

AN OVERVIEW May 2018



**iMiller
Public
Relations**

INTERNATIONAL MARKETING AND
PUBLIC RELATIONS

WE ARE iMPR

iMiller Public Relations (iMPR) is a results-driven, independent public relations and content marketing consulting firm. At the forefront of our market leadership positioning is iMPR's industry thought-leadership, where our consultative, industry-insider perspective helps clients propel their messages more effectively.

iMPR

works with global telecommunications companies that, when coalesced, represent more than **\$100B in revenues.**

SERVICES AT-A-GLANCE

- Strategic Media Relations
- Digital & Content Marketing
- Content Development
- Speaking / Award Submissions
- Social Media Engagement
- Event Planning
- Tradeshow Marketing
- Product Marketing
- Tradeshow and Conference Strategy/Support

WHAT WE BRING

- Deep industry, technology and functional expertise
- Innovative ideas that place clients at the forefront of the industry
- Extensive relationships that span decades
- Fortified team of marketers, writers and social media experts
- Expertise in positioning that influences change

WHAT WE DELIVER

- Clear messages
- Various channels to market
- Strategic insights
- Enhanced relationships
- Targeted success
- Real stories
- Tactical support
- Innovative ways to market
- Measureable results
- Increased awareness

We work 'ON'
the industry,
not just 'IN'
the industry.

AWARD-WINNING PUBLIC RELATIONS FIRM



Winner

Bulldog Stars of PR
"Technology Agency of the Year"



Winner

CEO Ilissa Miller
"PR Executive of the Year"



Winner

"Best PR Agency Of The Year Single Boutique Office"



Finalist

"Marketing Communications"



Finalist

"Best Trade Media Relations (Telecommunications)"



Finalist

iMPR CEO, Ilissa Miller



Finalist

"Digital PR Firm of the Year"



FINALIST

Finalist

"Reputation Management"

HOW WE ARE DIFFERENT

Understanding the industries that our clients serve is the core of our expertise. iMPR maintains strategic memberships and affiliations with leading organizations.

KEY MEMBERSHIPS AND AFFILIATIONS



OUR APPROACH



MESSAGES ARE FORTIFIED COLLABORATIVELY

- 150+ years' collective experience
- Capable of reaching millions
- Deep understanding of the industry
- Target outreach capabilities
- Lead-generation
- Digital marketing expertise
- Research and planning
- Measureable execution

OUTREACH METHODOLOGY



BROAD REACH

- Newswire services
- Electronic services



TARGETED REACH

- Industry media, analysts and bloggers
- Direct postings
- Vertical market outreach



SOCIAL MEDIA

- Influencers (bloggers, forums)
- Decision-makers
- Effectively reaching millions

OUR TOOLSETS

IT DATABASE



iMPR

Database of 3,300+ journalists and analysts

SOCIAL MEDIA = PR 2.0

WHY USE SOCIAL MEDIA*?

- "52% of businesses say social media positively influences revenue and sales." - Clutch
- 65% of marketers measure social media success based on Twitter and Facebook - *Simply Measured*
- "74% of B2B buyers ultimately choose to work with companies that are the first to provide them with useful content." - LinkedIn

iMPR
and its social media
properties are followed
by 4x the amount
of people than others
in this space.

“ Social media is viewed as the second-most effective digital marketing tactic for customer retention purposes, behind only email.” - **TNW NEWS**

