

# ALL-OVER-IP

**24.11.2011**  
**MOSCOW**  
СОКОЛНИКЪЭ

## YEAR'S BUSIEST DAY

Advanced technology  
Influential speakers  
Large volume buyers  
Market leaders

Unique Networking and Business Event

**BOOK TODAY!**  
[WWW.ALL-OVER-IP.RU](http://WWW.ALL-OVER-IP.RU)

## 2500 LARGE VOLUME BUYERS

top managers and senior engineers  
in IT, networks, security  
and building automation

Need More?

[www.all-over-ip.ru/eng](http://www.all-over-ip.ru/eng)

24.11.2011  
Moscow  
Sokolniki Expo

# ALL-OVER-IP

Groteck

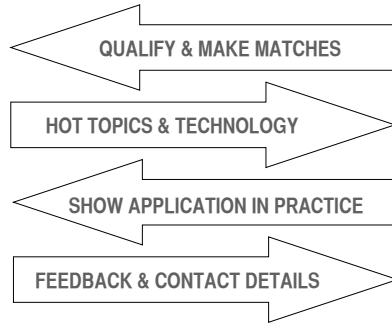
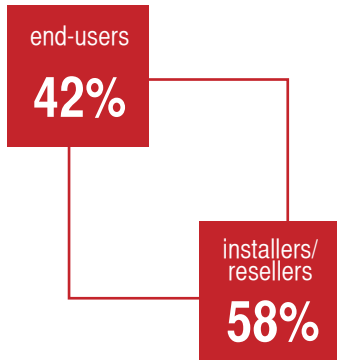
Book Today!

## YEAR'S BUSIEST DAY

2500 top managers and senior engineers  
in IT, networks, security and building automation  
96 booths of market leaders  
35 seminars by leading vendors  
and system integrators

## ADVANCED TECHNOLOGY MEETS LARGE VOLUME BUYERS

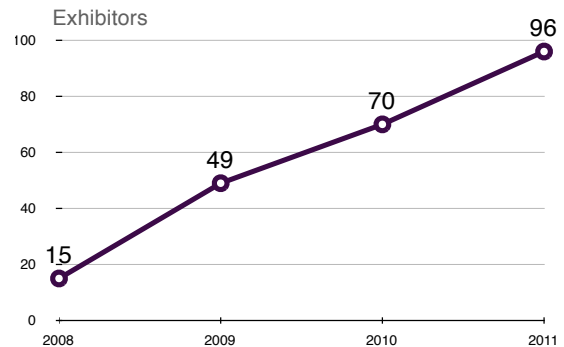
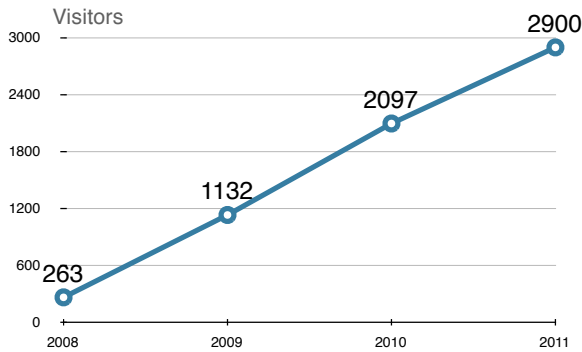
### Visitors



### Speakers

Axis Communications • Panasonic •  
Microdigital • Mitsubishi Electric • Motorola •  
SONY • AVerMedia •  
Bosch Security Systems • NATEX •  
ITV | AxxonSoft • SMP • CTI •  
Arecont Vision • GE • HP  
Smartec • NEC • ELVEES •  
Samsung • IBM • KomKom

All-over-IP is the fastest growing event  
in the security, IT and corporate communications market in Russia.



Annually during the last 3 years, All-over-IP doubles  
in exhibitors, visitors, speakers, sessions and panels, product areas, business appointments and purchasing budgets.



