

Now in its 12th year

BILLING



OSS

TELECOM FORUM RUSSIA

22-23 November 2011 • Radisson Slavyanskaya

**XII International
Telecommunication
IT FORUM**

BILLING and OSS Telecom Forum - 2011

Russia, Radisson Slavyanskaya hotel
22 - 23 November, 2011

**INFORMATION LETTER FROM ORGANIZING COMMITTEE
INVITATION TO PARTICIPATE**

Office of the Organizing Committee:
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■ ■ ■ ABOUT THE FORUM

XII International Telecommunication IT Forum BOSS' 2011 – is the most important and large-scale event of the telecommunication industry devoted to the issues of implementation and operation of modern billing, OSS systems, customer service technologies, management of telecom operators' service and network infrastructure and companies with its own corporate network.

During 11 years since 2000 Exosystems Company annually holds the Forum focusing business leaders' attention on strategic and practical issues of operator business efficiency and profitability increase at the cost of implementation and operation of modern IT technologies. About 500 experts from all Russian regions, near abroad and European countries annually take part in the Forum.

■ ■ ■ HIGHLIGHTS OF BOSS-2011

- **Business Communication Zone** is a special place for meeting, business negotiations and, of course, informal communication. Coffee and tea will be served to create a business atmosphere.
Schedule meetings, invite your clients and partners!
(Details soon)
- **Interactive voting system** to carry out online surveys during the reports of speakers and get feedback from the audience
- **50% discount for participation** of OSS/BSS systems users
- **Lottery with special prizes for the participants of BOSS-2011**
- **Demonstration Area** is a special free program that is held during the exhibition. In a convenient and understandable visual form you can know about all the products and solutions for the B/OSS from leading international and Russian vendors and integrators
- **You can get 15% discounts from sponsors and exhibitors of the Forum** in case of the conclusion of the contract within 3 months after the event
(details soon)
- **Free Wi-Fi for delegates of the Forum**
- **Broadcast twitts** on the screens in the Conference hall
- **The Conference and the Exhibition** are two major events, complementing each other and located on one platform

Experts from OSS/BSS sector sector should not miss this event at least because the Forum provides unique audience with leading Russian and foreign experts of not only vendors, but also communication operators, service providers, integrators and consultants. You can meet your colleagues from other cities, regions and near and far abroad countries. And it is not important whether your company has reliable modern billing and developed IT infrastructure or you are just looking for suppliers and integrators to update your IT park. If your business is concerned with IT and telecommunications, you should visit this Forum.

We invite you to Moscow Radisson Slavyanskaya Hotel from November 22 to November 23 to take part in the most important industry event. Benefit from communication with you colleagues and obtain experience of the leading industry companies.

All efforts of the Organizers are aimed at achieving these goals.

■ ■ ■ WHO PARTICIPATES

During 11 years of holding this most important event, the Forum has formed its bedrock audience represented by telecom operators from Russia and neighboring countries, leading suppliers of technological solutions, system integrators and consultants. The Forum annually brings together about 500 experts from over 15 countries of the region, the European Union and the USA.

Visiting the Exhibition and participation in the work of the Conference will give you a unique opportunity during business communication with colleagues to acquire necessary experience, to get acquainted with expertise and the best practice of telecommunication business leaders represented by the leading Russian and foreign companies:

- service providers and telecom operators;
- companies with its own network infrastructure
- consulting companies;
- system integrators;
- vendors and distributors;
- software and equipment developers and suppliers.

Numerous audience of the forum (in 2010, over 500 visitors from 9 countries) will be represented by experts responsible for:

- Business development;
- Network operation;
- IT;
- Billing and prepaid;
- Customer service;
- Partner cooperation;
- Introduction of new services;
- Pricing, rates, marketing and sales;
- Network planning, building and development;
- Finances, accounting and auditing;
- Profitability and risk management;
- Business strategy and evolution ideology;
- Consulting and project management;
- Etc...

During 11 years this forum gives you the best opportunity for a business meeting, intensive communication and cooperation with 500 professionals from Russian regions, near and far abroad!

