 12 -16 delegates/guests on the evening of Monday 18 April following the welcome party. ECTA to organise the dinner, issue invitations etc. (Sponsor to cover cost of dinner separately). Sponsor to select from the delegate/speaker list the people they would like to attend the dinner.
- Use of the event delegate list post show (subject to data protection act 1998)
- Sponsor of lunch on day two (Tuesday 19 April). Private lunch table for 10-12 guests. Sponsor to select from delegate/speaker list the people they would like to attend the lunch.
- Complimentary literature table
- Opportunity to provide corporate giveaways in delegate packs at the registration area (in delegate bags if used)
- Corporate access to the VIP room
- Invitation for two executives from sponsoring company to ECTA senior executive networking dinner on Tuesday 19 April.

## Gold Sponsorship

€25,000

As gold sponsor you will receive

- Keynote or panel discussion speaker opportunity at the conference (which includes complimentary delegate pass).
- 3 additional complimentary delegate passes plus 40% off additional passes.
- Complimentary 3m x 3m exhibition booth (includes 2 additional delegate passes and 6 customer guest passes) and/or opportunities for sponsor to showcase specific 'solutions'/service offerings or new technologies in high visibility areas.
- Headline Billing on all Spring Conference marketing collateral using the wording 'Gold Conference Partner'.
- High visibility branding promotion pre, during and post event through brochures, postcards, e-invitations, signage, logo'd napkins etc in prominent locations including:
  - Sponsor logo on front cover and throughout conference brochure mailed to approx 20,000 telecoms executives
  - Email-broadcasts and electronic invitations (x10 distributed to approx 8,000 telecoms executives). Sponsor logo to appear beneath the conference headline banner at the top of the e-mail broadcast.
  - ECTA Spring Conference 2005 event microsite homepage – sponsor logo in prominence on homepage with bio and hot link to your website
  - Graphic display banners/signage and flags at the conference placed in high visibility areas around conference area and auditorium.
  - Sponsor logo on cover page of Conference pocket agenda
  - Sponsor logo will be included in advertisements in industry press promoting the conference
  - Sponsor logo in opening conference presentation.
  - Sponsor logo will feature prominently in post conference review and presentations website
- Sponsor of the welcoming 2nd day cocktail reception early evening Tuesday 19 April 2005.
- Opportunity to display your corporate banners/collateral during the cocktail party.
- Opportunity to invite customers, prospects and staff to the cocktail reception as your guests.
- Sponsor of lunch on day three (Wednesday 20 April)
- Opportunity to host a private lunch table for 10-12 delegates/guests on Wednesday 20 April. Sponsor to select from the delegate/speaker list the people they would like to attend the lunch.
- Invitation for one executive from sponsor company to ECTA senior executive networking dinner on Tuesday 19 April
- Complimentary literature table
- Corporate access to the VIP room



## Silver Sponsorship

€15,000

As silver sponsor you will receive

- Speaking opportunity at the conference (which includes complimentary delegate pass).
- 2 additional complimentary delegate passes plus 40% off additional passes.
- Complimentary 3m x 3m exhibition booth (includes 2 additional delegate passes and 6 customer guest passes) and/or opportunities for sponsor to showcase specific 'solutions'/service offerings or new technologies in high visibility areas.
- Billing on all Spring Conference marketing collateral using the wording 'Silver Conference Partner'.
- High visibility branding promotion pre, during and post event through brochures, postcards, e-invitations, signage in prominent locations including:
  - Sponsor logo on conference brochure mailed to approx 20,000 telecoms executives
  - Email-broadcasts and electronic invitations (x10 distributed to approx 8,000 telecoms executives). Sponsor logo to appear beneath the conference headline banner of the e-mail broadcast and below the Platinum and Gold partner logos.
  - ECTA Spring Conference 2005 event microsite homepage – sponsor logo on homepage with bio and hot link to your website
  - Graphic display banners at the conference placed in high visibility areas around conference area and auditorium.
  - Sponsor logo within Conference pocket agenda
  - Sponsor logo will be included in advertisements in industry press promoting the conference
  - Sponsor logo in opening conference presentation.
  - Sponsor logo will feature prominently in post conference review and presentations website
- Sponsor of the VIP room.
- Opportunity to display corporate collateral in the VIP room.
- Opportunity to invite customers, prospects and staff into the VIP room.
- A private lunch table on either Tuesday 19 or Wednesday 20 April. ECTA to organise the lunch, issue invitations etc. Sponsor to select from the delegate/speaker list the people they would like to attend the lunch.
- Complimentary literature table