WHAT YOU GET

Brand
Recognition

Community

Increased
Web Traffic

Establish
Authority

Influence
the Market

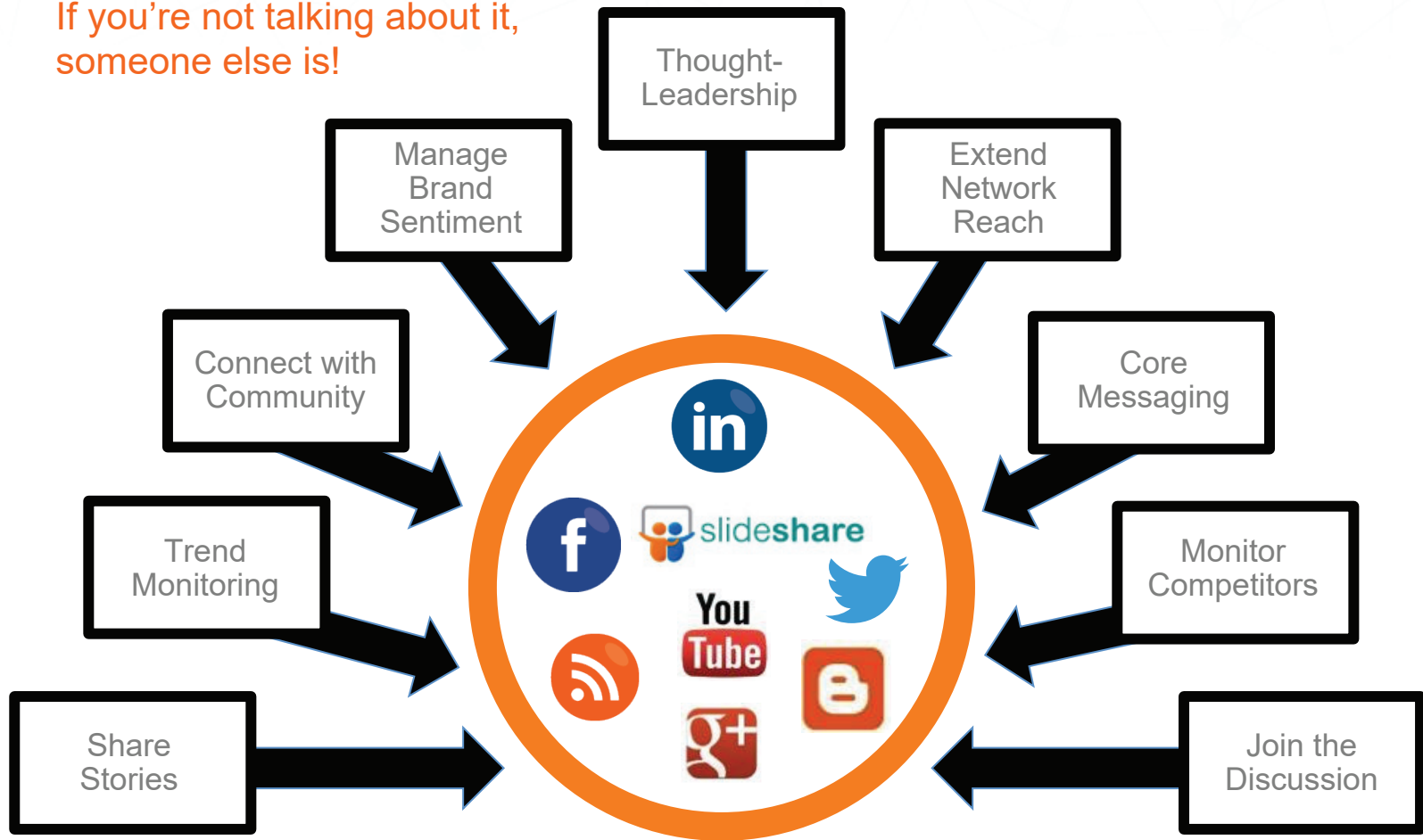
Repeat
Exposure

Stay Ahead
of Trends

*22% of social media marketing activities are performed by outside agencies. - *The CMO Survey*

WAYS TO USE SOCIAL MEDIA

If you're not talking about it,
someone else is!



TYPE OF CLIENTELE

iMPR clientele include companies / industry associations focusing on:



Business Continuity



Disaster Recovery



Cloud Services



Data Centers



Hosting



Submarine Cable Operators



Media Relations



Analyst Relations



Association Partners



Telecommunications



Event Management



Tradeshow Partnerships



Network Providers



NOC Services



Internet Exchanges



SaaS Providers



SDN / NFC



DAS / Small Cell

SOME OF THE BRANDS THAT TRUST iMPR



INDUSTRY PARTNERS

iMPR is sought-after by industry conference and event organizers as a media partner due to its market reach and target customer base. With deep roots and relationships spanning the entire ecosystem of suppliers and buyers in the telecom infrastructure space, iMPR is a trusted source to get word out about opportunities available in the market.

INDUSTRY MEDIA PARTNERSHIPS



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And more!

Northeast DAS & Small Cell Association

NEDAS: Enabling Communications Everywhere

NEDAS fosters the development of Heterogeneous Network (HetNet) solutions through collaborative programs and events. Since 2010, NEDAS continues to bring together industry thought-leaders, cutting-edge technologies and end-user solutions that are shaping a new wireless future with the goal to “enable communications everywhere.” Through our thought-provoking conferences, networking socials, webinars and daily funnel of news shaping the industry, NEDAS provides companies and individuals the tools, resources and opportunities to succeed.

NEDAS hosts summit, networking and workshop-focused events as well as webinars.

2018 Event Dates:

- May 9, 2018 – NEDAS Chicago Social
- July 18, 2018– NEDAS Boston Symposium
- September 6, 2018 – NEDAS NYC Summit

NEDAS Annual Sponsors

**NORTHEAST
DAS**
& small cell
ASSOCIATION

Platinum Level



Gold Level



CORNING



Silver Level



iMiller
Public
Relations

- Data Center POST aims to provide useful content to the data center community. It was created for the sole purpose of offering timely, relevant information to decision-makers, data center companies, operators and vendors as well as IT managers
- Our daily posts are contributed by senior IT and business executives, and other industry experts
- Data Center POST has been increasing readership, web traffic, and unique visitors. We have been receiving roughly 10,000 visitors per month, and increasing awareness by utilizing our mailing list with over 4,000 recipients
- We work hard to increase our rapidly expanding social media following, which now consists of over 8,600 Twitter followers, over 1,900 Facebook Likes, and 1,870 LinkedIn connections that we share all of our new content with every day, bringing viewers back to DataCenterPOST.com

