



Global MSF Interoperability 2004

MARKETING AND PUBLIC RELATIONS GUIDELINES

3/30/04



Global MSF Interoperability 2004

GMI 2004 Participants are strongly encouraged to support and promote GMI2004 through their own marketing and public relations efforts. The following are guidelines and information for your reference to assist you in promoting the event and include:

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I. GMI 2004 CONTACT LIST

PR Contact

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II. PURPOSE OF EVENT:

The primary objective of GMI 2004 is to demonstrate a deployable and operationally ready IP telephony network with Network Management, enhanced Quality of Service (QoS) and security features. GMI 2004 will also demonstrate a service layer with application server, media server and service broker functionality. This will enable the MSF to demonstrate a full end-to-end customer ready deployable network.

GMI 2004 will provide an industry showcase that will:

- Help carriers achieve their goal to deploy flexible, best of breed products
- Help vendors achieve their goal to market products more cost effectively
- Display the global interoperability of the MSF architecture as referenced in the Release 2 Architecture document
- Demonstrate a network scenario that can be managed to specific quality standard

III. COMMUNICATION:

Each Participant must provide a Marketing and PR contact person at their company. All Marketing and PR contacts will be subscribed to the Marketing/PR mailer, msf-gmimarketing@msforum.org. The mailer will be used for marketing and public relations announcements and discussions.

If your company is an **MSF Member**, please subscribe to the list by going to the MSF website and

- Log in to the ARO main menu (<http://www.msforum.org/login>).
- Choose "My Subscriptions" from the Email Lists menu.
- Your current subscriptions will be listed at the top of the page.
- Further down the page is a list of email lists to which you are not already subscribed. Click on the "Subscribe" link next to msf-gmimarketing@msforum.org to subscribe.

If your company is **not** an MSF Member, send an email to info@msforum.org, requesting a subscription to the msf-gmimarketing@msforum.org email list.

IV. MARKETING TOOLS:

MSF will make marketing tools available to support your Marketing/PR efforts including:

- GMI 2004 Logo
- Website
- White Paper
- GMI 2004 Press Release Boiler Plate

A. GMI 2004 Logo & Usage

The GMI 2004 logo can be downloaded from the GMI website www.gmi2004.com - see "Marketing Tool Kit"

All MSF logo guidelines apply as noted below.

All participating organizations in GMI are encouraged to imprint or affix the MSF GMI Logo on stationary, publications, documents and other materials provided that the organization is a participant in good standing and the usage is in context. A participating organization is recognized as such when the MSF Secretariat confirmed receipt of a GMI Contract and NDA.

The GMI Logo consists of the corporate MSF Logo combined with the type "Global MSF Interoperability 2004 ". These elements shall not be revised or rearranged in any way. This includes using the corporate insignia without type, adding figures or letters to the insignia, removing and rearranging type or insignia, placing the logo within any other figure or using it as a part of any other graphic. MSF's insignia should not be used without the type "Global MSF Interoperability 2004".

B. Website

The GMI 2004 webpage will be updated regularly to include the latest information about the event. The address is www.gmi2004.com.

C. White Paper

MSF will issue a White Paper following the conclusion of the event. The White Paper will be available to download from the GMI website at www.gmi2004.com.

V. PUBLIC RELATIONS/MEDIA OUTREACH:

Prior to the event, the MSF will launch a full PR campaign. In addition, contracted participants may announce and discuss their participation in GMI 2004. This section outlines the MSF's campaign and guidelines for participant media outreach.

A. MSF PR Campaign

1. MSF Press Release Schedule

Below is a calendar of scheduled GMI 2004 press releases:

February 2003	Multiservice Switching Forum Announces 2004 Demo Event, Makes Security, QoS Top Priorities
April 2003	MSF Charts Course for Second in Series of Global Interoperability Events
December 4, 2003	Announce Carrier Hosts and Locations
March 2004	GMI 2004 Physical Scenarios Announced
April 2004	VOIP, Value Added Service to Highlight Multiservice Switching Forum's GMI 2004 Interoperability Event
June 2004	Record Number of Companies Will Demonstrate VoIP Interoperability Services at MSF's GMI 2004 Event
September 2004 (TBD)	IPv6 Test Scenario Added to GMI 2004 Interoperability Event
October 19 2004 (approx. 11/2)	GMI 2004 – Post Test Press Release

***Participants must have submitted a signed Contract and NDA to be included in the release.**

Participants agree to be listed in all materials related to the event including press releases and collateral.

2. Host Location(s) Press Day

MSF's goal is to plan a press event at each of the carrier host locations to promote the event. As plans are confirmed for each location, the MSF will contact the participants regarding the details. In the meantime, please direct questions to Kendra Gross at kendra@papr.com.



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Once plans have been confirmed, the MSF will ask you to provide the following items for your selected press event(s):

- press kits
- press contacts
- locations of press conference/tour

3. Press Kit

The MSF will be creating an online press kit for the press. The press kit may include:

- MSF press releases on GMI 2004
- GMI 2004 White Paper
- GMI 2004 Presentation
- GMI 2004 Q&A
- Host Locations Overview
- List of Participants
- MSF Technical Program
- MSF Fact Sheet

B. Participant Guidelines

1. Participant Media Outreach PRIOR to GMI 2004

a. Participant PR Support Checklist

The MSF is asking for assistance from any/all participants in promoting this event. Below is a checklist of activities that individual participants can help the MSF with. There are two lists below, one specifically for the Carrier/Host participants, and one for the Vendor participants. If your company is willing to assist with any or all of the below activities please fill out this list and return to Kendra Gross, kendra@papr.com