## Cyber Centre

€ 10,000

The Cyber Centre is positioned within the networking area of the event with up to 5 PC units providing access to the Internet to send/receive emails and an additional 3 further units for laptop Internet connection and power supply.

As a cyber centre sponsor you will receive

- A speaking or moderating opportunity (which includes complimentary delegate pass).
- 1 additional complimentary delegate pass plus 40% off additional passes.
- Corporate branding through signage at cyber centre
- Opportunity to display your corporate banners/marketing collateral around Cyber Centre including mouse-mats, mice, pens etc.
- Branding promotion pre, during and post event through brochures, postcards, e-invitations, signage in prominent locations including:
  - Sponsor logo within conference brochure agenda mailed to approx 20,000 telecoms executives
  - Email-broadcasts and electronic invitations (x10 distributed to approx 8,000 telecoms executives).
  - ECTA Spring Conference 2005 event microsite homepage – sponsor logo with bio and hot link to your website
  - Sponsor logo in opening conference presentation.
  - Sponsor logo will feature in post conference review and presentations website
- Corporate access to the VIP room
- Opportunity to provide corporate giveaways in delegate packs at the registration area (in delegate bags if used)



## Lanyards/Badges

€7,500

All delegates have to wear their lanyards and badges in order to gain access to the ECTA event. It provides the sponsor with excellent branding value.

As a lanyards and badges sponsor you will receive

- A speaking or moderating opportunity (which includes complimentary delegate pass).
- 1 additional complimentary delegate pass plus 40% off additional passes.
- Corporate logo on badge lanyards and badges. Corporate logo printed at top of badge alongside ECTA logo.
- Branding promotion pre, during and post event through brochures, postcards, e-invitations, signage in prominent locations including:
  - Sponsor logo within conference brochure agenda mailed to approx 20,000 telecoms executives
  - Email-broadcasts and electronic invitations (x10 distributed to approx 8,000 telecoms executives).
  - ECTA Spring Conference 2005 event microsite homepage – sponsor logo with bio and hot link to your website
  - Sponsor logo in opening conference presentation.
  - Sponsor logo will feature in post conference review and presentations website
- Corporate access to the VIP room
- Opportunity to provide corporate giveaways in delegate packs at the registration area (in delegate bags if used)



Badges may vary from image shown.



Lanyards may vary from image shown.

## Workshop Sponsorships

€5,000

Companies will be able to sponsor individual conference workshops so that they may more closely align themselves with specific industry issues/topics and speakers.

Sponsors will help create and manage the workshop, help define the agenda/determine topics and select/invite speakers – if necessary, ECTA will also support by inviting sponsor's existing and/or potential customers to attend. Included in the sponsor package, if required, ECTA will run lunches at the sponsors expense, which would place sponsors, speakers, customers and prospects on private tables together.

