Moscow SokolnikiExpo · ALL-OVER-IP

5th Annual International Expo & Conference

Groteck

Sokolniki Expo Pav 4

Video Surveillance
IP Security & IP Networks
IT Platforms & VMS
Unified Communications
Smart Devices
Storage & Building Automation

Unique IT & Security Networking Event

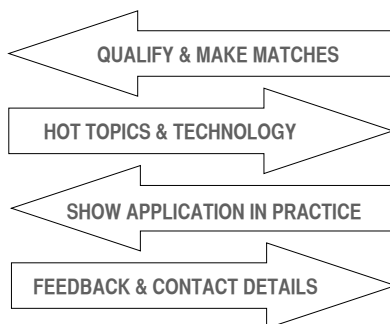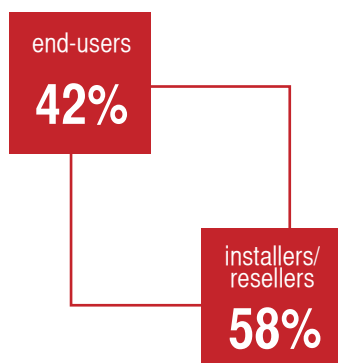## www.all-over-ip.ru

Brand Awareness

Technology Master Classes
Panel Discussions
Demo Areas
Seminars & Presentations
Work Shops at Booths
Global Keynotes

2700+ IT & Security Professionals
120+ Key Vendors & Suppliers
40+ Lectures & Seminars
20+ Workshops at Expo Area
10+ Hours of Global Keynotes

ADVANCED TECHNOLOGY MEETS LARGE VOLUME BUYERS

Visitors

end-users
42%

installers/
resellers
58%

QUALIFY & MAKE MATCHES

HOT TOPICS & TECHNOLOGY

SHOW APPLICATION IN PRACTICE

FEEDBACK & CONTACT DETAILS

Exhibitors

Axis Communications • Basler
Bosch Security Systems • ComNet Europe
EverFocus • FUJINON • GeoVision
Hikvision • Honeywell Security
ITV|AxxonSoft • JVC
Matrix Comsec • MICRODIGITAL
Milestone Systems • Panasonic
NEDAP Security Management • QNAP
SIEMENS • SONY • Synology
VIDEOTEC • Vivotek

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

Visitors
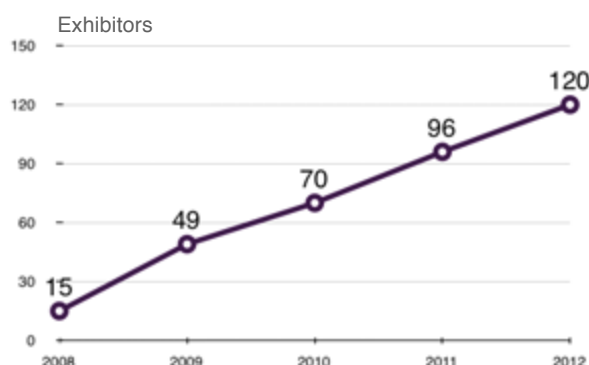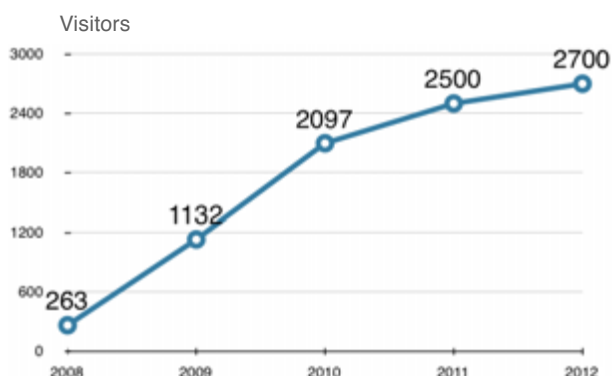
Exhibitors

Annually during the last 5 years, All-over-IP grows
in exhibitors, visitors, speakers, sessions and panels, product areas, business appointments and purchasing budgets.

All-over-IP – the art of industry events

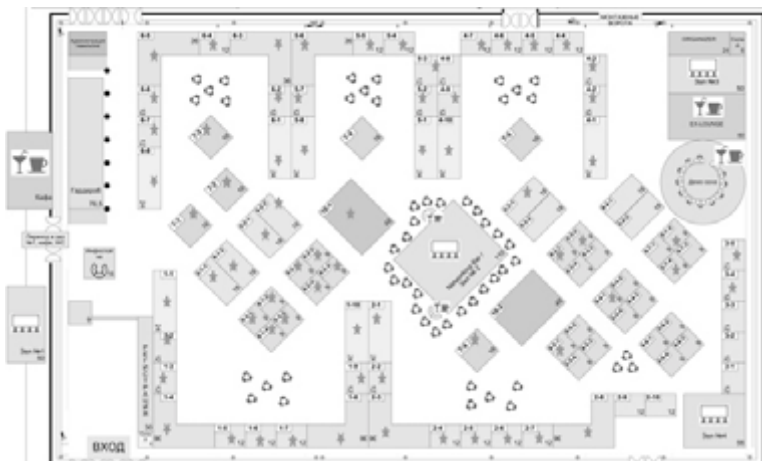**40%** of All-over-IP exhibitors use speaking opportunities to increase their ROI

70% of All-over-IP stand space for 2012 was re-booked by the end of 2011

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

Preposition

ALL-OVER-IP
Groteck

Book Today!