All-over-IP – the art of industry events

40% of All-over-IP exhibitors use speaking opportunities to increase their ROI

70% of All-over-IP stand space for 2011 was re-booked by the end of 2010

90% of IP solutions sales in Russia are made by All-over-IP exhibitors

**SPEAK & EDUCATE**  
Olga Fedoseeva fedoseeva@groteck.ru

**BOOK STAND & PRODUCT SEMINAR**  
Alla Aldushina aldushina@groteck.ru

24.11.2011  
Moscow  
Sokolniki Expo

# ALL-OVER-IP

Groteck

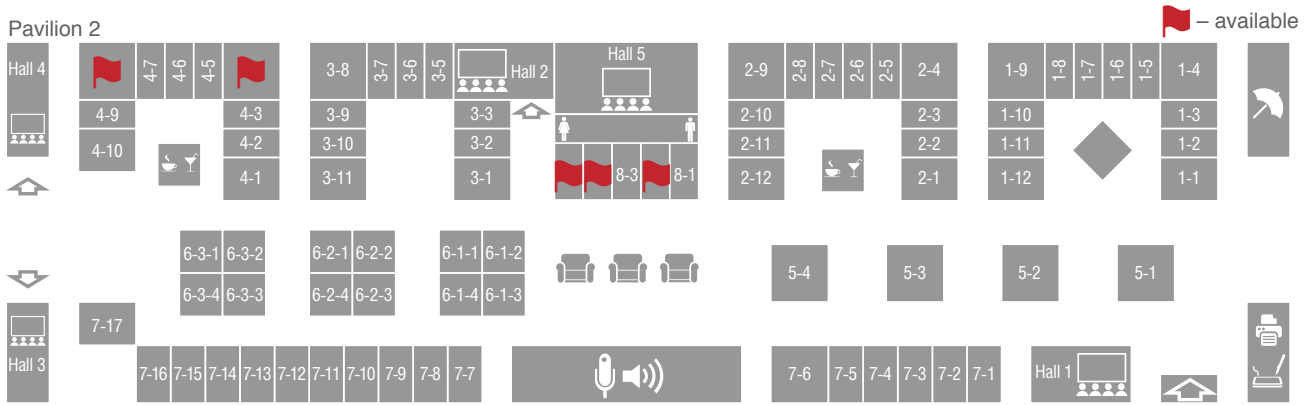
Book Today!

## YEAR'S BUSIEST DAY

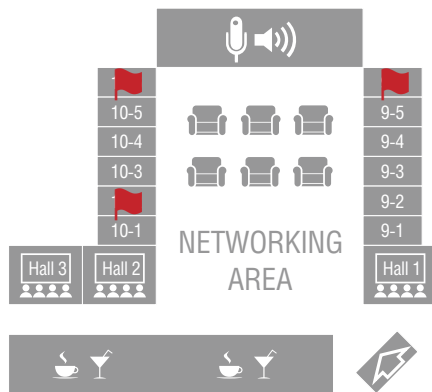
2500 top managers and senior engineers  
in IT, networks, security and building automation

96 booths of market leaders  
35 seminars by leading vendors  
and system integrators

## THE FASTEST WAY TO FIND CUSTOMERS AND PARTNERS



### Pavilion 3



### Visitors' Technology Agenda

IT • IP Networks • Video<sup>3</sup> • Access Control • Alarms •  
Storage • VoIP • Unified Communications •  
IP PBX • Building Automation •  
Cloud • Virtualization • Mobile •

## Best Value for Money

### Pre-Event

1. Matchmaking – GroteckSmartEvent
2. Pre-qualified visitors
3. Web/print promotion
4. Corporate web-page
5. Materials distribution and downloads
6. Targeted invitations
7. Contact details of visitors registered to attend booth/seminar