As a workshop sponsor you will receive

- A speaking or moderating opportunity (which includes complimentary delegate pass).
- 1 additional complimentary delegate pass plus 40% off additional passes.
- Branding promotion pre, during and post event through brochures, postcards, e-invitations, signage in prominent locations including:
  - Sponsor logo within conference brochure agenda mailed to approx 20,000 telecoms executives
  - Email-broadcasts and electronic invitations (x10 distributed to approx 8,000 telecoms executives).
  - ECTA Spring Conference 2005 event microsite homepage – sponsor logo within agenda with bio and hot link to your website
  - 2 x graphic display banners at the conference placed in high visibility either side of conference stage.
  - Sponsor logo in opening conference presentation.
  - Sponsor logo will feature prominently in post conference review and presentations website
- A private lunch table on either Tuesday 19 or Wednesday 20 April. ECTA to organise the lunch, issue invitations etc. Sponsor to select from the delegate/speaker list the people they would like to attend the lunch. Sponsor to meet cost of lunch.
- Corporate access to the VIP room
- Opportunity to provide corporate giveaways in delegate packs at the registration area (in delegate bags if used)



## Delegate Bags

€5,000

Each delegate receives a bag as they collect their badge for the event – the bag contains all the information they require for the conference and exhibition.

As delegate bag sponsor you will receive

- 1 complimentary delegate passes plus 40% off additional passes.
- Corporate branding on the delegate bags
- Branding promotion pre, during and post event through brochures, postcards, e-invitations, signage in prominent locations including:
  - Sponsor logo within conference brochure agenda mailed to approx 20,000 telecoms executives
  - Email-broadcasts and electronic invitations (x10 distributed to approx 8,000 telecoms executives).
  - ECTA Spring Conference 2005 event microsite homepage – sponsor logo with bio and hot link to your website
  - Sponsor logo in opening conference presentation.
  - Sponsor logo will feature in post conference review and presentations website
- Corporate access to the VIP room
- Opportunity to provide corporate giveaways in delegate packs at the registration area (in delegate bags if used)



Bags may vary from image shown.

## Coffee Station

€ 5,000

The Coffee Station is located around the exhibition area and is set up during conference breaks.

As coffee station sponsor you will receive

- 1 complimentary delegate passes plus 40% off additional passes.
- Corporate branding through signage at coffee station
- Branding promotion pre, during and post event through brochures, postcards, e-invitations, signage in prominent locations including:
  - Sponsor logo within conference brochure agenda mailed to approx 20,000 telecoms executives
  - Email-broadcasts and electronic invitations (x10 distributed to approx 8,000 telecoms executives).
  - ECTA Spring Conference 2005 event microsite homepage – sponsor logo with bio and hot link to your website
  - Sponsor logo in opening conference presentation.
  - Sponsor logo will feature in post conference review and presentations website
- Corporate access to the VIP room
- Opportunity to provide corporate giveaways in delegate packs at the registration area (in delegate bags if used)



## On-line meeting service

€5,000

ECTA will be offering registered and fully paid up conference delegates\* the chance of arranging meetings with other delegates prior to attending the event. This will be done through our new on-line meeting service and this sponsorship offers your company high visibility corporate branding. Your corporate logo will be associated with every screen view and meeting request – great exposure!

As on-line meeting service sponsor you will also receive

- 1 complimentary delegate passes plus 40% off additional passes.
- Corporate branding on the on-line meeting service
- Branding promotion pre, during and post event through brochures, postcards, e-invitations, signage in prominent locations including:
  - Sponsor logo within conference brochure agenda mailed to approx 20,000 telecoms executives
  - Email-broadcasts and electronic invitations (x10 distributed to approx 8,000 telecoms executives).
  - ECTA Spring Conference 2005 event microsite homepage
    - sponsor logo with bio and hot link to your website
  - Sponsor logo in opening conference presentation.
  - Sponsor logo will feature in post conference review and presentations website
- Corporate access to the VIP room
- Opportunity to provide corporate giveaways in delegate packs at the registration area (in delegate bags if used)



*\*delegates registering to attend workshops do not receive access to the on-line meeting service.*



## Sponsorship Reservation Form

To maximise the value of sponsorship, please register your interest as early as possible. Closing date for production of branded material is 18 March 2005.

