



Online Conference and Exhibition

Wireless OEM Expo Audience Profile

Interact with an audience of critical decision makers searching for the latest technologies

► Primary Business Profile

Cellular/PCS Carrier	18%
Manufacturer of Wireless Hardware or Software	17%
Engineering/Consulting Firm	15%
Enterprise/Business User	9%
Distributor/Manufacturer's Rep	8%
Wireless ISP and other Wireless Data Carrier	6%
Wireless ASP/Systems Integrator	6%
Mass Merchandiser/Retailer/Reseller	5%
Government/Aerospace	4%
Wireless Web Site Hosting/Wireless Portal/Software Developer	4%
Wi-Fi/WiMAX Service Provider	3%
Broadband Carrier (LMDS/MMDS)	2%
Antenna and Tower Site Management	1%
Military	1%
Communications Systems & Equipment	1%

► Company's Primary Function

Service Provider of Voice, Video & Data Communications	22%
Telecommunications Systems & Equipment	16%
Cellular Equipment & Systems	12%
Communications Systems & Equipment	12%
Consumer Devices/Internet Enabled Appliances	7%
Wireless Broadband Equipment	6%
Industrial Manufacturing/Processing	4%
Manufacturer of Active & Passive Components, Devices & Subsystems	4%
Government/Aerospace	4%
R&D Laboratories	4%
Test & Measurement Equipment/Instrumentation	3%
Security & Identification	2%
Medical Equipment	1%
Automotive Electronics	1%
Contract Manufacturers	1%
Military	1%

► Job Title/Function

Corporate/Executive/General/Operations Management	39%
Design & Development Engineering	9%
Technical/Networking	8%
Engineering Management	7%
IS/IT	6%
Research & Development	6%
Engineering Services	3%
Applications Engineering	3%
Purchasing/Procurement	2%
Production Engineering	1%
Other	16%



Reed Technology Group Online Tradeshow Attendee Testimonials

"Direct access to excellent seminars, which I would not have been able to attend due to costs involved with tradeshows."

"It is very valuable as it allows busy people to access information without having to leave their workplace."

"Extremely valuable in an economy that needs to trim edges to make a more significant bottom line."