



Business Technology Solutions and Strategies

www.b3forum.com.mx
www.expo-comm.com/mexico

23-25

February 2010



Organized By:



Supported By:



Certified By:



Official Sponsor:



What is B₃ Forum?

The **B₃ Forum** (*BroadBand for Business Forum*) is a comprehensive event program offering organizations such as private companies, government institutions, and small and medium enterprises (SME) the opportunity to learn about management practice and solutions, based on information technology and communications systems which enable companies to improve operations efficiency, profitability, and to become more competitive.

Thanks to the versatility of broadband technology, leading professionals in many industries are seeking to reach new heights of efficiency and profit through business solutions and technologies already being adopted by innovative companies.

Who does B₃ Forum cater to?

B₃ Forum (*BroadBand for Business Forum*) calls on all types of professionals including public and private businesses that use technology. As industry leaders, these professionals are responsible for designing and implementing strategic business plans, and for incorporating technology in a variety of sectors including *banking, finance, insurance, trade, education, government, logistics, manufacturing, health, safety, telecommunications, IT, transport and tourism.*

What is EXPO COMM?

EXPOCOMM EVENTS, LLC is jointly owned by E.J. Krause & Associates, Inc. and Reed Exhibitions and is a world leader in the production and delivery of high profile Information Communication and Technology events across the globe. EJ Krause & Associates has been organizing **EXPO COMM MEXICO** since 1991. **EXPO COMM MEXICO** is widely recognized by the telecommunications industry as the leading event for the Mexican and Caribbean market. The event has been established as the largest telecommunications, wireless, broadband and networking technologies event in the region. Last year 200+ exhibiting companies from 15 nations occupied more than 3,500 net square meters of exhibit space. Over 13,500 visitors came to **EXPO COMM MEXICO 2009** from all over Mexico, Latin America, Canada, Asia, Europe, and the United States.

B₃ Forum is the most comprehensive event of its kind offering companies a great opportunity to exhibit the following:

- Solutions to different industries
- Business models
- Business management methods
- Developments in managerial software
- Business applications
- eBusiness applications
- Systems integration
- Information management solutions
- Storage solutions
- Safety solutions
- Access services
- Communications services
- Consultancy
- Devices
- Content
- Engineering solutions
- Network systems and products

Are you ready to offer made-to-measure business solutions?

Solutions • Applications • Technology • Business • Exhibition • ICT • Forums

www.b3forum.com.mx

www.expocomm.com/mexico

Solutions for Mexico's largest industries

Applications, Solutions and Corporate Strategies for all Industries.



The **B3 Forum** (*BroadBand for Business Forum*) provides a unique and unprecedented platform for businesses from a variety of industries to get to know and to evaluate the solutions and technological applications available in today's market. Exhibitors will present the myriad of possibilities offered by broadband communications companies.

More than ever before companies are realizing the need to eliminate outdated technology as they are forced, partly by the current economic climate, to redesign systems to incorporate the advantages of technological advances.

5 reasons to participate

- 1 TO MAKE CONTACT** with companies from various sectors who are seeking technological solutions
- 2 TO IDENTIFY** new business opportunities
- 3 TO CREATE AWARENESS** of your company's brand name
- 4 TO DIVERSIFY** your potential market via contact with decision makers
- 5 TO PARTICIPATE** in specialized technical conferences

B3 Forum; the international business technology forum.



A multitude of innovative opportunities to create business

B3 Forum (BroadBand for Business Forum) incorporates **four segments of business** solutions, products and services:

Access and Communications Services



This segment aims to provide the corporate market with the latest in integrated access and communications services in order to maximize agility and competitiveness. There are also companies providing services, devices and end user terminals to corporate sectors.

VISITORS

- Finance and SME administration directors
- IT specialists
- Directors and Purchasers
- Micro-businesses

Broadband for your company, much more than just a simple access

Network Integration



This segment focuses on presenting the latest technological developments and solutions for fixed and mobile broadband networks, wireless and fixed technologies, and the systems, products, and components necessary for the installation and operation of networks.

- Directors, specialists and ICT technicians from big enterprises and SME
- Network integrators
- Outsourcing providers in network installation and operation
- Purchasing Executives
- Micro-businesses and specialized network technicians

Convergent broadband technological solutions

Information Management



This segment is dedicated to showing solutions to information management, storage, and data security.