Return the form to: Marcus Benson  
E-mail: [mbenson@ectaportal.com](mailto:mbenson@ectaportal.com)  
Fax: +44 (0) 118 979 3288

### Sponsorships

**Note: Sponsorship will be allocated strictly on a first come, first served basis. Prices are in Euro and exclude TVA (applicable at local country rate)**

- Platinum Sponsorship..... 35,000
- Gold Sponsorship ..... 25,000
- Silver Sponsorship ..... 15,000
- Cyber Centre..... 10,000
- Lanyards & Badges..... 7,500
- Workshop Sponsorship (4 max)..... 5,000
- Delegate Bags..... 5,000
- Coffee Station..... 5,000
- On-line meeting service..... 5,000

**Sponsorship contract and invoice will be sent to the contact listed below within 3 days of receipt of completed sponsorship form.**

### Sponsorship Contact Information

First Name:..... Last Name:.....  
 Company Name:.....  
 Address:.....  
 City:.....County/State:.....Postcode/ZipCode.....  
 Country:.....  
 Tel:.....Fax:.....E-mail:.....

### Invoicing Address (if different from above):

Address:.....  
 City:.....County/State:.....Postcode/ZipCode.....  
 Country:..... P.O. Number: .....  
 Tel:.....Fax:..... E-mail:.....

## Exhibitor Information and Prices

Exhibition Booth	Single	Double
Size	3m x 3m	3m x 6m
Complimentary Passes	2	4
Exhibitor Guest Passes**	6	12
Additional Passes	40% discount	40% discount

\*\*Exhibitor guest passes are exclusively for your company's customers or prospects and may not be used by your own company personnel. Further passes are available by applying to ECTA. Guest passes are for access to exhibition and networking areas only. Conference upgrade is available by applying to ECTA.

Barcelona 2005 Exhibitor Booth Price List	Member Price (Price inc. 16% Tax)	Non-member Price (Price inc. 16% Tax)
<b>Single Booth</b>		
Early Bird 40 (before 31 January 2005) less 20%	€ 4,000 ( € 4,640.00 )	€ 8,000 ( € 9,280.00 )
Early Bird 25 (before 28 February 2005) less 10%	€ 4,500 ( € 5,220.00 )	€ 9,000 ( € 10,440.00 )
Regular (1 March - 31 March 2005)	€ 5,000 ( € 5,800.00 )	€ 10,000 ( € 11,600.00 )
<b>Double Booth</b>		
Early Bird 40 (before 31 January 2005) less 40%	€ 6,400 ( € 7,424.00 )	€ 12,800 ( € 14,848.00 )
Early Bird 25 (before 28 February 2005) less 25%	€ 7,200 ( € 8,352.00 )	€ 14,400 ( € 16,704.00 )
Regular (1 March - 31 March 2005)	€ 8,000 ( € 9,280.00 )	€ 16,000 ( € 18,560.00 )

**NEW!**

20% discount on exhibition booths booked and paid for before 31 January 2005 and 10% discount on exhibition booths booked and paid for before 28 February 2005.

40% discount on additional delegate passes in addition to FREE passes as part of package. ECTA exhibition booths are allocated once payment has been received. To ensure the best location for your company, please send ECTA the completed exhibitor application form. The sooner you sign up and pay, the greater your visibility, promotion and location.

Additional guest passes are available by application to ECTA.

ECTA exhibition booths are allocated once payment has been received. To ensure the best location for your company, please send ECTA the completed exhibitor application form. The sooner you sign up and pay, the greater your visibility, promotion and location.