Carrier PR Support Checklist

Company Name Here: _____

<u>Yes</u>	<u>No</u>	<u>Task</u>
		Able to approve company name in MSF press release within 48 hrs
		Provide individual country translation services for MSF press releases
		Send press release(s) to individual press list
		Host press event at location
		Provide on site lab tours to press during demo
		Coordinate meetings with the press on site
		Distribute own press release on participation in event
		Track and forward non-US press clips

Company Name Here: _____

Participant PR Support Checklist

<u>Yes</u>	<u>No</u>	<u>Task</u>
		Provide individual country translation services for MSF press releases
		Send press release(s) to individual press list
		Distribute own press release on participation in event
		Track and forward non-US press clips
		Company name listed in MSF Press Release, as participant
		Able to approve company name in MSF press release within 48 hrs

b. Participant Press Release Guidelines

Prior to the event, Participants who have submitted a signed Contract and NDA may announce their participation in GMI 2004 to the media. Any press announcements issued by the Participant must follow the guidelines specified below:

- The content of the press release should be limited to contain information about the following: Participant's involvement, company information, information about their company's product(s) used in the test and may include information and/or quotes provided by MSF for all Participants' use.
- Participants may not discuss, or refer to in any way, another Participant without express permission/approval from their partner(s).
- Information contained in the participant's press release must abide by the restrictions in the NDA.
- No individual quotes will be provided for any Participant from MSF, per the MSF Press Policy.
- Participants must include the GMI 2004 boilerplate in their release to the media. (See below).



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About GMI 2004

Global MSF Interoperability (GMI) 2004 will test a deployable and operationally ready VoIP network with Services, Applications, Network Management, enhanced Quality of Service (QoS) and Security features. Planned for October 4-16, GMI 2004 will be hosted by major carriers in North America, the UK, Japan, and Korea. Each test site will be connected by live network facilities, creating a realistic test environment to examine the interoperability and deployment of multi-service next generation networks on a global scale. GMI 2004 will test application servers, media servers, service brokers, call agents, bandwidth managers and other control and management systems against the specific protocols defined in MSF Interoperability Agreements (IAs).

- Participants may also include additional MSF's boilerplates in their release to the media, but is not required. (See below).



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About the MSF

The Multiservice Switching Forum (MSF) is a global association of service providers and system suppliers committed to developing and promoting open-architecture, multiservice switching systems. Founded in 1998, the MSF is an open-membership organization comprised of the world's leading telecommunications companies. The MSF's activities include developing implementation agreements, promoting worldwide compatibility and interoperability, and encouraging input to appropriate national and international standards bodies. For more information about the MSF and its members, visit the MSF web site at <http://www.msforum.org/>.

About Multiservice Switching System Technology

Multiservice Switching Systems (MSS) of the future will be based on a distributed switching method - frame, cell or packet-based - designed to support voice, video, private line and data such as ATM, Frame Relay and Internet Protocol (IP) services. MSS may use a broad range of access technologies, including traditional Time Division Multiplexing (TDM), Digital Subscriber Line (xDSL), wireless data, and cable modems. MSF Implementation Agreements (IAs) define the requirements of the interfaces between components of a MSS.

c. Press Release Quotes

Individual quotes for press releases will not be available per the MSF Press Policy. However, MSF will make available approved quote(s) from the MSF leadership for use in press releases before and after the event. The quotes will be provided to all Participants via the GMI 2004 marketing email exploder. The quote(s) provided by MSF must be used in their entirety and in the appropriate context without exception.

d. Text For Participant's Website

In advance of the event, Participants who have submitted a letter of intent and/or submitted a signed contract and NDA are encouraged to post the following text on their website to promote GMI 2004:

“(Participant) is proud to announce its participation in the upcoming Global Multiservice Switching Forum Interoperability 2004 (GMI 2004) which will be conducted simultaneously at KT and NTT in Asia, BT in Europe and Qwest in North America in October 2004. The primary objective of GMI 2004 is to demonstrate a deployable and operationally ready IP telephony network with services, applications, network management, enhanced quality of service (QoS) and security features. Additional information can be found at www.gmi2004.com.

e. Press Contact List

Participants are requested to send press contact information to Kendra Gross at Porchivina & Associates Public Relations at kendra@papr.com.

f. Press Kit

The MSF will provide links from the MSF website to participants website directing members of the press to the individual company's online press kit. If you would like to link to the MSF press kit please contact Kendra Gross at Porchivina & Associates Public Relations at kendra@papr.com.

2. Participant Media Outreach AFTER GMI 2004

a. Participant Press Release Guidelines

Following the event, Participants may issue press announcements AFTER 9:00 am ET on the announcement date in October 2004. The MSF will inform all participants of this date once confirmed via the Marketing/PR exploder. The MSF asks that all participant press releases follow the below PR guidelines:

- The content of the press release should be limited to contain information about the following: Participant's involvement, company information, information about their company's product(s) used in the test and may include information and/or quotes provided by MSF for all Participants' use.
- Participants may not discuss, or refer to in any way, another Participant without express permission/approval from their partner(s)



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- Information contained in the participant's press release must abide by the restrictions in the NDA.
- No individual quotes will be provided for any Participant from MSF, per the MSF Press Policy.
- No test results are to be mentioned per the NDA.
- In post-event press releases, vendors may state that they have "successfully participated at the event." No single vendor's results may be mentioned nor should any vendor state that they have "passed" the testing.
- Participants must include the GMI 2004 boilerplate in their release to the media. (See below).

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