BOSS • 2011 is a unique platform, which annually brings together old friends at the same time and in the same place giving rise to long-term business contacts!

DON'T MISS THIS EVENT!

■ ■ ■ THE CONFERENCE

Reports of experts, telecom operators and practitioners, lauched solutions OSS/BSS (case study), sharing experience, round-table discussions on topical issues, discussion seminars.

WHY PARTICIPATE

The Conference is a discussion platform that brings together world leading experts, consultants, vendors, system integrators and telecom operators. These leaders in the telecommunications industry will demonstrate the audience their best solutions, successful practice and analysis in each main technical direction for operational and business service providers supporting.

Meet them in a business atmosphere of the Forum to gain invaluable experience and practical knowledge.

The Speakers at the Conference are people who have participated in real projects on OSS/BSS class solution development and implementation at networks of communications operators; these are high-class experts and business leaders who have obtained precious practical experience. Meeting them will give you a unique opportunity to ask questions, to get acquainted with their views on development ideology and strategy, market tendencies, possible and existing problems and ways of their overcoming.

- Benefit from live communication with OSS/BSS industry leaders;
- Learn the latest news, acquire a lot of new contacts;
- Exchange hundreds of business cards with your colleagues from regions and other countries, even with those with whom you probably communicated by e-mail or telephone, but whom you have never seen;
- Take part in many online panel discussions held by famous moderators with participation of leaders from telecom operators, as well as leading system integrators and vendors;
- Meet and communicate with people who have gained rich experience and are ready to share it.

BOSS - 2011 will offer you practical understanding and global practice examples of how to avoid mistakes during OSS/BSS solution implementation. If you are serious about opportunities provided by modern information technologies, you just should attend this event.

Explosive growth of telecommunication industry demands to resolve a lot of issues, including interactions of market participants, consulting, integration and interchange of successful experience.

THE MOST IMPORTANT ASPECTS ARE BUSINESS COMMUNICATION AND N SHARING EXPERIENCE.

CONFERENCE PROGRAM OVERVIEW

The Program of the Conference is primarily focused on Russian and world practice coverage, as well as on the best solutions and projects in the basic sectors and trends of OSS/BSS industry

To participate in the Conference as key speakers and discussion participants will be invited representatives of the following companies:

Telecom operators with its own IT infrastructure:

Comstar, MTC, VimpelCom, Megafon, Uralsvyazinform, Yota, Akado, Central Telegraph Equant, MTT, NPF «Blagosostoyanie», RosBank, LUKOIL and many others.

Consultants and vendors:

IBM, TTI Telecom, Amdocs, Alcatel-Lucent, Comptel, NetCracker, Comarch, INTEC, East Wind, Peter-Service, Bercut, Technoserv, AMT Group, HP, Nvision Group, Sitronics, and many others.

Program of the Conference is being formed, and you can take an active part in this process. Send your request to the organizing committee via email boss11@boss-forum.ru with the subject and theses of your report.

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■ ■ ■ REGISTRATION

Accreditation includes free access to the selected program activities of the Forum, visiting the exhibition, business lunch in the restaurant, coffee breaks, mineral water during the day. The accreditation is valid during 2 days of the Forum. The accreditation includes a package of the Conference working materials including the program, report run-downs and other information materials.

	Payment before September, 1	Payment before October, 15	Payment after October, 15
COST OF PARTICIPATION OF ONE DELEGATE	14 900 RUB 360 Euro	16 900 RUB 410 Euro	18 900 RUB 460 Euro
SPECIAL OFFER for telecom operators, service providers and companies with their own corporate network (OSS/BSS solutions users).	two delegates for the price of one	three delegates for the price of two	three or more delegates
DISCOUNT	50%	33%	20%
STANDART PACKAGE Access to the Exhibition and Demo Area only	FREE only with pre-registration at web-site		

The prices include all the taxes. After filing a registration form for the participation you will get an invoice. The given price is valid for the expiry date of the invoice (usually 5 days). In case of non-payment during this term the request is void. Exceptions in terms of payment are specified individually.

