

ALL-OVER-IP

CCTV PRO SHOW



18.11.2010
MOSCOW
СОКОЛНИКИ EXPO

UNIQUE NETWORKING
AND BUSINESS EVENT

REGISTER TODAY!
WWW.ALL-OVER-IP.RU

2000 TOP MANAGERS
AND TECHNICIANS FROM
SECURITY, IT, TELECOM,
BROADBAND, INTELLIGENT
BUILDING INDUSTRIES

NEED MORE?
WWW.ALL-OVER-IP.RU/ENG



I am enormously impressed by the people I met here. If you take an average exhibition, there may be one useful lead out of 10 visitors who come to your booth. Each person who we welcomed at All-over-IP, is our potential customer.

Stanislav Guchia
General Manager
Axis Communications
Russia



I highly appreciate Groteck Business Media approach to implementation of the All-over-IP Forum concept. Visitors who came to network with global vendors are very high-skilled in IP solutions.

Lucian Ciobanu
Business Development
Manager
MOBOTIX AG



ROI = EXPO + SEMINAR + CONTACTS + PR + AWARD

All-over-IP Forum is held by Groteck Business Media, the largest Russian B2B media company, in conjunction with security, IT, telecom and broadband professionals.

For the third year now, All-over-IP Forum offers the highest ROI among professional events in Russia. Participants save time, money and organizational efforts:
1 day – 1 venue – 2000 customers prepared for business communication.

Convergence is a key technology trend. Integration is a principle requirement to system management. This is why All-over-IP Forum covers security, telecom, IT and intelligent business solutions.

New for 2010!

All-over-IP Forum is co-located with:
• **Infosecurity Russia Expo**
• **7th National Russian Security ZUBR Awards**. This is the first time when global vendors nominate themselves directly.
• **All-over-IP Awards Ceremony**.

How you get the most out of your investment

- **IP only focused event** in Russia.
- **Carefully prequalified audience**.
- Direct access to **leading distributors**, resellers and system integrators.
- Direct access to **key end-users**.
- Mix of expo, seminars, conferences and club events.
- **6 months pre-show PR program**.
- Direct.Groteck.Ru online appointment scheduler.

Product Areas

- IP Video Surveillance
- Traditional Analogue CCTV
- IP Access Control
- VoIP, IP Telephony
- IP Intrusion & Fire Alarms
- IPTV
- Industrial Ethernet
- Communication Platforms, Unified Communications
- Data Storage, Document Management
- Intelligent Building, Business Continuity
- Video Conference Communications

ALL-OVER-IP AWARDS – each participants gets All-over-IP Diploma for their unique expertise, technology, solution or business model. Awardees will be announced at an exclusive ceremony and evening fourchette.



I have to spend a lot of time both in Asia and America, and I wasn't here when All-over-IP Forum materialized in 2008. But as we were part of it, I wanted to see for myself the changes and to support our partners who are here exhibiting with us and promoting new products.

Lawrence de Guzman
Sales Director
for Northern Europe
Milestone Systems

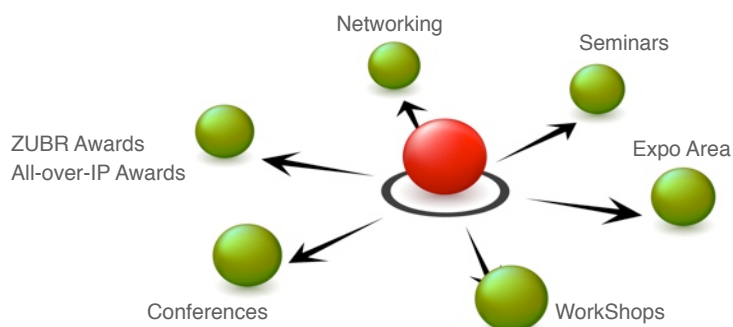
MAP YOUR WAY TO THE CUSTOMER

As an exhibitor at All-over-IP Forum you can

- Build relations with existing end-users, system integrators and resellers
- Find and educate new end-users, system integrators and resellers
- Retain and support existing customers and the channel
- Market test new products and solutions
- Test your brand awareness
- Build your reputation as a partner
- Share your vision
- Generate press coverage

Improve your Brand Awareness

- Get nominated for **7th National Russian Security ZUBR Awards**.
Judged by a panel of independent industry experts from the largest Russian end-user companies, the ZUBR Awards reward industry innovators and pioneers with global recognition. (See price table on the next page spread.)
- Make a **10-mins speech at the Main Stage**.
Announce the technology, solutions and expertise that you offer at the booth or within the seminar/conference. Report on your corporate news and events.
- Get **All-over-IP Awards** as the Forum participant.
Increase your impact on the forum attendees.



