



Explore Technology's Future

Special Offer for First Time Attendees

Register for DEMO 08 by December 21 and save \$1,000!

Visit demo.com/D8D1BD or call 800-643-4668.

DEMO08 **reinvent**

rebuild
reshape
reconfigure

realign
reinforce
rediscover
reengineer
rearchitect
reawaken
recapitalize
recapture

DEMO08

January 28-30, 2008 • Desert Springs, A JW Marriott Resort & Spa • Palm Desert, CA



What is DEMO?

DEMO is the premier launch venue for emerging technology. Rigorously screened from hundreds of applicants from around the world, only the most significant, relevant and viable new products make the cut. In one place, across two days, you will see 70 new innovations unveiled for the very first time. All are vetted for you by Chris Shipley, one of the top trend spotters in the industry.

DEMO is about real technologies and real innovations. Palm launched here, as did Java, TiVo® and Salesforce.com. Every DEMO event presents never before seen technologies and offers invaluable funding, acquisition and partnership opportunities to an exclusive audience of VCs, corporate development officers, entrepreneurs and top industry press.

Never been to DEMO? Now's the time. Take advantage of our special introductory offer: an exclusive first-time attendee rate of \$1,995 (a discount of \$1,000 off the full conference rate), valid through December 21, 2007.

“For a glimpse of companies building tomorrow’s solutions you could spend 3 months in Silicon Valley or 2 days at DEMO.”

Dave Drach
*Director, Emerging Business Team
Microsoft Corporation*

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What is the DEMO Difference?

DEMO brings the raw and uncompromising 6-minute rapid demonstration to the worlds of entrepreneurs, investors, and corporate developers/acquirers. This unique platform has created a novel and fertile environment for both uncovering and harnessing lucrative merger, acquisition and partnership opportunities.

DEMO is the most comprehensive event of its kind, offering the broadest, deepest view of first-class innovation available – tangible products that are ready to enter the markets they serve. Industry expert Chris Shipley and her team consistently choose only the very best of hundreds of candidate products for DEMO debuts. As a result, DEMO always introduces select, stringently evaluated concepts that truly define business; showcasing market-making advances that are highly compelling and fully viable.

At DEMO 08, you'll have the opportunity to interact with the people who create these amazing technologies.

Making such connections literally puts you in a position of competitive advantage—full of rich possibilities and networking opportunities. Between the innovators themselves, the pavilion discussions, and the after-hour debates, deals are made and dreams are propelled to realization—all leading to extraordinary relationships, alliances, and successes.



Redefining the Scope of Innovation

DEMO's approach to showcasing revolutionary ideas is all about breadth and depth. Our exhaustive selection process seeks innovation in every corner of the IT marketplace and presents you with an unparalleled, diversified portfolio of products and services. The innovations we reveal at DEMO either push the boundaries and disrupt existing markets, or create new markets outright.

DEMO is all about broadening your horizons and shaping new ones. Using a wide array of innovative products and technologies as its lens, DEMO delivers the most comprehensive, valuable set of insights that you'll find in technology's immediate and distant future—the kind of advantage that readily fuels success.

Recent Technology Sectors Showcased at DEMO

Consumer Devices	Enterprise Software & Services
Consumer Software & Services	IT Management & Infrastructure
Enabling Technologies	Small Business Software & Services

“DEMO is the best mirror to reflect what’s happening in the industry. The categories and products change based on what you have to take note of throughout the year. It has always been an accurate gauge.”

Te Smith
ZoneLabs

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Where Are They Now?

Markets exist to be revolutionized. Whether it's the enterprise market being disrupted by SaaS business models, or Web 2.0 concepts that spur user communities to activism, or Internet-enabled ice cream machines, DEMO delivers the widest array of platform product introductions in the industry and gives you the strongest possible competitive advantage. See how some of today's hottest products and services that launched at previous DEMO conferences have created new markets:



IronPort - Web Security. Debuted at DEMO 06, IronPort S-Series Web security appliances comprise a next-generation solution for combating spyware and complex Web-based threats. IronPort's high-performance proxy screens HTTP traffic without adding the latency of typical security screens to ensure the target servers are legitimate destinations. IronPort is now a part of Cisco's Security Technology Group to help integrate content and network security.

