Video • Unified Communications • Wireless...



Updated: 3 Keynotes Added -Alvarion, Clearwire, Paetec join Interactive Intelligence and ShoreTel

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September 1-3, 2009 • Los Angeles Convention Center • Los Angeles, CA

unications Technology Conference

For: Enterprise/SMB . Service Providers . Resellers . Developers

The Most Comprehensive Exhibit Hall Experience!

Find IP Communications Solutions That Improve **Efficiency and Decrease Costs**

- SIP Trunking
- Hosted/SaaS/Cloud Solutions
- Network Security
- Microsoft OCS
- Unified Communications
- Open Source
- · Contact Center Solutions · Stimulus/Regulation

The industry's best-attended event attracting thousands of communications professionals seeking new partners and the latest information

- Discover New Solutions
- Establish New Relationships
- Learn How To Select & Deploy
- Meet 1000's Of Partners And Suppliers

ITEXPO was the best show that Response Point has ever been to.... Response Point

- Microsoft Response Point Blog Entry, 9/24/2008 following ITEXPO West 2008 in Los Angeles

Here's Your Free VIP Pass

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- Free Receptions
- Free Workshops
- Free Keynotes



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Your Free VIP Pass Compliments of:





ITEXPO, The World's Communications Conference

Where You Develop Effective Strategies to...

- Deploy New Communications Solutions
- Deliver New Communications Services to Your Subscribers
- Develop New Communications Applications
- Resell New Communications Solutions
- Network with Media and Analysts



Dear Colleague,

After a decade of innovation, IP communications has come to an important crossroad. From this point forward, the solutions available have become more advanced and

complicated than at any time before. Security, unified communications, CEBP, hosted solutions, disaster preparedness, open source, SIP, IPTV, IMS and FMC are just some of the latest areas of the market you likely need to understand well.

Since 1999, INTERNET TELEPHONY Conference & EXPO (ITEXPO) has been the single event helping companies make purchasing decisions in the world of communications.

ITEXPO helps you understand what is important today, and what is not. You can focus on real implementation issues, while keeping an eye on tomorrow and the decade to come.

ITEXPO still stands alone. You'll meet a unique blend of exhibitors not found anywhere else.

You can attend the conference sessions with confidence because you fee is 100% guaranteed*.

Finally, it is a show designed by the editorial team behind the leading communications publications - TMC's INTERNET TELEPHONY, Unified Communications, Customer Interaction Solutions, and NGN magazines. In addition, the TMCnet

editorial team aids in ensuring ITEXPO is always focusing on the topics you need to know about.

Besides a great educational experience in the conferences, you can expect first rate keynotes and networking opportunities that are unrivaled.

As the communications landscape gets more sophisticated, it is imperative you come to conferences to experience everything there is to learn. In addition you are able to network with all the key players and your peers at once, ensuring your education is balanced. The worst thing you can do is make a decision without knowing all of your choices up front.

The ITEXPO team has spent day and night working to ensure -- in fact we promise -- ITEXPO is the World's Communications Conference.

When you leave the show, you will be better equipped in your current job and will have an easier time making the correct decisions on what you need to purchase and how to get the job done correctly.

Sincerely,

Rich Tehrani,

TMC President, ITEXPO Conference Chairman

Who Should Attend?

Enterprise, Service Provider, SMB Corporate Management, CEOs, CTOs

Ultimately, the vendors you choose become as much your partner as your supplier. Whether you are deploying a solution or a carrier offering service, ITEXPO provides the perfect venue for forging these profitable relationships.

Resellers

You get free workshops teaching you how to make money selling both service and equipment and the opportunity to meet with literally hundreds of companies who could become your next partner. Need we say more?

Enterprise, Service Provider, SMB Telecom/IT Management

It's up to you to make sure your deployment is smooth with minimal disruption. You also must ensure your new system meets all organizational objectives. The days you spend in the conference sessions and in the exhibit hall at ITEXPO will supply the answers you need to recommend the perfect solution for your situation.

Developers

Attend sessions teaching you how to take advantage of today's most powerful development tools. Between sessions, form valuable relationships with manufacturers and vendors.



An Enriching Experience:

Keynote Speakers:



John W. Combs CEO ShoreTel





Arunas A. Chesonis Chairman and CEO PAETEC Holding Corp.