THE FASTEST WAY TO FIND CUSTOMERS AND PARTNERS

Smart Space

- 4000 sq.m.
- Demo Areas
- Meeting Points
- Networking Areas
- Seminar Halls
- Standard Booths

All-Inclusive Standard Package

Booth 12 sq.m	3274 EURO	
Seminar 45 min	4505 EURO	7000 EURO
Keynote Speech	FREE	

SEMINARS

Product Presentation – introduce new products.

Master Class – give ideas on how to earn more selling your products.

Case-Study – showcase how it works.

KEYNOTE

Technology Trends, Market Figures, Best Practices – educate.

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

Visitors' Technology Agenda

Video Surveillance • IP Security • IP Networks • Alarms
Smart Devices • Storage • IT Platforms • VMS • Access Control
Unified Communications • Cloud • Virtualization • Building Automation

SPEAK & EDUCATE
Olga Fedoseeva fedoseeva@groteck.ru

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

21-22.11.2012
Moscow
Sokolniki Expo

ALL-OVER-IP

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Groteck

SPEAK TO DECISION-MAKERS

Speakers 2011

Murat Altuev
ITV | AxxonSoft

Stefan Karapetkov
Polycom Inc.

Enzio Schneider
Basler Vision Technologies

William Rhodes
IMS Research

Agnieszka Filipowicz
SALTO Systems

Marek Kurza
BSRIA
. .

Lawrence de Guzman
Milestone Systems

Ciprian Suciu
Infinova

Andrew Bull
Honeywell Security Group

Venturino Intrieri
Allied Telesis

Abhijeet Nath
Shyam Telecom

Alan Lefford
Exacq Technologies

Program

www.all-over-ip.ru

YEAR'S BUSIEST DAYS
2700+ IT & Security Professionals
120+ Key Vendors & Suppliers
40+ Lectures & Seminars
20+ Workshops at Expo Area
10+ Hours of Global Keynotes

EDUCATE CUSTOMERS AND THE CHANNEL

Olga Cheremin
Shyam Telecom

All-over-IP is one of the best shows we have participated in. Very well organized. Very focused and busy. We met a number of potential customers, and got all the support from the show team.

Jason Lee
ACTi Corporation

All-over-IP is much more efficient than traditional expos that require large investments. It is well-attended by system integrators. So we run combined meetings with distributors, dealers and integrators.

Pieter Franke
SIQURA

Customers who visited our booth came with a direct interest in solutions that were on display and represented the high end of the market.

Enzio Schneider
Basler Vision Technologies

It was very interesting to get an overview of the Russian market – we had very interesting and useful discussions.

The atmosphere was very nice – I enjoyed the trip a lot. Hope to come back next year.

Luca Bertollo
Conte Tekno System S.P.A.

Congratulations to Groteck for the event so well organized. For us it was the first time in Russia and we had a good opportunity to meet Russian customers. The event impressed us – it was very crowded.

Anders Johansson
Milestone Systems

We were really busy at All-over-IP 2011. Basically, we didn't have any minute that was free. Our booth was full the whole day.

The quality of the leads we received was very high. We are very satisfied.