I appreciate the approach Groteck takes in communicating with the audience, our potential customers. They always know why they are here and what they can get from us, the vendors.

Alexander Ilchenko
Marketing Director
ITV / AXxon



85% of visitors who came to our booth in 2009 were video surveillance or IT professionals. It is easy to put forward your ideas within such a highly experienced community. I am very impressed by the event and looking forward to joining the forum in 2010.

Ola Ogunfowokan
Business Development Manager
Promise Technology



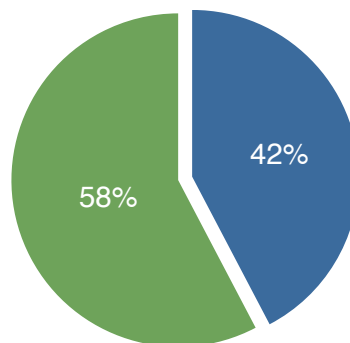
All-over-IP Forum provides us with an opportunity to gain access to key Russian security professionals – end-users, system integrators, manufacturers and distributors – who have a specific interest in IP solutions.

Jurgan Van Muylder
Sales Manager CEE
Xtralis



GENERATE LEADS

All-over-IP Forum provides vendors with a unique route to top managers and decision-makers of Russian system integrators and end-users.



- End-users
- Installers, system integrators

Why they attend?

Groteck offers networking opportunities that ensure ROI for each visitor due to:

- in-depth pre-show acquaintance with vendors' solutions and expertise;
- multiple formats of communication activities;
- opportunity to study maximum various IP-based and analogue technologies at one venue (security, telecom, broadband, IT);
- opportunity to share ideas with colleagues of the same level of responsibility.

All-over-IP Forum audience makes

over 65%

of security purchases in Russia.

All-over-IP Forum audience makes

over 50%

of telecom and IT purchases in Russia.

All-over-IP Forum audience makes

up to 90%

of broadband services purchases in Russia.

All-over-IP Forum audience makes

over 40%

of intelligent building purchases in Russia.

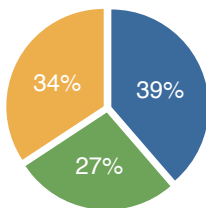


The most principle advantage that All-over-IP Forum offers is a clear focus on IP and attraction of highly interested audience. This makes the vendor's activity during the forum cost effective indeed. The forum also attracts IT professional which contribute to integration of security and IT markets.

Olga Ukolova
Marketing Manager
Panasonic

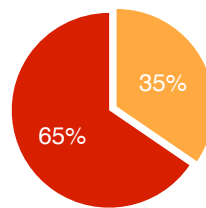
DOMINATE THE AUDIENCE MIND

Installers by Job



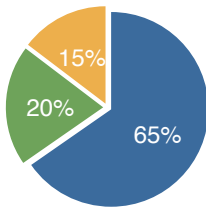
- Top management
- Technical and finance management
- Technicians

End-users by Job



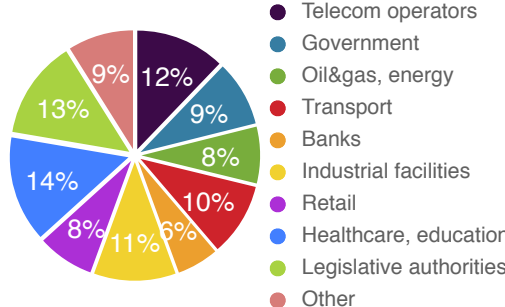
- Executive and technical management
- Technicians, engineers