Dr. Mohammad Shakouri Corporate Vice President Alvarion Ltd.





Dr. Don Brown Co-founder, CEO. Chairman of the Board Interactive Intelligence





Ali Tabassi Senior VP, Global Ecosystem & Standards Clearwire



Gain Critical Knowledge

Important Topics Covered Within Each Conference Track

Within each major track heading, sessions explore the most important micro-topics for enterprises, service providers, government and resellers, including:

- E-911 Considerations
- Business Continuity
- IMS
- Femtocell Integration
- Unified Communications
- Hosted/Cloud Solutions
- Telepresence
- Cable/Satellite Communications
- Peering
- Open Source

- IP in the Contact Center
- Convergent Billing
- Mobile VolP & Video
- Broadband Wireless VolP
- SIP Trunking
- Securing VoIP Networks
- Security in a Mobile World
- Enterprise Network Management

FREE Workshops

Visit itexpo.com for updates

- Reseller Solutions Day Workshop
- Sipera's UC Security Workshop
- Ingate's SIP Trunking Workshop

TMC University Certification

Full-Day Training Courses Validate Your Knowledge of Important Topics

Receive independent certification acknowledging that vou completed an intensive training course in these critical subject areas:



- Microsoft OCS
- IP Network Security

What You'll Gain:

- Independent accreditation for completing each course.
- Certified evidence of your advanced competence using these technologies.
- Impressive certification from a respected source on your resume.
- Credentials to land lucrative consulting/reseller opportunities.
- Immediately become the expert called upon to lead your company's strategies.
- Enhance your chances for a promotion.



Why ITEXPO is The World's Communications Conference

1. Commercial—Free Sessions

To maximize your ROI as an attendee, presenters in sessions are forbidden from delivering company pitches. You get a complete education taught in an unbiased manner. Violators are not invited back to speak at future events.

2. Most Knowledgeable Speakers

Each topic and presenter is hand-selected by the INTERNET TELEPHONY and TMCnet editorial teams from hundreds of candidates. Only the most relevant sessions presented by seasoned speakers make it on to the program at ITEXPO.

3. TMC University Certification Courses

Attend any of the in-depth certification and training courses offered by TMC University and you'll receive an independent certification of your competence with today's most important technologies and solutions.

4. Invaluable Networking Time

ITEXPO West 2009 is the perfect venue for you to meet and talk with other enterprises/government, service providers, developers and resellers to share ideas, exchange business cards, and discuss the virtues of one solution over another.

FREE Networking Receptions:

Tuesday, September 1 5:30 pm Wednesday, September 2.... 4:00 pm in Exhibit Hall Sponsored by Aculab

5. Hundreds of Exhibiting Companies

In between sessions, meet vendors and partners you need to successfully deploy or offer solutions. The agenda leaves ample time to stop by each booth to discuss how each exhibitor's offerings can help you.

Diamond Sponsor:



6. Top-Level Keynotes

This year's keynote lineup includes executives from ShoreTel, Interactive Intelligence, Alvarion, Paetec, and Clearwire who will show you how today's powerful communications solutions can benefit your company whether you deploy them or offer them to customers.

8. Your Fee is Guaranteed

If you do not feel the sessions you attend made you better prepared to tackle your communications project than when you arrived, stop by the registration counter at the show and receive a free pass for any future ITEXPO conference. (No requests honored after the conference ends.)

9. Convenient, Accessible Location

The convention center is conveniently located in downtown Los Angeles, California, easily accessible from virtually any airport in the world.

10. FREE VIP Pass

If you register online any time, you save the \$50 onsite fee and gain complimentary admission to all keynotes, receptions, free workshops, and the exhibit hall.

11. New! 4G Wireless Evolution

4GWE conference will delve into the key issues and challenges facing the evolution to a 4G, all IP, wireless network. The collocated event will educate carriers and wireless industry professionals on the applications, technology alternatives, time frames, opportunities and challenges in the new age of mobile broadband.

