

Mobile BUSINESS



CTIA Enterprise & Applications

A Division of CTIA-The Wireless Association®

**PROMOTIONAL
OPPORTUNITIES**

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offers and savings
opportunities at
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Pre-Conference Seminars

October 5, 2010

Conference & Exposition

October 6-8, 2010

Moscone Center West
San Francisco, CA, USA

www.ctiashow.com

Mobile Business

CTIA Enterprise & Applications

A Division of CTIA—The Wireless Association®

Make your Mark on the Wireless Industry...

The chance is yours. Now that you have committed to one of the biggest mobile business and wireless data events of the year, how do you ensure ROI and reach the customers that you want? The following pages include opportunities to increase your brand awareness, get your messaging across and interact with your target market in a personal and dynamic way. Many of the following items are exclusives while others give you more exposure and brand impressions than ever before. Make a lasting impact on your customers through these promotional efforts and announce to the industry that you are here.

Free Promotional Opportunities

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Contact The CTIA Sales Team

Companies A-F:

Mike Greeson at 202.736.3682 or mgreeson@ctia.org

Companies G-Q:

Patrick Flynn at 202.736.3895 or pflynn@ctia.org

Companies R-Z:

Karen Leon at 202.736.3887 or kleon@ctia.org

Sales Administration and Customer Support

Carrie Butler at 202.736.3251 or cbutler@ctia.org

FREE Promotional Opportunities

Target the Attendees!



Company Listing in the Official CTIA Show Program

As an exhibitor you receive a complimentary company listing that includes company contact information and a 150-word company description. This listing will appear in the Official CTIA Show Program.

DEADLINE: August 6, 2010. After this date, it will appear in the Show Program Addendum.

CTIA Show Logo on Your Website

Promote your presence at the CTIA Enterprise & Applications 2010 event by placing the Official CTIA Show Logo or show banners on your website. Complete the logo license agreement in the online Exhibitor Forms Packet (EFP).

Platinum Pass Customer Invitations

Invite your customers and prospective clientele to visit your booth at the CTIA Enterprise & Applications 2010 event with a complimentary Platinum Pass. More information regarding the Platinum Pass is available online in the Exhibitor Forms Packet (EFP) on form H. **DEADLINE: September 7, 2010.**

Product Cross-Reference Directory in the Official CTIA Show Program

The Cross Reference Directory will be printed in the Official CTIA Show Program and lets attendees know what business categories your company impacts. Complete Form C in the online Exhibitor Forms Packet (EFP).

DEADLINE: August 6, 2010. After this date, it will appear in the Show Program Addendum

Special Activity Listing in the Official CTIA Show Program

Having a special event, celebrity appearance, or free promotional item at your booth at CTIA Enterprise & Applications 2010? Complete Form D in the online Exhibitor Forms Packet (EFP). **DEADLINE: August 6, 2010.**

FREE Promotional Opportunities

Target the Media and Analysts

Additional information and further instructions are available on the Exhibitor PR Tools page of the show website.

Speaker Applications for CTIA Educational Sessions

Companies interested in submitting speaker applications for the CTIA Educational Sessions should visit www.ctiaspeakers.com, where they may sign up to receive the call for speakers, expected to be issued in late spring 2010. There is no fee to apply, but educational track sponsorships are available.

Pre-Registered Media List

Contacting the media in advance of the show is a great way to drive coverage for your company's CTIA announcements. Exhibitor PR Contacts may begin to access the pre-registered media list approximately six weeks prior to the show. The list includes the names and contact information for reporters and analysts who have "opted in" to receive news and updates from exhibitors.

Press Event Listing

Exhibitors may submit information on news conferences, demos and other press events to the list the CTIA PR Team will distribute to reporters attending the event.

Exhibitor Interview Rooms

CTIA is pleased to provide exhibitors with space for media interviews throughout the show. Exhibitor interview rooms are conveniently located next to the CTIA Media Center.

Press Conference Room

CTIA makes available a press conference room—complete with theater seating, stage, podium and audio visual equipment—for the exclusive use of CTIA Enterprise & Applications 2010 exhibitors.

Advertising in the Official CTIA Show Program / Starting at \$250

The Official CTIA Show Program is the ultimate resource and guide for information about CTIA Enterprise & Applications 2010. The directory contains several sections including Conference Program Information, the Exhibitor Directory, Special Pavilion Directory and the Exhibitor Cross Reference section, among several others. Please review the advertising contract for detailed deadline information and advertising specifications.



| Available Locations | Rates* |
|---|-----------|
| Full Page | \$3,000 |
| First 30 Pages | \$3,500 |
| Inside Front or Back Cover | \$4,500 |
| Back Cover | \$5,000 |
| Belly Band | \$10,000+ |
| Black and White Logo in Exhibitor Directory | \$250 |

Bus Signage / Starting at \$2,500

Brand an Official CTIA shuttle bus(es) with your company's message and booth number! Opportunities from a quarter panel graphic to an entire bus wrap are available. Includes all of the benefits of a **Tier 2 sponsorship**.

Buzz Zone Executive Interviews / Starting at \$2,500

Create compelling and high-quality video spotlighting your company and an executive for an incredibly affordable price at the CTIA Buzz Zone. CTIA's Vice President of Public Affairs, John Walls, will interview your company executive, incorporate B-roll footage of your booth, and produce a professional-grade 3-minute video that will be available on www.ctia.org, providing you with an invaluable year-round marketing and promotional tool.

CTIA Wireless Industry Directory (WID) / \$800

Reach out to thousands of industry professionals before, during and after the event by showcasing your company with a listing on the CTIA Wireless Industry Directory (WID).