Installers by Expertise



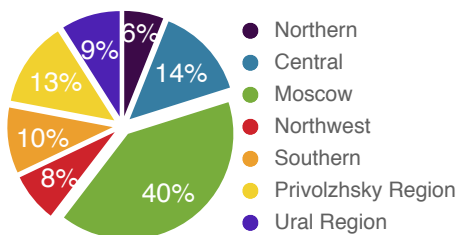
- Multi-expertise (security, networks, IT)
- Security, automation
- Networks, IT

End-users by Industry



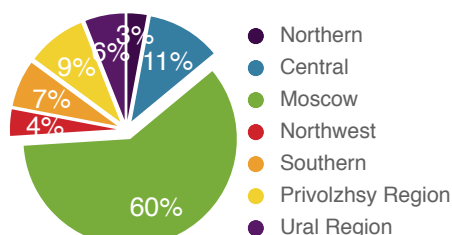
- Telecom operators
- Government
- Oil&gas, energy
- Transport
- Banks
- Industrial facilities
- Retail
- Healthcare, education
- Legislative authorities
- Other

Installers by Region



- Northern
- Central
- Moscow
- Northwest
- Southern
- Privolzhsky Region
- Ural Region

End-users by Region



- Northern
- Central
- Moscow
- Northwest
- Southern
- Privolzhsky Region
- Ural Region



I appreciated the business format the forum offers: discussions and demonstrations are held within the single venue. We ran a seminar and showed our products at our booth. We introduced IP equipment and established contacts with various installer companies.

Dmitry Streltsov
Sales Manager
Mitsubishi Electric



Groteck succeeds in uniting the leading security vendors with key customers under the same roof.