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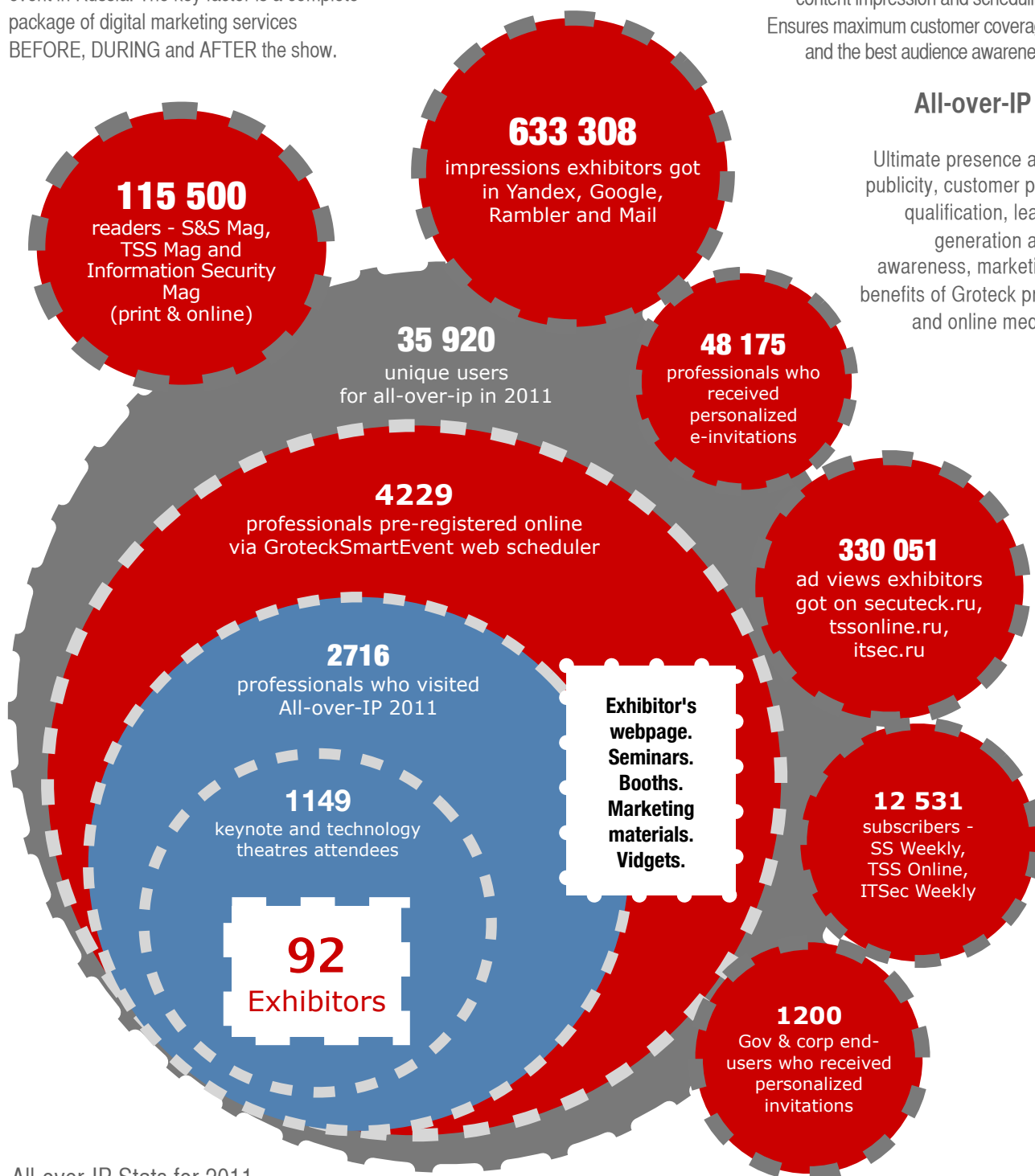
ONLINE & ONSITE: HOW IT WORKS

For the last 5 years All-over-IP has been well-known for being the most efficient networking event in Russia. The key factor is a complete package of digital marketing services BEFORE, DURING and AFTER the show.

GroteckSmartEvent

The most innovative web-based solution for leads generation, matchmaking, content impression and scheduling. Ensures maximum customer coverage, and the best audience awareness.

All-over-IP is

Ultimate presence and publicity, customer pre-qualification, leads generation and awareness, marketing benefits of Groteck print and online media.

115 500
readers - S&S Mag, TSS Mag and Information Security Mag (print & online)

633 308
impressions exhibitors got in Yandex, Google, Rambler and Mail

35 920
unique users for all-over-ip in 2011

48 175
professionals who received personalized e-invitations

4229
professionals pre-registered online via GroteckSmartEvent web scheduler

330 051
ad views exhibitors got on secuteck.ru, tssonline.ru, itsec.ru

2716
professionals who visited All-over-IP 2011

Exhibitor's webpage. Seminars. Booths. Marketing materials. Vidgets.

1149
keynote and technology theatres attendees

12 531
subscribers - SS Weekly, TSS Online, ITSec Weekly

92
Exhibitors

1200
Gov & corp end-users who received personalized invitations

All-over-IP Stats for 2011

SPEAK & EDUCATE
Olga Fedoseeva fedoseeva@groteck.ru

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

Marketing

www.all-over-ip.ru

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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 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.

SPEND LESS – GET MORE

Budget-Friendly All-Inclusive Booths

12 sq meters
(3x4, standard design) – 3274 EURO
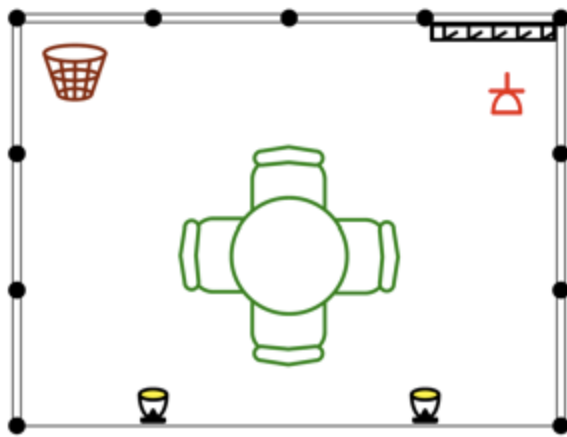
- carpet
- spotlight + AC power
- table and chairs
- recycle bin
- hanger
- fascia

9 sq meters
(advanced design) – 4045 EURO

- carpet
- spotlight + AC power
- table and chairs
- recycle bin
- hanger
- fascia