

ITSPA announces sponsorship of Unified Communications EXPO 2011

London, 21st October 2010 – Imago Techmedia is delighted to unveil the Internet Telephony Service Providers Association as a major sponsor of UC EXPO (March 8th & 9th 2011, London Olympia) Mike England, Event Director commented “UC EXPO was originally launched as VoIP for Business back in 2005, and then rebranded to reflect the broader offerings vendors starting showcasing such as voicemail, videoconferencing and instant message. However while the cost benefits of VoIP telephony are well understood, lest we think that adoption amongst businesses is now widespread, our delegate research shows that nearly 7 out of 10 visitors to the show in 2010 still cited this as their main area of interest.”

ITSPA’s sponsorship will ensure that this audience demand is fully serviced by the content at UC EXPO 2011 through:

ITSPA Awards: The annual ITSPA awards will be launched at the event renamed “ITSPA Awards in association with UC Expo” with the winners announced at the awards ceremony on March 7th. Three new categories will also be introduced; *Best Public Sector UC Implementation*, *Best Private Sector UC Implementation* and *Best Small Business UC Implementation*, recognising the increased breadth and depth of the UK and European VoIP industry.

Keynote Presentation: ITSPA will deliver the opening speech in the SME Communications Theatre helping businesses navigate the increasingly diverse range of products and services to identify a solution that suits their needs.

VoIP Village: ITSPA will have its own VoIP Village at the event passing to ITSPA members a special discount to participate. As part of the sponsorship agreement ITSPA has arranged special rates with Imago Techmedia for a limited number of approved partners to participate at UC EXPO.

Eli Katz, Chairman of ITSPA said: “ITSPA and its members have been involved at various levels with UC EXPO since the inception of this event. I am therefore delighted that the ITSPA Council has agreed to formalise this relationship by sponsoring IP EXPO and UC EXPO. Unified communications and IP Telephony industries are both at a very exciting stage of development in the UK and a central focus for every one of our members. We are delighted to be able to offer discounted opportunities for our members to be able to take full advantage of the excellent networking and education these events both offer”.

Ends

Notes to editors

ITSPA (Internet Telephony Services Providers Association) is the trade association that represents network operators, service providers and other VoIP suppliers across the UK and EU. It is the representative voice of the industry to UK and EU government bodies. ITSPA encourages the development of an innovative VoIP industry through competition and self-regulation, with members including BT, Ciptex, Cloud Net UK, Orbis Telecom and Spitfire Networks Services.

UC EXPO is the UK's leading business enterprise communications event and is considered a "must attend" for anyone involved in Cloud, Collaboration, Mobile, Visual or Voice Solutions. It takes place at Olympia on 8th-9th March 2011. Last year saw its highest attendance ever with nearly 4,500 visitors and packed audiences at over 100 seminars, with one theatre sponsor recording over 600 active leads. As the Unified Communications industry continues to expand and become central to world business UC EXPO provides an exciting forum for the launch of new products and discussion of innovative ideas.