For more information on exhibition booths at ECTA Barcelona, please contact Marcus Benson  
T: +44 (0) 118 936 6150 or E: [mbenson@ectaportal.com](mailto:mbenson@ectaportal.com)

## Exhibitor Reservation Form

Please return completed form no later than 31 March 2005

To: Marcus Benson

E-mail: [mbenson@ectaportal.com](mailto:mbenson@ectaportal.com)

Fax: +44 (0) 118 979 3288

### Exhibition Hall

**The exhibit hall will be open Tuesday 19 April 9:00am-6:00pm and Wednesday 20 April 9:00am-4:00pm**

Yes, our company wants to reserve an exhibition booth at ECTA Barcelona 2005

(Prices in Euro ex TVA @ 16%):

#### Single Booth

Early Bird 40 (by 31/01/05) *less 20%*

Early Bird 25 (by 28/02/05) *less 10%*

Regular (01/03/05 - 31/03/05)

Late/on-site (after 01/04/05)

#### Member

€4,000 (€4,640 inc TVA)

€4,500 (€5,220 inc TVA)

€5,000 (€5,800 inc TVA)

€6,000 (€6,960 inc TVA)

#### Non-member

€8,000 (€9,280 inc TVA)

€9,000 (€10,440 inc TVA)

€10,000 (€11,600 inc TVA)

€12,000 (€13,920 inc TVA)

#### Double Booth

Early Bird 40 (by 31/01/05) *less 20%*

Early Bird 25 (by 28/02/05) *less 10%*

Regular (01/03/05 - 31/03/05)

Late/on-site (after 01/04/05)

€6,400 (€7,424 inc TVA)

€7,200 (€8,352 inc TVA)

€8,000 (€9,280 inc TVA)

€9,600 (€11,136 inc TVA)

€12,800 (€14,848 inc TVA)

€14,400 (€16,704 inc TVA)

€16,000 (€18,560 inc TVA)

€19,200 (€22,272 inc TVA)

**Booth Specification:** Single Booth Floor Space: 3m x 3m / Height Restriction: Back Wall: 2.5m and Side Wall: 1m. Standard booth provisions include basic electricity, table with 2 chairs, wastebasket and carpet within the booth.

**Inclusions:** Single Booth -Two complimentary passes are included in the cost and allow access to the conference, buffet lunches, coffee breaks and all evening events plus 6 exhibitor passes. Double Booth -Two complimentary passes are included in the cost and allow access to the conference, buffet lunches, coffee breaks and all evening events plus 12 exhibitor passes.

**Allocation:** Booth spaces will be **allocated on a first-come first-served policy** only when full payment has been made and this form has been received by ECTA. Only one company per booth allocation.

*The Exhibitor Reservation if accepted, is subject to the terms and conditions of the ECTA Exhibitor Agreement, which shall be read and signed by each applicant. Once exhibitors have signed the contract and paid for their space ECTA's agent will ship them an Exhibitor Handbook. Exhibitor fees are non-refundable.*

**An exhibitor contract and invoice will be sent to the contact listed below within 7 days of receipt of completed exhibit reservation form.**

\*If you are an ECTA Member, your 2004/05 membership fees must be paid in full prior to qualifying for the lower member rates or you will be charged at non-member rate.

### Exhibition Contact Information:

First Name:..... Last Name:.....

Company Name:.....

Address:.....

City:.....County/State:.....Postcode/ZipCode.....

Country:.....

Tel:.....Fax:.....E-mail:.....

### Invoicing Address (if different from above):

Address:.....

City:.....County/State:.....Postcode/ZipCode.....

Country:..... P.O. Number: .....

Tel:.....Fax:..... E-mail:.....

## Speaking Opportunities at ECTA Barcelona 2005

If you would like one of your senior executives to be considered for a speaking opportunity please contact Marcus Benson on +44 (0) 118 979 3282 or e-mail [mbenson@ectaportal.com](mailto:mbenson@ectaportal.com). For details of last year's event please visit the ECTA Portal [www.ectaportal.com/barcelona](http://www.ectaportal.com/barcelona)

If you have any questions regarding ECTA Barcelona 2005, please do not hesitate to call ECTA on +44 118 979 3282 – we look forward to speaking with you.

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**[www.ectaportal.com](http://www.ectaportal.com)**



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