



## **TELECOMMUNICATIONS INDUSTRY ASSOCIATION MEMBERSHIP BENEFITS**

The Telecommunications Industry Association is the leading trade association for the information, communications and entertainment technology industry. TIA serves global suppliers and their service provider and enterprise customers through leadership in collaborative standards development, member-driven U.S. and international policy advocacy, and facilitation of business opportunities through conferences, marketplace events and summits. TIA works to serve member companies to grow their communications business in several areas, including:

- Representing members' interests before Congress, the Administration, agencies such as the FCC and the Department of Commerce, and others. TIA represents manufacturers and suppliers of high-tech equipment, products, and services used in global communications, lobbying for ubiquitous broadband deployment, improved spectrum management, increased funding for research, and improving international trade and public safety, among others.
- Providing a global marketplace for the industry via TIA-affiliated trade shows and other networking opportunities with customers and industry leaders.
- Influencing directly the development of ANSI-accredited standards via 70 technical groups, including Mobile and Personal Communication-related technical standards, Fiber Optic standards, and Premise Telecommunications Cabling standards, as well as standards related to public safety and accessibility.

Our committees are member-driven, and provide our members opportunities to be involved in various activities and meetings throughout the year, aiming to increase the marketing, networking, and business opportunities for our member companies.

## **FIBER OPTICS TECHNOLOGY CONSORTIUM (FOTC) PARTICIPATION BENEFITS**

The FOTC is a committee of TIA. It is a consortium of leading fiber optic cable, component and electronics manufacturers that focuses on educating end users and design consultants about the technical advantages and affordability that optical transmission can bring to local area networks and fiber-to-the-desk applications. Participating in the FOTC is an excellent way to stay current on the most pressing issues in the industry and to influence how end users and network designers perceive the benefits of optical fiber in premises applications.

All companies that are members of TIA are welcome to participate in the Fiber Optics Technology Consortium and to attend meetings. If your company would like to participate in FOTC activities and benefit from the group's marketing outreach activities, we ask that you contribute a marketing assessment to help fund the FOTC's communications outreach. Typically, these efforts include the development and promotion of our Premises Cost Model, developing content and maintaining our Web site, writing and disseminating White Papers, placing and writing articles in trade publications, placing speakers at industry

conferences, and leveraging our members' marketing messages. There are three levels at which companies can participate: Full Participant, Sponsoring Participant, and Associate Participant.

### ***Full Participant – \$5,000 Contribution for TIA Members/\$6,000 for Non-Members***

**Webinar Sponsorship:** FOTC webinars allow member companies to conduct two webinars each calendar year, establishing member company speakers as experts in the industry and allowing them to reach their target audiences with educational and vendor neutral information. Sponsors receive all contact information for registered attendees and detailed polling data for their webinar.

- Webinars typically attract 400+ viewers and are highly rated by participants.
- Webinar participants earn one BISCO CEC for participating in them.
- Sponsoring companies can poll the audience with up to six multiple-choice questions, enabling them to conduct valuable market research during the event.
- **New!** Sponsoring companies can post attachments that can be downloaded by webinar viewers.
- **New!** Sponsoring companies can add up to three qualifying questions to the registration form.
- Web conferences are promoted to our email distribution list (4,000+ contacts), by press releases, posted on both [www.TIAonline.org](http://www.TIAonline.org) and [www.TIAFOTC.org](http://www.TIAFOTC.org), in the FOTC newsletter, and by partner associations such as BICSI.
- Sponsoring companies have direct access to the registration information and to coaching/preparation to enable your Web conference to be a success.
- Sponsoring companies may include their company logo on the slides along with the FOTC logo.
- **New!** Webinars can be turned into bylined articles and placed in industry trade publications

**White Paper exposure:** Full Participants can post up to two (2) White Papers in the participants' section of [www.tiafotc.org](http://www.tiafotc.org).

- There is no limitation on how long a White Paper can be posted.
- White papers are promoted by press releases, noted on the home page of [www.tiafotc.org](http://www.tiafotc.org), at [www.tiaonline.org](http://www.tiaonline.org), and in the FOTC e-newsletter.

**Bylined article opportunities:** FOTC frequently places bylined opportunities in horizontal and vertical publications on structured cabling issues.

- **New!** Almost all Webinars are turned into articles and placed.
- For relevant industry topics, companies may work together on joint-bylined articles.