- CloudPOST aims to bring the cloud community together. We're a knowledge base, a news portal, and a timeless beacon for the cloud industry
- CloudPOST works hard to get the most current information to add relevance to a successful cloud environment. Our daily posts are contributed by senior cloud experts, and other industry experts
- We are constantly updating and sharing content on our website, which receives just under 1,000 unique visitors per month
- CloudPOST has also seen a large growth in our social media following, which now consists of roughly 3,100 Twitter followers, 208 Facebook Likes, and over 330 LinkedIn connections that we share all of our new content with on a daily basis, keeping our audience interested and coming back to CloudPOST.us for more

MEDIA RELATIONS = RESULTS



OUR SERVICES

PUBLIC RELATIONS

- Press release strategy, writing and distribution
- Article and blog writing and placement
- Strategic media and analyst relations
- Content development
- Social media strategy
- Award submissions
- Media training
- White papers
- Case studies
- Newsletters



OUR SERVICES

MARKETING

- Comprehensive marketing plans
- Strategic conference and trade show marketing support
- Target list development
- Sales collateral
- Email campaigns
- Presentations
- Surveys

SUPPORT OF INDUSTRY TRADESHOWS AND EVENTS SUCH AS:



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And More!

EVENT SERVICES

Conference and Tradeshow Support and Management

Awareness
Strategy
Logistics
Outreach
Speaker Placement
And More!

iMPR has extensive experience in the planning and support of conferences, tradeshows and corporate custom events for large or small groups, analyst and media roundtables, sales retreats, corporate seminars, training and large conferences and tradeshows.

Selection of Conferences and
Tradeshows Supported by
iMPR

DATA CENTER WORLD
AFCOM



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INCOMPAS
THE FUTURE OF COMPETITION

EVENT SERVICES

Event Planning/Support

Creating complementary events around conferences and tradeshows is an iMPR specialty. We also plan corporate events, meetings and parties.

As part of your conference experience, you may choose to produce an event of your own during the larger event.

Support for any type of event includes all aspects of making your event a success, including:

- Logistics
- Creative Planning
- Venue Selection
- Contract Negotiation
- Registration Management
- On-Site Support and Management
- Vendor Coordination
- Guest Support and Precise On-Site Execution
- And More!

Selection of Companies that Trust iMPR Event Planning and Logistics



WHAT OUR CLIENTS SAY



“I have been working with iMiller Public Relations since nearly its inception. Working with the team while at Sidera, our collective coordinated efforts resulted in the successful sale of the company to Lightower, where our market position was critical to this success. I have since joined EdgeConneX as its Chief Commercial Officer and I knew the iMPR team would make a great addition – we needed innovative and thoughtful support. iMiller seamlessly jumped in, understood our needs and requirements and helped us to refine, deliver and expand the reach of our messages.”

Clint Heiden, Chief Commercial Officer, EdgeConneX - Client since 2013



“I was referred to iMPR as a potential PR partner to bring Host in Ireland's message to the U.S. Market. Since day one they understood our initiative and the goals set forth by our partner sponsors. They have not only executed our brand story and provided increased exposure about Ireland's capabilities in hosting digital assets to the U.S. market but have supported our efforts throughout Europe as well.”

Garry Connolly, Founder & President, Host in Ireland - Client since 2014



Working with iMiller has helped Webair position ourselves as one of the top 100 Cloud and fully managed infrastructure service providers in the world. It has also helped us promote this message to a much broader community of industry professionals, media and analysts.

For us, the key reasons behind choosing iMPR lie not only in the exemplary services provided, but the industry and technical knowledge, strong community relationships, and the strategic recommendations that back them and enable these efforts to resonate deeper within the market.

Sagi Brody, CTO, Webair- Client since 2014

HOW WE DO IT



THE iMPR DIFFERENCE

At iMPR, we pride ourselves on providing prompt and outstanding service to our clients. Our goal is to anticipate your needs, then go the extra mile to exceed expectations through courtesy, experience and professionalism. We keep commitments, honor obligations and help you succeed.

- 150+ years of collective industry experience
- 20+ years building relationships throughout the global telecom industry
- Extensive experience planning, managing and attending industry events and trade shows
- Industry experience coupled with market intelligence
- Leader in social media program development
- Handcrafted marketing and PR solutions tailored to your individual needs

**Proven
team with
business
development
acumen.**

iMPR BY THE NUMBERS

150+ Years of collective experience amassed in the Telecom & IT sectors



90% of iMPR's new business is based on client referrals



3 Acquisitions

NEDAS, Data Center POST & CloudPOST



25+ Full-time marketing & communications experts & partners



8+ core areas of marketing and public relations expertise



30% business growth sustained YoY the past two years



500K+ social media contacts and growing



Serving clients in 7 countries spanning 5 continents



Mentioned in 2 industry books: *TUBES A Journey to the Center of the Internet* & *The RiVal*

Licensed access to an IT database reaching 10,000+



1 TelecomNewsroom blog & dozens that we write for



iMPR and its team have consulted to or worked for 100+ companies



THANK YOU!

PORTFOLIO AND REFERENCES AVAILABLE UPON REQUEST

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