GrandCentral - Unified Communication. A DEMOfall 06 alumnus, GrandCentral is a unified communications service that integrates a user's existing phones, numbers, and voicemail boxes, and bridges the gap between voicemail and email. It facilitates one number, one message box, and one easy web interface for controlling and customizing the way people reach each other. Google recently acquired GrandCentral to leverage its communications services and enhance the collaborative exchange of information between users.

Stata Labs - Advanced Email. Bloomba, unveiled at DEMO 03, is a simple, powerful email program incorporating a breakthrough personal content database, the Stata Labs PCDB™. Designed for heavy emailers, Bloomba is focused on creating the best possible end-user experience and solving deep usability issues that other email programs ignore. Since its launch at DEMO 03, Yahoo! acquired Stata Labs in 2004 to provide technical expertise and strategic assets.

To explore the hundreds of additional products, demonstrators, and market sectors that have launched at DEMO, including Palm/Handheld Computing, Salesforce.com/ASP-based SFA, WebEx/Online Collaboration and Meeting Tools, and E*Trade/Online Financial Trading visit **DEMO.com**.

And be sure to join us at DEMO 08 to witness the emergence of the next great acquisition and partnership opportunities.

DEMO Video Library

To get a better idea of DEMO's inner workings, visit the Video Library on DEMO.com. Featuring profiles of demonstrator presentations and behind the scenes outtakes, the Library illustrates the diversity and quality intrinsic to the DEMO experience.

www.demo.com/VIDEO



"Six Minutes With..." Podcasts

Cathy Brooks recently spent six minutes interviewing CEOs from some of DEMO's most successful and compelling alumni companies. Discover how these leaders think and what they've been doing since their products launched at DEMO.

www.demo.com/PODCAST



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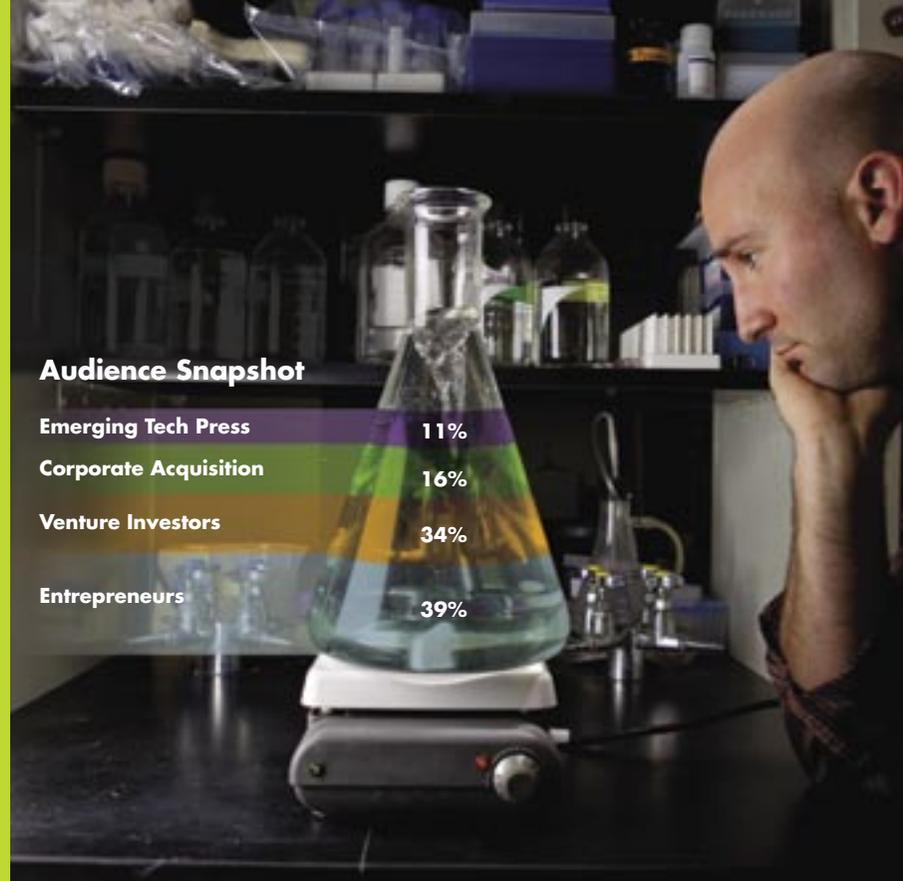
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Who Attends DEMO?