2 simple ways of registration

1. Express ON-LINE registration here >>

You will be redirected to the web-site Confex-Systems.ru "Online registration system"

2. Via e-mail: boss11@boss-forum.ru or fax: +7 495 995 80 80 (at working time from 09:00 till 18:00)

State the following information, please:

- Information on delegates (first name, second name, position);
- Contacts (phone number, e-mail);
- Selected program activities for each delegate;
- Bank details.

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EXHIBITION

More than 20 companies-exhibitors will demonstrate in live its presentations of products at the Exhibition Area. Among them will be leading Russian and foreign companies in the billing, customer service and solutions for supporting business and operations industry.

PARTICIPATION

Free admission of the Exhibition and Demo Area is available only after pre-registration at the web-site.

PARTICIPATION AS AN EXHIBITOR

The cost of participation as an exhibitor includes:

- **Registration fee**
- **Cost of exhibition area rent**
- **Cost of additional equipment and services**

The Registration fee (required for all exhibitors)

18 900 rubles + VAT 18% or € 590 for non-residents of Russian Federation

Cost of the registration fee includes the following services:

1. Accreditation of one exhibitor's representative for working at the Conference (the full package only for companies renting exhibition space of 9 sq. m. or more)
2. Placement of your information in the Forum Catalogue (besides address information of 400 symbols or 50 words);
3. Company's logo in the Forum catalogue (color);
4. Forum information and invitation tickets - 100 copies per 9 sq. m.;
5. Placement of the company's information at the web-site not exceeding 5 Mb;

Cost of exhibition area rent

You can rent "**Standard shell scheme**" (9 sq. m.) or rent the unequipped exhibition space "**Space Only**" and build your own stand at the exhibition (6 sq. m.). You can choose cost-effective option - "**Work place**"

Renting of the exhibition area "**Standard shell scheme**"

Square of stand, sq. m.	Cost include registration fee	
	For residents of Russian Federation	For non-residents of Russian Federation
9	108 000 RUB + VAT 18%	€ 3 400
12	137 700 RUB + VAT 18%	€ 4 300
18	197 100 RUB + VAT 18%	€ 6 200

Discounts for 100% prepayment: 20% - before August, 15; 15% - before September, 15

"Standard shell scheme" equipment:

- 3 walls, except corner & peninsular stands;
- Plug 220V;
- Facia board with the company's name;
- Light (Spot-bra);
- Furniture (table and chairs).

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You can order additional equipment and services at extra charge according to the catalogue that we can send you on your request to boss11@boss-forum.ru

- Additional furniture;
- Exhibition equipment (showcases, shelves, cases, lockers);
- Mini-office, podium.

■ **Cost of renting of the exhibition area “Space Only”** (for your own installation or mobile stand)

- Renting price of 1 sq. meters is 8 900 RUB + VAT 18%
- Minimal square area is 6 sq. m.
- Electricity providing cost is 9 900 RUB + VAT 18%
- For example, cost of rent 6 sq. meters space for your mobile stand will be 77 200 RUB + VAT18%

Discounts for 100% prepayment: 20% - before August, 15; 15% - before September, 15

■ **Cost of renting of the “Work place” - 31 800 RUB + VAT 18%** (not including registration fee)

This format is very comfortable and budget and at the same time effective way of participating in the exhibition. Work place is located near the refreshment area (coffee zone) that provides high attendance and as a result - high ROI.

The workplace includes an information table 1m high, fascia board over it with the name of the company. The workplace is equipped with a bar stool and an electrical outlet, as well as a spotlight for illumination.

Discounts for 100% prepayment: 20% - before August, 15; 15% - before September, 15

■ **Cost of external participation - 18 900 RUB + VAT 18%**

If your company is not able to be represented in the exhibition or you does not have enough time to prepare for the exhibition, but your company should be represented at the event, you have a chance of external participation in the exhibition without the rent of exhibition space. That means:

- Placement of information in the Forum Catalog (address information + Text 400 characters or 50 words)
- Placing the logo in the Forum catalog (color)
- Information about the company at the web-site of the Forum, no more than 5 Mb
- Providing desk for brochures and promotional materials for visitors (a separate stand next to registration)

■ **Additional services**

Irrespective of what format of participation in the exhibition you choose, you can order and pay for additional services. Request right now, without delaying till the last moment. Services are limited right before the event.