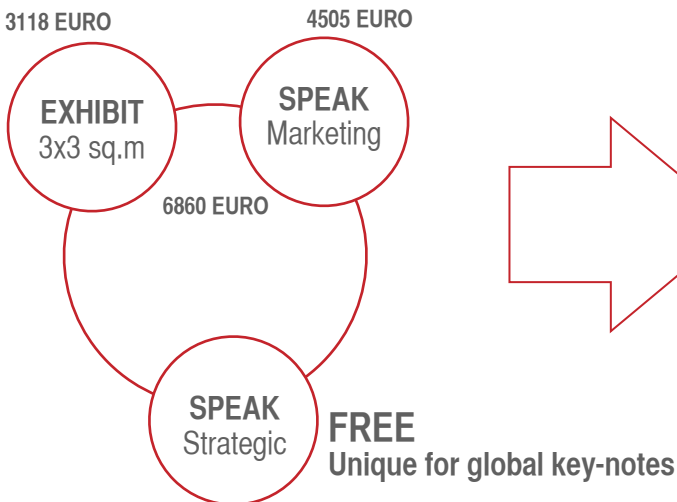
### Onsite

8. Speaking opportunities
9. Contact details of seminar attendees
10. Onsite appointment support
11. Interviews with industry leaders
12. All-over-IP Award

### Post-Event

13. Web/print promotion
14. Additional materials downloads
15. Contacts of those applying for downloads

## Standard Package



### SPEAK & EDUCATE

Olga Fedoseeva fedoseeva@groteck.ru

### BOOK STAND & PRODUCT SEMINAR

Alla Aldushina aldushina@groteck.ru

24.11.2011  
Moscow  
Sokolniki Expo

# ALL-OVER-IP

Groteck

Book Today!

## YEAR'S BUSIEST DAY

2500 top managers and senior engineers in IT, networks, security and building automation

96 booths of market leaders

35 seminars by leading vendors and system integrators

## SPEAK TO DECISION-MAKERS



**Vlado Damjanovski**  
Managing Director, ViDi Labs

I am impressed by people's attendance and questions. All-over-IP has exceeded my expectations as a place to see new things and a platform for exchanging information.



**Jonas Andersson**  
Chairman, ONVIF

I think this type of small and more condensed trade show / seminar is interesting. Especially with the large program of presentations. This makes it more interesting for visitors.



**William Rhodes**  
Market Analyst, IMS Research

My presentation was well attended and the trade show generally was busy and had a good atmosphere. I had many meetings throughout the day and all were productive.

## Hot topics

Video as a Service • Platform as a Service •  
IP Networks • Integrated Solutions •  
Cloud Services and Applications • Virtualization •  
Video Surveillance • Access Control •  
Call-centres • Building Automation •  
Storage • Unified Communications

Transportation Security • Safe City Projects  
Communication Solutions for Banks & Finances •  
IP Telepresence for Enterprises •  
IT Infrastructure Modernization  
for Manufacturing Industry •  
New Businesses for Telecom Operators

## Who speaks

Microdigital	Bosch Security Systems	Mitsubishi Electric	Arecont Vision	AxxonSoft	RESERVED
SONY	available	Axis Communications	Smartec	ELVEES	KomKom
available	Panasonic	IBM	SMP	HP	Natex
Samsung	Motorola	GE	available	available	AVerMedia
available	CTI	NEC	RESERVED	available	available

**SPEAK & EDUCATE**  
Olga Fedoseeva fedoseeva@groteck.ru

**BOOK STAND & PRODUCT SEMINAR**  
Alla Aldushina aldushina@groteck.ru

## EDUCATE CUSTOMERS AND THE CHANNEL

### Who & why attends

- End-users
- Installers and resellers
- Telecom operators

who want to get the most out of technology  
to boost their business, secure investments.

- Gain access to all best-selling global brands
- Obtain technology for any business.
- Learn how technology is applied in practice.
- Discuss challenges with colleagues.
- Update business plans with vendors' top managers.
- Network with influential global gurus.

Gain access to

security and IT professionals who attend to get:

- new solutions
- new trends
- new ideas

Collect contact details

THREE lists of registration:

1. Audience pre-registered online for the seminar / lecture (GroteckSmartEvent).
2. Audience who actually visit the seminar / lecture.
3. Audience who requested additional materials online during the post event period.

