

## All-over-IP Expo 2015 to Boost Exhibitors' Partner Ecosystems

Due to the challenging economic conditions, it is security and IT vendors taking responsibility for evolving the channel who will retain or even increase revenues in 2015 and 2016. Setting up a strategy to support your partners' sales has never been more critical.

For exhibitors' advantage, [All-over-IP Expo 2015](#) is announcing the launch of the 1500 Sales Partners Invitation Campaign that will be running over the coming months.

### The 1500 Sales Partners Invitation Campaign

One of the essential aspects of All-over-IP Expo experience in 2015 is that you come across 1500 key local organizations that distribute or integrate video surveillance, security, data storage, networking and communications solutions.

400 distributors. 1100 engineering companies and system integrators. All-over-IP Team is taking care of identifying and bringing them onsite.

And this year, we're expanding on what we set out to do, paying extra attention on regional sales channels: Central, Siberian, Far Eastern, Ural and Crimean Federal Districts of Russia. We are targeting traditional security suppliers as well as IT integrators that are more often contracted to provide major security installations.

In 2015, All-over-IP Expo exhibitors will enjoy a big boost in building their partner ecosystems, expanding into new markets and generating quality leads. Book today and get the best price guarantee!

Companies interested in exhibiting should contact Alla Aldushina at [aldushina@groteck.ru](mailto:aldushina@groteck.ru)  
For keynote speaking opportunities please contact Olga Fedoseeva at [fedoseeva@groteck.ru](mailto:fedoseeva@groteck.ru)

Primary Sponsor: [ITV | AxxonSoft](#) – a leading software developer that combines IP-based physical security management, intelligent video surveillance, and an enterprise-wide platform.

Education Sponsor: [Milestone Systems](#) – a global industry leader in open platform IP video management software.

8th Annual International ALL-OVER-IP EXPO 2015  
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Russia, Moscow, Sokolniki Expo  
[www.all-over-ip.ru](http://www.all-over-ip.ru)