- Communication services
 - Internet access
 - Telephone
- Additional services for design and maintenance of the stand
 - Decorating the walls (stickers)
 - Logo on fascia board
 - Carpeting
 - Additional light
 - Hostess
- Service for staff (stand staff)
 - Lunch + 2 coffee breaks
 - Evening informal meetings with delegates of the Forum (evening cocktail)

ADDITIONAL PARTICIPATION OPPORTUNITIES

- Presentation at the Presentation Section (15 and more minutes)
- Holding a seminar (60 and more minutes)
- Information materials about the company (article, interview) on the pages of the Forum Catalog
- Advertisement in the Catalog of the Forum (advertisement module)
- Rent of office (20 sq.m.)
- Holding theme-based coffee breaks, lunches, business dinners, etc.

For decoration your exhibition space, please, send to Organizing Committee number of stand that you want to rent according to the plan of the Exhibition.

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■ ■ ■ SPONSORSHIP

BILLING and OSS Telecom Forum Russia - is much more than a regular seminar or a conference of experts. BOSS – 2011 is an opportunity to occupy a vantage place for an extensive and objective marketing campaign. The sooner you make a sponsorship decision, the more profits, benefits and the soonest return on investments you will achieve.

Long-term marketing campaign guarantees a large and professional audience of the Forum. The campaign success is ensured by informing all interested market players, including market professionals, specialists and decision-makers, about the event using the client databases of the Forum organizer, who has worked for over 11 years in the IT telecom market in Russia, other countries of the region, Baltics, Eastern Europe and the Middle East.

Participation as a sponsor will give your company an opportunity to:

- Position your brand as idea leader and expert in the industry
- Start relations with prospects and partners
- Enhance the level of the brand recognition ratio among target audience
- Make a great impression with your reports
- Demonstrate your solutions, products and services to decision makers
- Gain valuable information about existing and future trends of your customer needs, which will allow you to get to the next level
- Promote your company through ideas, leadership and innovations
- Participate in discussions face to face with your customers
- Get results before, at the time of and after the Forum
- And of course exchange best practices and solution methods with your colleagues

WE WILL USE THE FOLLOWING CHANNELS TO PROMOTE BOSS – 2011

■ **Direct Mail**

BOSS-2011 will use personal verified contacts via vertical customer data bases of clients' of Exposystem as well as external data bases of specially invited partners for information mailings. There will be over 25000 personalities.

■ **Media Resources**

In addition to the wide-spread direct mail, the event is supported by a lot of media-sponsors, including both famous thematic Internet resources and editions, and popular business magazines. The total circulation of editions with published information about sponsors is over 100 000 copies.

■ **The Brochure of the Conference**

The Program of the Conference and other information about sponsors and the Forum will be reflected in a color brochure to be distributed with the total circulation of over 10 000 copies via the Exposystems' data base, as well as via several media sponsors of the Forum.

■ **Invitation tickets to the Exhibition**

Using a variety of delivery methods, including distribution on other major IT exhibitions, we will extend more than 15 000 invitations, oriented on middle and top management, IT-specialists and engineers.

■ **Materials of the Forum**

Each participant of the event will receive a package of information materials, including a delegate folder with brochures with sponsor information.

■ **WEB-site of the Forum**

Before the Conference and within six months after the event the sponsors' logos and other marketing and informational materials will be placed on the web-site of the Forum.

■ **Email campaign**

Over 10 000 carefully aimed e-mails will be sent to potential participants of the forum with an invitation to take part in the Conference and to visit the Exhibition.

■ **Telemarketing**

A team of the company's well-prepared experts will make telephone calls to the key persons of this market and will invite them to visit the Forum.

■ **PR**

A number of PR activities during preparation, operation and after the event will attract attention of journalists and correspondents of leading professional editions. A lot of journalists annually attend the Press-conference dedicated to the beginning of the Forum. The main participants of the Press conference are representatives of Sponsors.