Get support

- Speaker and subject promotion – GroteckSmartEvent
- Availability of materials to download in advance
- Customers' feedback on subject relevance
- Targeted invitations
- Registered audience profiles availability



24.11.2011  
Moscow  
Sokolniki Expo

# ALL-OVER-IP

Groteck

Book Today!

## YEAR'S BUSIEST DAY

- 2500 top managers and senior engineers in IT, networks, security and building automation
- 96 booths of market leaders
- 35 seminars by leading vendors and system integrators

## WHO AND WHY EXHIBITS

### Vendors, distributors and system integrators

who are willing to gain access to Russian customers with 70% of purchasing budgets for IP solutions.

- Show innovative and cost-effective solutions.
- Network with maximum pre-qualified visitors.
- Use a digital promotional package during the year.



Stanislav Guchia

Axis Communications

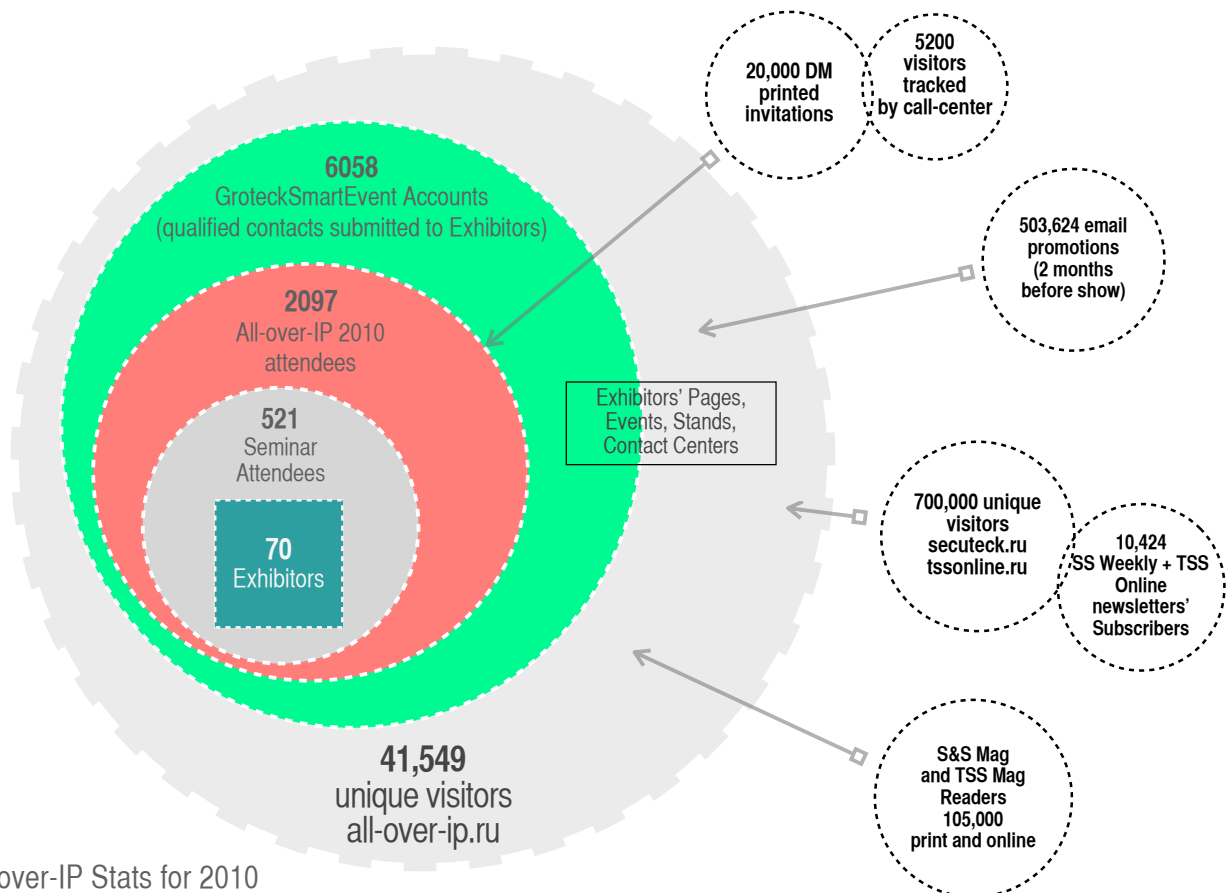
If you take an average exhibition, there may be one useful lead out of 10 visitors who come to your booth. Each person who we welcome at our booth at All-over-IP is our potential customer.