**Speaker placement** at industry trade shows and conferences.

- FOTC is often approached by conference managers for speaking opportunities as our organization is viewed as an industry resource.
- FOTC often presents pre-conference seminars at the Fall and Winter BICSI Conferences

**Link on FOTC web site** with your company LOGO as link to member Web site.

**Identified as Full Participant** on Network Architecture Model and all supporting & promotional materials.

- The Network Architecture Model has been downloaded by more than 5,000 users.

- Full Participants are listed on the first page with a live link to their Web site.

**New! Company video exposure:** Company produced videos that are hosted on YouTube can be embedded onto the FOTC website as part of our new video showcase.

**New! Company-sponsored training courses** can be posted on the [www.tiafotc.org](http://www.tiafotc.org) training database.

**Company press releases posted** on [www.tiafotc.org](http://www.tiafotc.org). Member News consistently is one of the most viewed portions of our Web site, ensuring more visibility for your product announcements.

**Links to your e-newsletter** posted on [www.tiafotc.org](http://www.tiafotc.org) and highlighted in our e-newsletter.

**Company name featured** on marketing materials such as press releases, FOTC business cards, Cost Model, brochures, etc.

**Opportunity to serve an FOTC Officer.**

**Opportunity to determine** how marketing resources are spent.

**The ability to influence market perception** of the deployment of fiber in premises applications by working with industry leaders to educate end users and designers, influence the development of standards and leverage the resources of TIA to help create market opportunities worldwide.

***Sponsoring Participant – \$2,500 Contribution for TIA Members/\$3,500 for Non-Members***

**Webinar Sponsorship:** FOTC webinars allow member companies to conduct one webinar each calendar year, establishing member company speakers as experts in the industry and allowing them to reach their target audiences with educational and vendor neutral information. To receive contact information for registered attendees and polling data there is an additional \$1,000 fee.

- Webinars typically attract 400+ viewers and are highly rated by participants.
- Webinar participants earn one BSCSI CEC for participating in them.
- Sponsoring companies can poll the audience with up to six multiple-choice questions, enabling them to conduct valuable market research during the event.
- **New!** Sponsoring companies can post attachments that can be downloaded by webinar viewers.
- **New!** Sponsoring companies can add up to three qualifying questions to the registration form.
- Web conferences are promoted to our email distribution list (4,000+ contacts), by press releases, posted on both [www.TIAonline.org](http://www.TIAonline.org) and [www.TIAFOTC.org](http://www.TIAFOTC.org), in the FOTC newsletter, and by partner associations such as BICSI.
- Sponsoring companies have direct access to the registration information and to coaching/preparation to enable your Web conference to be a success for an additional \$1,000 fee.
- **New!** Webinars can be turned into bylined articles and placed in industry trade publications

**White Paper exposure:** Sponsoring Participants can post one (1) White Paper in the participants' section of [www.tiafotc.org](http://www.tiafotc.org).

- There is no limitation on how long a White Paper can be posted.

- White papers are promoted by press releases, noted on the home page of [www.tiafotc.org](http://www.tiafotc.org), at [www.tiaonline.org](http://www.tiaonline.org), and in the FOTC e-newsletter.

**Bylined article opportunities:** FOTC frequently places bylined opportunities in horizontal and vertical publications on structured cabling issues.

- **New!** Almost all Webinars are turned into articles and placed.
- For relevant industry topics, companies may work together on joint-bylined articles.

**Speaker placement** at industry trade shows and conferences.

- FOTC is often approached by conference managers for speaking opportunities as our organization is viewed as an industry resource.
- FOTC often presents pre-conference seminars at the Fall and Winter BICSI Conferences

**Link on FOTC web site**

**Identified as Sponsoring Participant** on Network Architecture Model and all supporting & promotional materials.

- The Network Architecture Model has been downloaded by more than 5,000 users.
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**Company name featured** on marketing materials such as press releases, FOTC business cards, Cost Model, brochures, etc.

**Opportunity to serve a FOTC Officer.**

**Opportunity to determine** how marketing resources are spent.

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***Associate Participant - \$1,000 Contribution (Restricted to educational institutions and not-for-profit associations.***

**Webinar Sponsorship:** FOTC webinars allow member Associations to conduct one webinar each calendar year, establishing member company speakers as experts in the industry and allowing them to

reach their target audiences with educational and vendor neutral information. To receive contact information for registered attendees and polling data there is an additional \$500 fee.