Maxim Lopukhin
Product Manager
Sony



IDENTIFY YOUR PLACE & TIME

68% of SEMINARS **SOLD OUT**

58 BOOTHS

25 SEMINARS

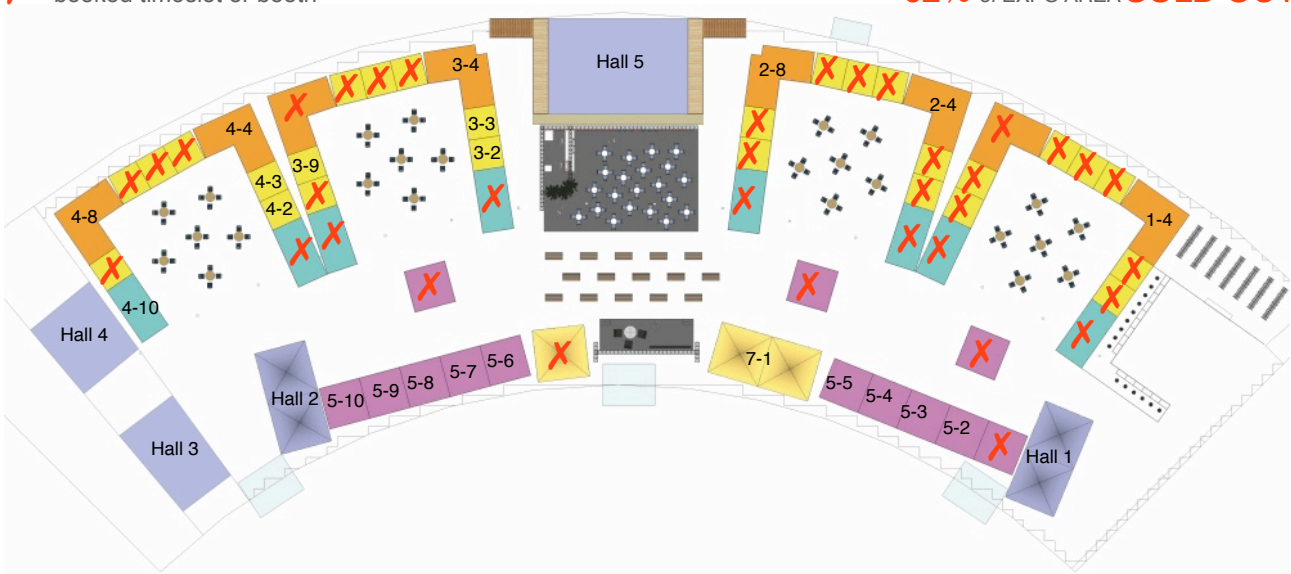
3 CONFERENCES

8 HOURS OF INTERACTIVE AREA

Hall 1	Hall 2	Hall 3	Hall 4	Hall 5
Timeslot 1.1 X	Timeslot 2.1 X	Timeslot 3.1 X	Timeslot 4.1 X	Timeslot 5.1 X
Timeslot 1.2 X	Timeslot 2.2 X	Timeslot 3.2 X	Timeslot 4.2 X	Timeslot 5.2 X
Timeslot 1.3 X	Timeslot 2.3 X	Timeslot 3.3 X	Timeslot 4.3 X	Timeslot 5.3
Timeslot 1.4 X	Timeslot 2.4 X	Timeslot 3.4 X	Timeslot 4.4	Timeslot 5.4
Timeslot 1.5	Timeslot 2.5	Timeslot 3.5	Timeslot 4.5	Timeslot 5.5

X – booked timeslot or booth

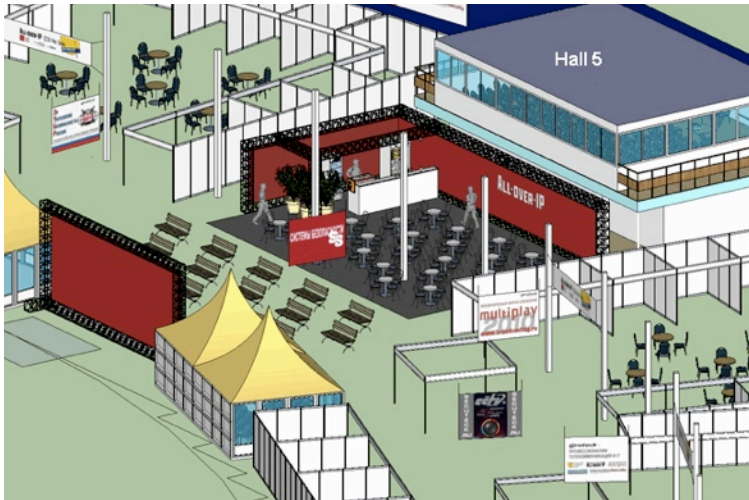
62% of EXPO AREA **SOLD OUT**



ALL-OVER-IP FORUM'2010

TO BOOK A BOOTH OR A SEMINAR
or get more information on exhibiting
contact the All-over-IP Sales Team

Alla Aldushina aldushina@groteck.ru
Olga Fedoseeva fedoseeva@groteck.ru



It is most significant for us as a global vendor to meet with end-users. We also showed our channel we have a strong market position.

Eugenie Volokhov
Sales Manager
CBC Group

2010 PRICES

Services	Positions at the Floor Plan	Prices, Euro
STANDARD POSITIONS		
Complex Package Booth (9 sq.m) + Seminar (45 min; Hall 1, 2, 3, 4 - 50 sq.m)		6534
Standard booth 9 sq.m (3x3 m)		2970
Seminar 45 min		4290
SPECIAL POSITIONS		
Front Standard Booth 18 sq. m, open to the central aisle		5940
Double Corner Standard Booth Including additional area, 27 sq.m		5346
ADDITIONAL POSITIONS		
Large Booth 16 sq. m (4x4 m), the central aisle		5280
EXCLUSIVE POSITIONS		
Island Booth 16 sq. m (4x4 m), the central aisle		6336
Pavilion Booth 25 sq. m (5x5 m), next to the stage		8700
Large Pavilion Booth 50 sq.m (5x10), next to the stage		11990
EXCLUSIVE CORPORATE POSITIONS		
Seminar 45 min, Hall 5, 120 sq.m		5610
7th National Security ZUBR Awards Nomination		1000

2009 PARTICIPANTS

SmarteC Primary Sponsor

ITV Sponsor
ИНТЕЛЛЕКТ. ТЕХНОЛОГИИ. ВИДЕО.



CONTACT US



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