Platinum Sponsors:



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Find the Solutions You Need

Come Inspect Hundreds of Today's Most Powerful Communications Solutions • 150 Exhibitors Expected

- APIs
- Application Servers
- ATAs
- ATM
- Billing/OSS Solutions
- Cable Telephony Solutions
- Carrier Class Gateways
- Cloud Computing Solutions
- Compression Algorithms
- CEBP
- CTI
- DSP Chips & Boards
- Echo Cancellation
- Edge Access Devices
- Embedded Software Tools
- Fax Boards
- Firewalls
- Fixed/Mobile Convergence
- FMC
- H.323
- Hosted Solutions
- IMS
- Industrial Computers

- Interconnection Facilities
- IP-based ACDs
- IP Centrex Solutions
- IP Conferencing
- IP Contact Center Solutions
- IP Fax Solutions
- IP PBXs
- IP Phones
- IP Telephony Headsets
- IPTV Solutions
- IP Video Conferencing
- LAN-based Telephony
- Mashups
- Media Servers
- Open Source
- Presence-based Applications
- Programmable Switches
- Protocol Stack
- QoS Network Monitoring
- RAS/Modem Chips
- Routers
- Session Border Controllers
- SIP Software

- SIP Trunking
- SMB VoIP Solutions
- SOA
- Softswitches
- SOHO Solutions
- Speech Recognition/VXML/SALT
- Telepresence
- Testing Platforms
- Unified Communications
- UPS/Power Solutions
- Voice Boards
- VolP Development Tools
- VolP Gateways
- VoIP Monitoring
- VolP Peering Solutions
- VoIP Security
- VolP Silicon
- VolP Testing Hardware
- VolP-enabled Handheld Devices
- Web-based Customer Service
- WiFi Telephony
- WiMax
- Wireless IP Communications

Exhibit Hall Hours:

Wednesday – September 24:00 pm – 8:00 pm Thursday – September 311:15 am – 5:00 pm





*Jeep Giveaway

Thursday, September 3, 4:45pm, at the conclusion of Exhibit Hall hours.

Jeep Giveaway Sponsors:







Visit the Exhibit Hall. Find Solutions and You Could Win a New Jeep!

- Pick up your entry card at the registration counter when you arrive.
- Visit each booth listed on the card, review their offerings, and receive a stamp from each booth.
- 3. Collect all stamps, then drop your completed card into the entry bin in the exhibit hall.
- 4. *YOU MUST BE PRESENT AT THE DRAWING ON THURSDAY, SEPTEMBER 3rd. 4:45 PM TO CLAIM YOUR PRIZE!



Conference at a Glance

Day One: Tuesday – September 1, 2009									
ITEXPO Tracks	TMC University: Microsoft OCS Sponsored by NET Quintum	Enterprise Opportunities	Service Provider	Contact Center	4GWE Tracks	4GWE: Mobile Broadband Applications	4GWE: WiMAX Adoption Standards & Devices		
	Conference fee required	Conference fee required	Conference fee required	Conference fee required		Conference fee required	Conference fee required		
8:30	CONTINENTAL BREAKFAST FOR PAID ATTENDEES								
9:00 - 9:45	Introduction & Overview	Effective Planning and Deployment of Unified Communications Collaboration Services	How to VoIP: Numerous Options, Critical Choices	Unified Communications in the Contact Center	9:00 - 10:15	Mobile Broadband- New Apps and New Business Models	Beyond the Phone: Mobile Internet Devices		
10:00 - 10:45	OCS-PBX	Exploring the Business Impact of Unified	SIP Trunking Plus	Outbound Call Centers: Driving Efficiency and Regulation Compliance	10:30 -	Social Applications:	Does Your 4G Device Communicate or Compute?		
11:00 - 11:45	Interoperability	Communications: Lessons Learned	Managed Service and Outsourcing: Not a Dirty Word for Digital Voice Cable	Next-Generation Contact Center Applications	11:45	The Mobile Imperative			
11:45			CONFERENCE LUNC	CHEON FOR PAID ATTEND	EES				
12:45 - 1:30	OCS Servers	Next-Generation Enterprise Communications Solutions:	Dark Fiber & U.S. Stimulus How New Fiber Drives Broadband VoIP	Agent Performance & ROI - What You Need to Know	12:40 - 1:55	Giving Voice to 4G	The IEEE's Wireless Ethernet Keeps Growing and Going		
1:45 - 2:30	Call Flow Scenarios	The Current State-of-the- Art and Future Directions	Fiber & Wireless Backhaul - Two Technologies That Actually Feed Each Other	Ensuring Quality in the Contact Center	2:00 - 3:15	The Ecosystem of Application Developers	LTE Vs. WIMAX		
2:45 - 3:30	Configuration & Planning	Next-Generation Enterprise Communications Solutions:	IP Communications Continues to Evolve	The Hosted Model & the Holy Grail of Contact Center Services	3:15 - 4:30	Enabling the App Store: The Network Operators Perspective	Stimulating Rural WiMAX		
3:45 - 4:30	TMC University Exam	The Current State-of-the- Art and Future Directions	Effective IP Peering Strategies	Voice Documentation and Recording	4:30 FREE Keynote Session For Towerstream				
4:30	FREE Keynote Session featuring Shoretel, Paetec								
5:30	NETWORKING RECEPTION								