DEMO brings together the industry's established leaders, a hand-picked selection of today's most influential entrepreneurs, investors, business developers, and respected journalists. For three days, they share valuable information, deliver and witness groundbreaking product introductions, meet with prospective partners, and share their stories with the press.

At DEMO, you will reach a powerfully eclectic community comprised of the decision-making elite, each of which has a vested interest in the development and application of technology. Characterized by a keen understanding of the market and its possibilities, they share a common distinction: They are literally defining the future. If that kind of impact is your intention as well, DEMO is the place for you.



Top 10 Reasons DEMO 08 is the One Event You Just Can't Miss

- 1 Experience:** Nearly two decades of uncovering market-defining innovation
- 2 Depth:** 70 of the highest caliber breakthrough technologies in two days
- 3 Reach:** Mix of consumer and enterprise products; domestic and international demonstrator companies
- 4 Involvement:** Intimate environment and hands-on exposure
- 5 Influence:** Network with technology's elite
- 6 Expertise:** Chris Shipley's discerning ability to uncover "the next big ideas"
- 7 Merit:** Companies chosen by potential to establish new business dynamics
- 8 Opportunity:** Access to premium merger, acquisition and partnership possibilities
- 9 Tested:** Well-known companies—WebEx, Salesforce.com, E*Trade—and many others launched at DEMO
- 10 Unparalleled:** Originated a format often copied, but still unmatched: in just six minutes, companies crystallize their value proposition and clearly articulate their market strategy

"Launching WebEx at DEMO allowed us to break through all the clutter and change the way the world thinks about meetings."

David Thompson
VP, Worldwide Marketing
WebEx

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Desert Springs, A JW Marriott Resort & Spa

The Desert Springs, A JW Marriott Resort & Spa, is in the heart of the Coachella Valley, home to nearby Palm Springs and other resort communities. Situated on 450 acres of lushly landscaped grounds and lagoons, Desert Springs is a Four Star, Four Diamond, award-winning property with views of the majestic Santa Rosa mountains and a spectacular desert landscape.

Bringing your spouse or kids?

Desert Springs offers a number of activities to keep the family busy. The resort's recreation facilities include two Ted Robinson-designed 18-hole championship golf courses, a unique 18-hole putting course, 20 tennis courts, a 30,000-square-foot spa, the Oasis Pool area, and 13 restaurants and lounges. Desert Springs also offers the Kids Klub, a special program that leads kids on a fun-filled journey through a variety of action-packed adventures.

Conference rate: A block of rooms has been reserved at Desert Springs for DEMO 08 attendees at a discounted rate of \$274 per night, plus tax. Reservations must be made by January 2, 2008 to receive this special rate. After January 2, rates and availability cannot be guaranteed. **Please note:** Your registration fee does not include hotel accommodations.

You can reserve your hotel as part of our DEMO conference online registration process.

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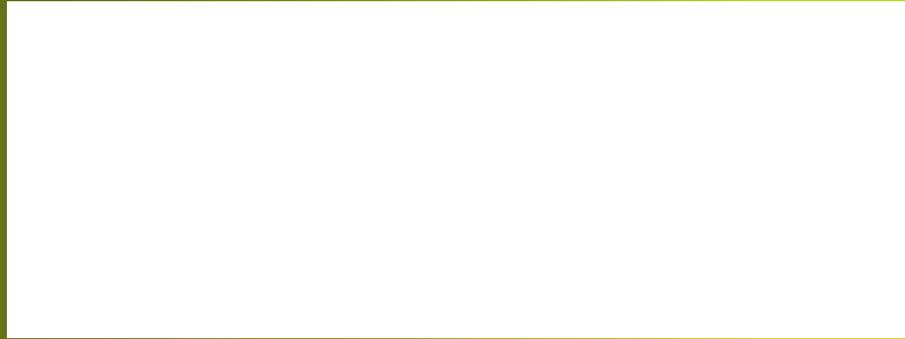
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