
HANNOVER FAIRS USA, INC. UNVEILS EXCITING NEW AGENDA FOR ISCe 2008

2008 Edition of ISCe Conference Brings Together Three Events in One Location

(Long Beach, CA) – Hannover Fairs USA, Inc. announced today the exciting new line up for the 7th annual ISCe conference and exhibition. ISCe 2008, scheduled for June 10–12 in San Diego, California, will focus on “Access to SATCOM for the Next Decade,” featuring a unique combination of three of the most important communications events for the commercial satellite, military and government markets all under one roof.

Three Events in One Location

From June 10–12, attendees will be treated to three informative events: the 7th annual ISCe Conference and Exhibition, the 26th annual AIAA International Communications Satellite Systems Conference (ICSSC) and the 2nd annual Navy SATCOM Users Workshop.

“We’ve assembled a comprehensive joint industry program that will feature the increasing opportunities for satellite and hybrid network solutions between the commercial satellite industry and the military and U.S. government,” said David Bross, ISCe 2008 Chairman. “SATCOM requirements for the military are of paramount importance and we’re delighted to be able to bring together such a stellar combination of events in one venue.”

This unique combination of conferences forms a dynamic opportunity for the military, satellite engineering and business development communities to interact and discuss key issues, policies, challenges, and opportunities affecting the booming satellite military communications market.

A new venue for the combined shows offers a more convenient layout for exhibits and conference rooms. “The San Diego Marriott Hotel & Marina offers the ideal location for this event,” continued Bross. “The larger exhibit space means we can accommodate the increased interest from industry, while the flow between the exhibit space and conference rooms will allow for better traffic which translates to better return on investment for our exhibitors.”

Targeted Sessions

ISCe 2008, along with ICSSC and the Navy SATCOM Users Workshop, will provide highly focused presentations from leading industry executives as well as military and government personnel.

“ISCe has earned a reputation as a leading global SATCOM event that consistently attracts key leaders and decision makers from the private sector, military and government,” said Maj. Gen. James B. Armor (USAF, ret.), president of The Armor Group LLC and recent Director of the Pentagon’s National Security Space Office. “I have attended the past two ISCe conferences and have found them to be increasingly valuable in advancing the dialog between federal, state and local officials, the military and the private sector.”

Day One, co-sponsored by the World Teleport Association and GVF, will focus on “Continuity of Government: Network Solutions in Peace and Crisis.” Panel sessions will explore satellite's fast-growing role in local, state and federal efforts to ensure continuity of government services and communications.

Day Two will feature ISCe's signature “Military and Government Requirements Forum.” Invited speakers include: Gen Kevin P. Chilton, Commander, US Strategic Command, Offutt Air Force Base; RADM Victor See, Jr., Director, Communications Systems Acquisition and Operations Directorate, National Reconnaissance Office; VADM Lyle Bien USN (ret.); COL Patrick Rayermann, Chief, Space & Missile Defense Division, US Army, and Rebecca M. Cowen-Hirsch, Director SES, PEO-STS DISA, Program Exec Office SATCOM, Teleport & Services.

Day Three is the 2nd Annual Navy SATCOM Users Workshop organized by SPAWAR and the Satellite Industry Association. Concurrently, the ICSSC 2008 technical program, scheduled to run the duration of the three days, will focus on the theme of “Responsive Communication Systems and Services.”

“This will be a unique opportunity for industry, military and government personnel to have access to all three events or the conference days that are most appropriate for them,” concluded Bross. “This is the only industry event that brings together such focused content in a convenient, enjoyable location.”

About Hannover Fairs USA, Inc.

Hannover Fairs USA, Inc., the U.S. subsidiary of Hannover, Germany-based tradeshow organizer Deutsche Messe AG, organizes tradeshow, group exhibits and marketing programs at events throughout the world, including the **ISCe 2008 Conference & Exhibition**, which will take place June 10–12, 2008 at the San Diego Marriott Hotel & Marina. Hannover Fairs USA also organizes the annual ISCe Satellite Investment Symposium (ISIS) in New York City to be held October 14, 2008, and the new Multi-Channel Content Distribution Conference & Expo in Los Angeles to be held February 4–5, 2009. Visit www.hfusa.com or www.isce.com to learn more.

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