Special Workshops - Free Admission With Any ITEXPO or 4GWE Conference Badge

ITEXPO Free Workshops	Sipera's UC Security Workshop	Ingate's SIP Trunking Workshop	Reseller Day Workshop	Telecom Agent Day Workshop		
	Free for all attendees	Free for all attendees	Free for all attendees	Conference fee required		
Tuesday, September 1		9:00am - 4:00pm		9:00am - 4:00pm		
5:30 рм		ING RECEPTION				
Wednesday, September 2	9:00am - 2:00pm	9:00am - 2:00pm	9:00am - 2:00pm			
4:00 - 8:00рм	EXHIBIT HALL OPEN					
Thursday, September 3		9:00am - 2:00pm				
11:15ам - 5:00рм	EXHIBIT HALL OPEN					

Gold Sponsors:















Conference at a Glance



Day Two: Wednesday - September 2, 2009

ITEXPO Tracks	TMC University: Network Security	Enterprise Solutions	Service Provider	Regulation	HD Voice	4GWE Tracks	Alternative 4G Delivery Strategies	LTE	
	Conference fee required	Conference fee required	Conference fee required	Conference fee required	Conference fee required		Fees required	Fees required	
8:00	CONTIL	NENTAL BREAKFAST FO	OR PAID ATTENDEES -	SPONSORED BY NET Q	uintum	8:00	CONTINENTAL BREAKFAST		
8:30 - 9:15	Secure Voice Communications: It's Not Small Talk	Addressing the Challenge of Hosted IP-PBX in the Large Enterprise	Cloud Computing: What's In It For Me?	A Look at the Adminstration's Communications-Related Policies	HD Voice and Network Interconnection	8:30 - 9:45	Our G-enealogy	Development Tools for 4G Hardware and Software Part I	
9:30 - 10:15	Secure, Real-Time Enablement of Unified Communications	Enterprise Class Telephony for the SMB	Exploring Applications in the Cloud	American Recovery & Reinvestment Act: What it Means for Telecom	HD Voice and Wideband Codecs	10:00 - 11:15	FemtoCell Solutions	Development Tools Part II	
10:30 - 11:15	Secure Threat Mitigation in Enterprise Telephony Environments	Adding Video to the Mix	Maximize Your Investment with a Network Management Strategy	The Stimulus and Vertical Markets	Pushing the Envelope with HD Voice:	11:15 - 11:40	Self Organizing Networks	Using Design to Compel the User Experiences	
11:30 -	Who's Listening?	no's Listening? In Truth About The Hard ROI The Hard ROI	E-911: The State of Emergency	A State-of-the- Industry Panel Discussion	11:40 - 12:15	Wireless Video Strategies	If You Build It, They Will Come		
12:15	Enterprise SIP Security		' '	. , ,		12:15	CONFERENCE Featuring Alvarior	,	
12:15	CONFERENCE LUNCHEON, Featuring keynote presentation by Alvarion							, ,	
1:15 -	TMC University		Real World Compliance		1:10 - 1:35	The Next Generation Connected User	Wireless Security: The Other CIA		
2:00	Exam	Operating Costs & Maintain Reliability?	Ensure Quality of Experience	Strategies for Dealing with Byzantine Laws	Deployments	1:35 - 2:00	LTE When Worlds Collide	While We Are Waiting - WiFi Dual	
2:00	FREE Panel Discussion					2:00		Mode Devices	
3:00	0 FREE Keynote Session featuring Interactive Intelligence, Clearwire						Session TBA		
	3 3 7					3:00	FREE Keynote by Clearwire		
4:00 - 8:00	EXHIRIT HALL GRAND ODENING RECEDITION - SPONSORED BY ACID AR					4:00	EXHIBIT HALL GRAND OPENING		