- Directors and finance executives from big enterprises and SME
- Directors and administration executives from big enterprises and SME
- Directors, Finance officials and government institution IT officials
- Directors, Executives and IT specialists
- Micro-business people

Technological strategies linked to business goals

Business Management



This segment offers solutions related to intelligent business administration, based on a combination of advanced management tools and making the most of developments in Information and Communication Technology.

- Owners and Directors of SME
- Government Institution Finance and IT Directors
- Government Institution Citizenship Services Directors
- Finance Directors from big enterprises and SME
- Strategic Planning Directors from big enterprises and SME
- IT Directors from big enterprises and SME

Advanced models focused on increasing productivity and competitiveness.

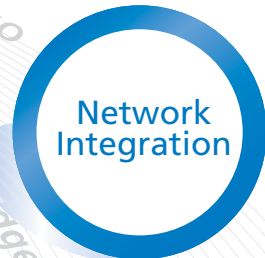
A world of opportunities with **broadband**

Private and public companies from different sectors seeking **technological solutions**

- Telephone and Internet services
- Mobile voice and data services
- Multiple Play and Triple services – IPTV, HDTV
- IP telephone services
- GPS services
- Call-center services
- Trunking services
- New Generation business devices
- Mobile content
- Entertainment



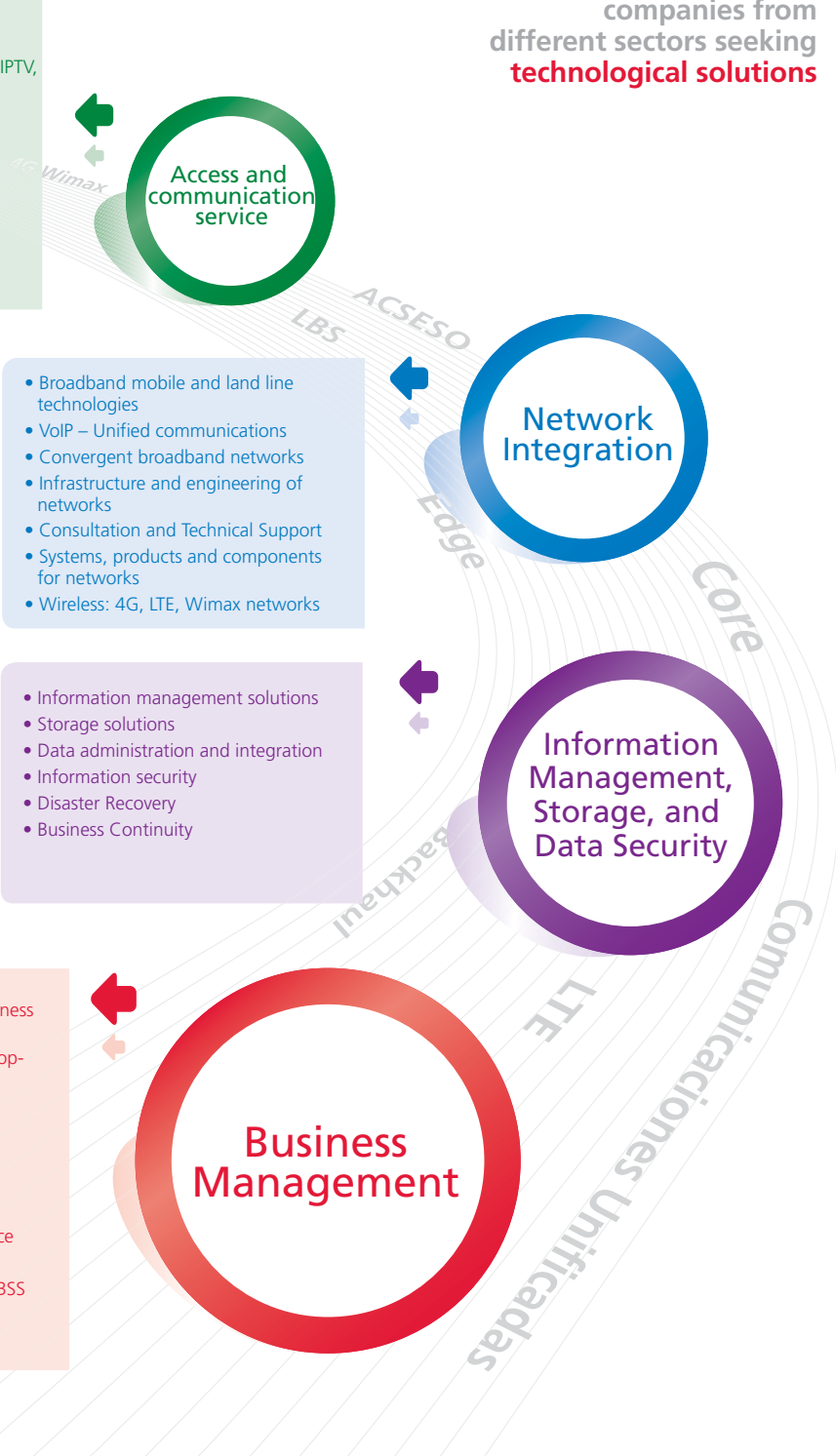
- Broadband mobile and land line technologies
- VoIP – Unified communications
- Convergent broadband networks
- Infrastructure and engineering of networks
- Consultation and Technical Support
- Systems, products and components for networks
- Wireless: 4G, LTE, Wimax networks