## WHO AND WHY SPEAKS

### Vendors, distributors and system integrators

who are willing to educate an influential audience of IT and security professionals.

- Gain access to well-informed and higher-motivated visitors.
- Get higher-brand presence and PR among customers.
- Obtain the audience invited to specific requirements.



All-over-IP Stats for 2010

#### SPEAK & EDUCATE

Olga Fedoseeva fedoseeva@groteck.ru

#### BOOK STAND & PRODUCT SEMINAR

Alla Aldushina aldushina@groteck.ru

24.11.2011  
Moscow  
Sokolniki Expo

# ALL-OVER-IP

Groteck

Book Today!

## YEAR'S BUSIEST DAY

2500 top managers and senior engineers  
in IT, networks, security and building automation  
96 booths of market leaders  
35 seminars by leading vendors  
and system integrators

## 5 REASONS FOR LEADERS TO JOIN

### 1. REGISTRATION SERVES EXHIBITORS AND SPEAKERS

- 1.1. Digital marketing campaign among registered professionals deliver productivity to networking onsite.
- 1.2. Exhibitors/Speakers collect contact details of professionals registered to see them onsite, visitors to any event onsite, people requested downloads after the show.

### 2. PR HELPS TO GENERATE LEADS

- 2.1. Exhibitors/speakers inform visitors about their products and expertise well in advance via personal web contact centres.
- 2.2. Customers' awareness is highly increased through materials distribution among registered professionals.
- 2.3. Regular interviews and expert polls assist expertise promotion.

### 3. PROFESSIONAL PRINT HELPS TO QUALIFY VISITORS

85,000 readers of S&S Mag – annually  
68,000 readers of TSS Mag – annually

### 4. SMART SPACE

Integrated space for expo and conference areas. Lots of comfortable space for networking and discussions.

### 5. SEMINAR PROGRAM SERVES EXHIBITORS AND SPEAKERS

- 5.1. Case-studies and practical sessions attract interested visitors to the expo.
- 5.2. Relevant discussions attract high-level well-prepared audience.
- 5.3. Events within stand space are promoted within the single Business Program.



Full-featured exhibitor contact centre at [www.all-over-ip.ru](http://www.all-over-ip.ru) powered by GroteckSmartEvent – the most innovative web-based solution for leads generation, matchmaking, content impression and scheduling.



5000+ business meetings are generated by All-over-IP.

Over 80% of all appointments are made via GroteckSmartEvent.

SPEAK & EDUCATE

Olga Fedoseeva [fedoseeva@groteck.ru](mailto:fedoseeva@groteck.ru)

BOOK STAND & PRODUCT SEMINAR

Alla Aldushina [aldushina@groteck.ru](mailto:aldushina@groteck.ru)

24.11.2011  
Moscow  
Sokolniki Expo

**ALL-OVER-IP**

*Groteck*

**Book Today!**

**YEAR'S BUSIEST DAY**

**2500** top managers and senior engineers  
in IT, networks, security and building automation

**96** booths of market leaders

**35** seminars by leading vendors  
and system integrators

**MAKE A SMART DECISION  
BOOK TODAY!**

**SPEAK & EDUCATE**

Olga Fedoseeva [fedoseeva@groteck.ru](mailto:fedoseeva@groteck.ru)

**BOOK STAND & PRODUCT SEMINAR**

Alla Aldushina [aldushina@groteck.ru](mailto:aldushina@groteck.ru)