



Online Conference and Exhibition

Sponsorship Opportunities That Deliver Results

Customized packages that facilitate response, visibility and lead generation before, during and after the live event

► Conference Hall Sponsorship

This exclusive opportunity offers extensive visibility and branding as a leader in the Wireless OEM marketplace. *The Platinum Sponsorship is an on-going lead generation opportunity.*

This sponsorship includes:

Case Study Video Workshop (New for 2005!)

(for conference hall sponsors only)

Have your top prospects take immediate notice of the success of your technology. Produce your very own case study workshop to highlight your company's solution to an industry issue. A professional video crew will be sent to your location or your client's to record the workshop. We will then edit and resubmit for your approval. Upon approval, the video will be uploaded to the Wireless OEM environment. A link in each pavilion will direct viewers to your workshop, which is conveniently located in the resource center. This package includes full production (video, hosting and editing), plus full reporting on professionals who view your video and a final CD-ROM for your ongoing marketing efforts. (Content and securing of speakers is provided by sponsor.)

BRANDING

- Sponsor logo on all promotional materials (print ads, email campaigns, websites, e-show guide)
- Leaderboard banner placed on registration page
- Watermark logo placement on center interface
- Exclusive logo position on *Wireless OEM Design Hall*

TRAFFIC DRIVERS

- Push URL (in non-sponsored pavilions; may be more than one)
- (2) Text show announcements during live event with booth link
- Logo placement on conference hall main page with live booth link

DATABASE & REPORTS

- Full database report of all registrants from pre-event through completion of selected on-demand period (length of time depends on package selected)

GOLD VIRTUAL BOOTH PACKAGE

See "Interactive Exhibit Booth Package" Insert for more details.

GOLD CONFERENCE HALL SPONSOR

Includes one live event dates and four months of on-demand viewing.
Your Investment: \$29,410 (gross); \$25,000 (net)

PLATINUM CONFERENCE HALL SPONSOR

Includes two live event dates and eight months of on-demand viewing.

Your Investment: \$41,175 (gross); \$35,000 (net)

► Conference Track Sponsorships

Sponsorship of a conference track includes branding and traffic driver benefits including:

Conference Center Commercial (New for 2005!)

(for Conference Center sponsors only)

Make an immediate impact on session attendees. Imagine your very own flash animation commercial appearing in each session within your sponsored Conference Center. Your commercial may be 15 to 30 seconds in length and will appear along side each session within the designated Conference Center. This unique opportunity will capture attendees' attention and lead them to your virtual booth. This package includes creation of the flash ad (content and images provided by sponsor).

BRANDING

- Sponsor logo on all promotional materials (print ads, email campaigns, websites, e-show guide)
- Logo placement on registration page
- Logo placement on session interface with live booth link
- Exclusive logo position in sponsored technology center

TRAFFIC DRIVERS

- Push URL (in sponsored pavilions)
- (1) Text show announcements during live event with booth link

DATABASE & REPORTS

Includes full database of all attendees of sponsored conference track.

GOLD VIRTUAL BOOTH PACKAGE

See "Interactive Exhibit Booth Package" Insert for more details.

Choose one of five conference tracks to sponsor:

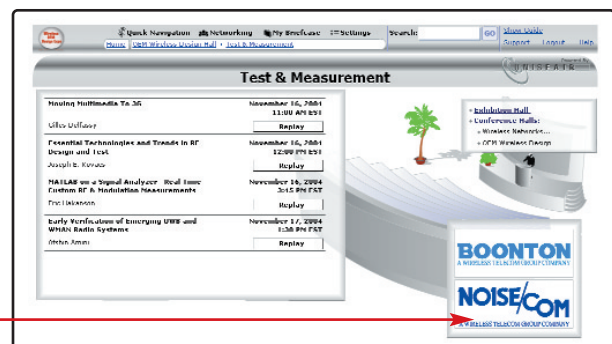
- Embedded
- Semis/MMICs/RFICs
- Test & Measurement
- Unlicensed Technologies
- Digital Technologies

GOLD CONFERENCE CENTER SPONSOR

Includes one live event dates and four months of on-demand viewing.
Your Investment: \$20,588 (gross); \$17,500 (net)

PLATINUM CONFERENCE SPONSOR

Includes two live event dates and eight months on-demand viewing.
Your Investment: \$29,410 (gross); \$25,000 (net)



**Your Logo Here Live Links
Drive Traffic to Your Booth**