- Information management solutions
- Storage solutions
- Data administration and integration
- Information security
- Disaster Recovery
- Business Continuity



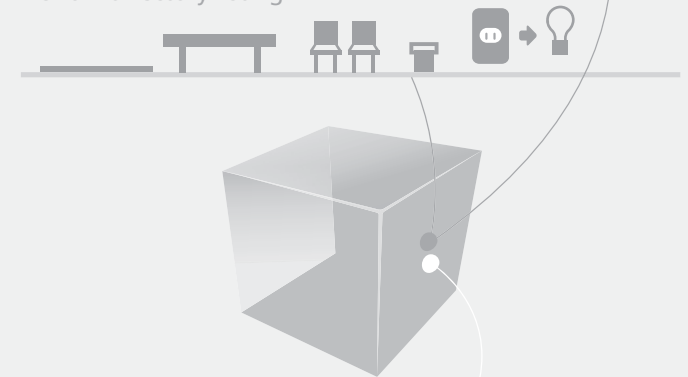
- Tools and methodologies in business management
- Software and applications development for business management
- Systems integration
- Business consultation
- Collaboration
- Virtualization
- VoIP applications
- Video & messages – Tele presence
- LBS
- NMS, test and diagnostic, OSS, BSS
- Entertainment



Floor Space Options:

Complete Package:
Available in units of **9m²**

- This package includes:**
- Exhibition space
 - Three lateral walls, except in the corners
 - Name tag displaying the company's name *(not the logo)*
 - Carpet
 - One table
 - Two chairs
 - One trash can
 - One electrical contact point *(110 volts)*
 - Lighting
 - Show directory listing



Raw Floor Space:
Available from a minimum of **18m²**

- This package includes:**
- Exhibition space
 - Show directory listing

Take part in the **B3 Forum**
BroadBand for Business Forum!
Powered by EXPO COMM

Learn about our **PARTICIPATION** and **SPONSORSHIP** options by contacting your executive

Sign up for your space today!



E. J. KRAUSE &
ASSOCIATES, INC.

6430 Rockledge Drive, Suite 200
Bethesda, MD 20817

For more information contact:

Beth Harrington, Director of Global Sales
6430 Rockledge Drive, Suite 200
Bethesda, MD 20817
Tel. (301) 493 5500 ext. 3312
harrington@ejkrause.com

International Offices

CHINA

Tel. (86-10) 8451-1832 • xiaohua@expocomm.cn • Xiaohua Chen

FRANCE

Tel. 33 (0)1 4274-1258 • priscillia.brun@ejkrause.fr • Priscillia Brun

GERMANY

Tel. (49-211) 610730 • gessner@ejkgermany.de • Regine Gessner

ITALY

Tel. 33 (0)1 4274-1258 • simona.picciau@ejkrause.fr • Simona Picciau

JAPAN

Tel. 81-3-6459-0444 • kanno@ejk-japan.co.jp • Tsuyoshi Kanno

KOREA

Tel. (82-2) 555-7153 • eskei@kfairs.com • SK Hong

MEXICO

Tel. (52-55) 1087-1650 • angelica@ejkrause.com
• Angélica Rodríguez Dufau

SPAIN

Tel. (34-91) 540-1710 • ereyes@ejkrause.es • Elisa Reyes

RUSSIA

Tel. (7 499) 135 1246 • zhdankin@ejkrause.ru • Sergey Zhdankin



www.b3forum.com.mx
www.expocomm.com/mexico