- Webinars typically attract 400+ viewers and are highly rated by participants.
- Webinar participants earn one BSCSI CEC for participating in them.
- Sponsoring associations can poll the audience with up to six multiple-choice questions, enabling them to conduct valuable market research during the event.
- **New!** Sponsoring associations can post attachments that can be downloaded by webinar viewers.
- **New!** Sponsoring associations can add up to three qualifying questions to the registration form.
- Web conferences are promoted to our email distribution list (4,000+ contacts), by press releases, posted on both [www.TIAonline.org](http://www.TIAonline.org) and [www.TIAFOTC.org](http://www.TIAFOTC.org), in the FOTC newsletter, and by partner associations such as BICSI.
- Sponsoring associations have direct access to the registration information and to coaching/preparation to enable your Web conference to be a success for an additional \$500 fee.
- **New!** Webinars can be turned into bylined articles and placed in industry trade publications.

**White Paper exposure:** Associate Members can post one (1) White Paper in the participants' section of [www.tiafotc.org](http://www.tiafotc.org).

- There is no limitation on how long a White Paper can be posted.
- White papers are promoted by press releases, noted on the home page of [www.tiafotc.org](http://www.tiafotc.org), at [www.tiaonline.org](http://www.tiaonline.org), and in the FOTC e-newsletter.

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**Link on FOTC web site**

**Identified as Associate Participant** on Network Architecture Model and all supporting & promotional materials.

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**Association/University press releases posted** on [www.tiafotc.org](http://www.tiafotc.org). Member News consistently is one of the most viewed portions of our Web site, ensuring more visibility for your product announcements.

**Links to your e-newsletter** posted on [www.tiafotc.org](http://www.tiafotc.org) and highlighted in our e-newsletter.

**Association/University name featured** on marketing materials such as press releases, FOTC business cards, Cost Model, brochures, etc.

**Opportunity to determine** how marketing resources are spent.

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## ***Joining TIA and FOTC***

TIA offers several membership options with membership dues based on each company's revenue. More details on how to join TIA are available on the [membership section](#) of TIA's Web site. Occasionally there are situations where a company wants to participate only in FOTC and does not want to benefit from the various activities and discounts available to TIA general members. For these companies there is an FOTC-only membership option which is described below.

## ***FOTC-Only Participation***

TIA has developed a special membership arrangement for companies interested in participating only in the Fiber Optics Technology Consortium. This arrangement would serve the needs of those companies looking to participate in FOTC, as well as serve the interests of TIA's current general members.

- FOTC-only participants pay slightly higher assessment fees than TIA members to participate in FOTC. The benefits accrued to the participants will be determined by the level at which the company chooses to participate.
- A FOTC-only company would be considered an Associate Member of TIA, a classification that designates the company as entitled to receive TIA's signature newsletters, are listed in and have access to the exclusive TIA member directory on the TIA website, which is used for member networking and research, and to benefit from TIA's established organizational relationships and legal and administrative support for event cooperation and marketing. However, the FOTC-only member is not entitled to TIA Conference booth space discounts, or involvement in TIA's Public Policy Committee work. Also, the FOTC-only member would not be entitled to nominate an executive to the TIA Board of Directors.
- Should a FOTC-only member choose to participate in TIA's Engineering Committees, the FOTC-only member would pay any and all Engineering Committee fees. The FOTC-only member company would pay the Engineering Committee fee as do non-member TIA companies.
- Upon payment of the FOTC-specific marketing assessment, the FOTC-only member of TIA would be entitled to serve in all leadership capacities of the FOTC. In addition the FOTC-only member company would be eligible to vote on matters specific to the FOTC, be listed on the FOTC web site, and receive administrative benefits TIA provides as a formal association, as well as receive general member-related communication and other benefits determined through mutual agreement of TIA and FOTC members.

## **CONTACT INFORMATION**

Any company interested in a FOTC membership should contact Ancilla Brady, Director Member Relations & Services, TIA, at (703) 907-7713 or [abrady@tiaonline.org](mailto:abrady@tiaonline.org) or Liz Goldsmith, Public Relations at (781) 259-8584 or [liz@goldsmithpr.com](mailto:liz@goldsmithpr.com).