



*For Immediate Release*

## **JSA's Telecom Exchange 2016 Event Surpasses Sales Expectations; Event Floor Already Over 40% Capacity**

Call to Reserve Space Now: JSA Predicts Biggest Industry Participation Yet for Telecom Exchange NYC as Event Sales Reach Record Numbers

**NEW YORK – January 18, 2016**—[Jaymie Scotto & Associates \(JSA\)](#), the preeminent marketing, public relations and event-planning firm serving the telecommunications and technology industries, announces today that [Telecom Exchange \(TEX\)](#), the premier industry networking event for high-bandwidth network operators, has exceeded preliminary sales goals for its New York City event. TEX NYC takes place on Wednesday, June 22, 2016 at Cipriani Wall Street. To date, Telecom Exchange has already secured more than 30 exhibitors and 12 sponsors, including data center operators, service providers, investment and research firms and software, hardware and app development tech firms, and more.

“With just about six months to go until the event, TEX NYC 2016 is quickly shaping up to be our biggest and most exciting event to date, with more than 40% of our show floor filled and a record number of sponsors already in the door,” comments [Jaymie Scotto Cutaia](#), CEO and Founder of Jaymie Scotto & Associates (JSA). “We also have many new developments for TEX, presently in its sixth year, including our newly launched [website](#), four CEO Roundtables that will welcome esteemed executives from some of the most globally-renowned telecom and technology companies, a VIP Lounge as well as an Exclusive Networking Dinner as new one-on-one meeting initiatives, the Video Interview Zone for broadcasting news, the return of our highly-successful Tech Boss contest, and more. We look forward to sharing more developments as we lead up to the event.”

Telecom Exchange’s brand new website, [www.thetelecomexchange.com](http://www.thetelecomexchange.com), features a user-friendly and responsive design, and is packed with information on the event, including: the 2016 agenda; sponsor and exhibitor profiles; information on the CEO Roundtables; one-on-one meeting management; downloadable directories; latest news on attending companies; and more.

Founded in 2011 in New York City, Telecom Exchange is an award-winning industry networking event dedicated to neutral exhibit space for direct networking and C-level engagement that allows attendees to ‘meet the people behind the networks.’ In 2015, Telecom Exchange expanded internationally with its first London event held in November, in conjunction with DatacenterDynamics (DCD) Converged Europe event.

To secure your company's spot at TEX NYC on June 22, 2016 at Cipriani Wall Street, please contact [info@thetelecomexchange.com](mailto:info@thetelecomexchange.com).

## **About JSA**

Since 2005, JSA is the preeminent marketing, public relations, and event-planning firm serving the telecommunications and the technology industries. JSA offers industry-recognized, full-service communications with measurable return on investment. As the first PR firm dedicated solely to telecom, JSA provides clients with critical industry perspective and visibility. Our innovative tools, expert team and established relationships within the industry ensure the finest services available. Our clients enjoy insider-only event management and networking opportunities, including JSA's industry event [Telecom Exchange](#). We also feature client and marketplace news within our virtual newsroom for telecom professionals, JSA TV; on our Internet radio broadcast JSA Radio, within our video newsletter, Telecom News & Trends; and on our industry-leading blog, Telecom News Now. To learn more about how JSA can elevate your brand, visit [www.jaymiescotto.com](http://www.jaymiescotto.com).

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