Day Three: Thursday - September 3, 2009

Day Tillee. Thursday – September 3, 2003									
ITEXPO Tracks	Open Source	Unified Communications	Service Provider	Trends in IP Communications	Communications Developer Sponsored by Avaya	4GWE Tracks	Wireless Backhaul	Advocacy Issues	
	Conference fee required	Conference fee required	Conference fee required	Conference fee required	Conference fee required		Fees required	Fees required	
8:00	CONTINENTAL BREAKFAST FOR PAID ATTENDEES								
8:30 - 9:15	How Open Source Spurs Innovation	Best of Breed Vs. Best of Suite for UC	Intro to Local Number Portability: What VoIP Providers Need to Know	Is VoIP Dead? Where Do We Stand?	Enabling Ultra Low Latency Applications over Ethernet	8:30 - 9:45	Testing 4G Ahead of the Curve	Broadband Stimulus Package: How Does it Impact You?	
9:30 - 10:15	Premise or Hosted Solutions? Why Not Both?	Hosted UC Alternatives for the SMB	Assuring Network Performance for High- Quality Video	Mobile UC Market Landscape	Developing Profitable Web 2.0 Solutions	10:00 - 11:15	Migrating the Core: Wireless Backhaul	White Space Strategies	
10:30 - 11:15	Open Source Telecom: Enabling Anyone to Build a Bad Telephony Application	Leveraging UC to Optimize the Customer Experience	Using IMS to Deliver Services Across 3 Screens	Tailoring Fax over IP Survivability	Creating Mobile Voice & Video Applications	11:30 - 12:00	Services Requires Systems: OSS in the IP World	Voice over LTE via Generic Access (VOLGA)	
11:15 - 5:00	EXHIBIT HALL OPEN								
12:00	CONFERENCE LUNCHEON FOR PAID ATTENDEES								
1:00 - 1:45	Leveraging Open Source for Contact Center ROI	Mobile UC Strategies for the Enterprise	Deploying IPTV	When Voice Meets Web 2.0	Leveraging Video in an Enterprise Setting	1:45 -	CSI: An Autopsy of Public Wireless	Beyond the App Store: Smarter Applications for 4G	
2:00 - 2:45	Open Source: Lessons Learned		Fused Vs. Bundled - The Next Evolution of Operator Services	Using Social Network Analysis to Retain Customers & Increase Revenue	Mobile App Stores: The Developer's Perspective	2:45			

SIPERA'S FREE UC SECURITY WORKSHOP

Project UC, Protect UC: Deploying Low-Risk, Secure VoIP & Unified Communications



Wednesday, September 2, 2009

VoIP and Unified Communications (UC) have long held the promise of dramatically reducing your communications costs. But a common stumbling-block hampering adoption is ensuring that all communications are secure and that they support your information security policies.

If your business handles consumer data, credit card information, patient records, student records, proprietary data or intellectual property, then you need to be aware of the security implications of VoIP and UC. Recent real-world deployments of VoIP and UC have demonstrated an emerging set of best practices that enable you to capture the cost benefits of VoIP and UC, while maintaining the security posture essential to your business.

Furthermore, enterprises that have embraced the principles of UC security are proving that they can securely project and extend these communications to external parties, unlocking new ways of collaborating with clients, partners, distributed employees and the supply chain.

This free, 1-day workshop will feature a series of case studies, panel discussions and practical advice for assessing and improving your security posture for VoIP and UC.

Topics to be covered include:

- UC Security Life Cycle: Practical examples of how to apply security policies to VoIP and UC, including architecture analysis tips for your environment
- Threat Mitigation: What types of VoIP and UC attacks are becoming prevalent?
- Information Security Compliance:
 How mandates for consumer, student and patient record privacy and communications archiving applies in UC and VoIP environments
- Extended Enterprise:
 UC security architectures for supporting teleworkers, remote offices, virtual enterprises, and distributed call centers
- Encryption: Strategies for effective deployment of encryption both inside the enterprise and with external parties
- Toll Fraud: Addressing security gaps that create risk of toll fraud
- SIP Trunks: Terminating SIP trunks along with advanced security policy enforcement
- Business Continuity: Establishing a secure distributed workforce communications foundation to support Business Continuity Planning, Pandemic Planning, Disaster Recovery
- Access Control:
 Examples of best practices for authenticating users and granting access to enterprise communications resources, including adopting two-factor authentication for VoIP and UC
- Security Requirements:
 Evaluation and implementation of VoIP and UC security requirements specific to deployments in Financial Services,
 Healthcare, Education, Government,
 Manufacturing, Retail, Distribution/
 Logistics, Transportation and other industries.
- How to determine if you are at risk; overview and demonstrations of open source
- UC security assessment tools

Who should attend? This workshop will feature practical advice and information of interest to:

- Enterprise telephony, telecom, IT and networking managers
- Enterprise information or communications security managers
- Security consultants and practitioners
- Compliance managers and consultants
- Service providers providing SIP trunks and hosted VoIP or UC services
- CTOs, CIOs and other senior executives in enterprises adopting VoIP and UC

About Sipera, Workshop Host

Sipera Systems is a worldwide leader in security solutions for Unified Communications (UC).

Companies across the globe rely on Sipera's solutions to simplify and confidently deploy their VoIP and UC over any network to any device.

Solutions available from Sipera include secure distributed call centers, remote teleworkers, information security and archiving compliance, business continuity and disaster recovery planning, secure SIP trunk termination, and many others.

Sipera's VIPER Lab is the industry's premier provider of VoIP and UC security consulting services, including vulnerability assessments that protect clients from security breaches such as eavesdropping, information security gaps, toll fraud and other risks.

Learn more at http://www.sipera.com



RESELLER SOLUTIONS DAY

Wednesday, September 2, 2009 - FREE Workshop for Resellers and Agents

9:30 - 10:15 am

Making Money in IP Communications Moderated by Rich Tehrani, CEO, TMC

The communications market is filled with opportunity and pitfalls and navigating the field is something which requires experience and collaboration with your peers. In this session, expect an in-depth discussion of everything you need to become successful when selling communications products and services. We will explore unified communications, open source, FMC, WiFi telephony, mashups and CEBP. If you are unfamiliar with any of these acronyms (even if you are) you need to be at this free conference so you can learn what is happening, what is coming and how to benefit from it all.

The moderator of this panel will be Rich Tehrani, ITEXPO conference chairman, TMC president and the communications expert who has helped tens of thousands of resellers worldwide over the years sell PBX, ACD, call center, CTI and VoIP products and services.

This session is a must-attend for anyone and everyone involved in any way with communications sales to SMB or enterprise customers. This includes classic interconnects, data VARs, VADs, security resellers, etc.

10:30 - 11:15

Session TBA

12:00 - 1:00 pm

AXIOM Selling Sciences Program (AXIOM SSP) *Bob Nicols, AXIOM Sales Force Development*

AXIOM has over 15 years of history in this field and over that period it has become synonymous with excellence in sales performance. Bob's presentation will be based on the industry-acclaimed AXIOM Selling Sciences Program (AXIOM SSP). AXIOM SSP goes beyond "selling techniques" and illustrates how to implement a logical, repeatable, scientific process for selling. The session will include excerpts from several aspects of the process including prospecting, qualifying, presenting, negotiating, forecasting, plus complex environments and sales management. AXIOM SSP is a proven process and has been adopted by numerous Fortune 500 Companies and hundreds of small to medium-sized businesses in North America.

1:00 - 2:00 pm

Best Business Practices for Resellers *Jeanne Leckie, The Leckie Group*

Come draw on Jeanne's extensive channel marketing experience in the telecommunications industry. Learn how to strengthen the business outcomes of your customers by improving your selling process, your approach and positioning in a multi-solution, multi-vendor environment. Achieve improved business efficiencies and team productivity with simple business processes. Discover how to uncover the gaps and realign your business and your customer's business model proficiently. This session focuses on the internal and external business matters required to execute in today's competitive marketplace.

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Check www.itexpo.com For Complete Program Information and Speaker Updates For Each Free Workshop