Floor Tiles Sponsorship / Starting at \$3,000

Strategically place a floor advertisement with your company logo in any of the high traffic show aisles of the exhibit floor to grab the attendees attention and direct them to your booth location. These 4'x4' ads will include your company logo and booth number along with the CTIA show logo.

General Sponsorship / \$2,500

Enhance brand awareness economically, get logo placement on the "Thank You Sponsors Banner" located in Registration and one-time use of the post-show attendee postal mailing list. Includes all of the benefits of a **Tier 2 sponsorship**.



Hot for the Holidays Awards / \$250

From handheld devices and accessories to mobile apps, submit your company's "hottest" products and services to win—just in time for the holidays! Submissions will be prominently displayed at CTIA Enterprise & Applications 2010 in San Francisco.

A panel of media experts will identify this year's must-have mobile consumer electronics, and show attendees will pick their favorites via web and text voting. There is a \$250 non-refundable submission fee for the first product and a \$200 submission fee for each additional product.



Meeting Rooms / Starting at \$2,000
ROOMS ARE CURRENTLY AVAILABLE

Located on the exhibit floor of the convention center, these meeting rooms provide both exhibitors and non-exhibitors a quiet place to conduct business in private.

Contact your CTIA Sales Representative for the most up-to-date availability and pricing!

Partner Publications / Starting at \$250

CTIA works with leading wireless media organizations to produce an Official Print Show daily and Official eShow Daily at its events. Premium advertising and sponsorship opportunities are available through these show dailies and official CTIA Enterprise & Applications 2010 partner publications.

Stay tuned to www.ctiashow.com for CTIA's announcement on selected media partners and their advertising opportunities.

Pre-Registration List / Starting at \$675

This list is compiled of attendees and exhibitors who have pre-registered for CTIA Enterprise & Applications 2010 as well as hot prospects who attended CTIA WIRELESS IT & E 2009.

Please see form S in the EFP for more information.

Online Media Center Services—Press Kits, Content Distribution, Media Monitoring & More:

The Online Media Center hosted by Virtual Press Office (VPO) is the primary destination for reporters to source exhibitor news. CTIA encourages exhibitors to take advantage of the numerous news distribution and monitoring services available through VPO. Opportunities include: virtual press kits, content distribution to worldwide media, social network visibility, real-time media monitoring and more. Committed to the environment, CTIA operates a green Media Center onsite at the show and does not accept paper press kits, CDs, USBs, etc.

To order VPO services or learn more, please contact the VPO team: +1 973-783-7787 or sales@vpoinc.com.

Benefits

Tier 1 Benefits*

- Logo placement in pre-show marketing materials* with a circulation of over 300,000.
- Logo placement on all related email blasts.*
- Logo placement on all related pages within the show website.
- Includes all of the Tier 2 benefits.

Tier 2 Benefits*

- Hyperlinked logo placement on the "Sponsors and Partners" page of the Official CTIA Enterprise & Applications 2010 Web site.
- A company description on the "Sponsors Description" page of the Official CTIA Enterprise & Applications 2010 Website.
- Logo recognition on the "Thank You Sponsors" ad that appears
 - In the Official CTIA Show Program*
 - In the Official Print Show Daily (all 3 days).*
- Logo Recognition on the "Thank You Sponsors" Banner to be hung in the Registration lobby.*

*Subject to contracting prior to production deadlines



Banners / Starting at \$7,500

Be visible to the industry’s decision-makers before they even see your booth! The CTIA Enterprise & Applications 2010 event will bring together more than 200 exhibiting companies and over 14,000 attendees. Take

this opportunity to place your company in the eyes of attendees before they set foot on the exhibit floor. Please note that banners are assigned on a first-come, first-served basis and the sponsorship fee does not include production or hanging. To see a list of available banner sizes, locations, and prices please *contact your Account Executive*.

Distribution Sponsorship / \$8,000

Drive traffic to your exhibit space through personal distribution of your company literature! Place your personnel in highly visible areas to ensure attendees know you are at the show before they step foot on the show floor. Contact your sales representative to discuss options and locations today! Includes all of the benefits of a **Tier 2 Sponsorship**.



Hand Sanitizer NEW! / Call for information

Get great onsite advertisement through our new promotional offer—hand sanitizer stations. Have your company logo placed on each of 10 free standing hand sanitizer dispensers placed strategically throughout the Moscone Center West. Your ad will be 11” x 15” and will be displayed clearly above the hand sanitizer dispenser.

Hotel Advertising / Call for information

Interested in sponsoring hotel keys, ads in elevators or any other branding opportunity at the Official CTIA Enterprise & Applications 2010 hotels? *Contact your sales representative today to discuss your options!*

International Business Center (IBC) / \$8,000

Host thousands of attendees coming from nearly 100 countries by providing access to translators, complimentary meeting rooms and registration services. Includes literature distribution and a banner located within the IBC as well as all of the benefits of a **Tier 2 sponsorship**.

Media Broadcast Center / Call for more information!

This opportunity allows your company to sponsor the space used by broadcasters covering all the exciting events and announcements occurring at CTIA Enterprise & Applications 2010. This sponsorship provides a 5’ x 10’ banner used on the broadcast center platform, includes all of the benefits of a **Tier 1 sponsorship** and much more!

Customized Sponsorship / Call for more information

Want something a little more specialized or specific to your needs? *Please contact your Account Executive today to work on a customized sponsorship opportunity for your company.*

Benefits

Tier 1 Benefits*

- Logo placement in pre-show marketing materials* with a circulation of over 300,000.
- Logo placement on all related email blasts.*
- Logo placement on all related pages within the show website.
- Includes all of the Tier 2 benefits.

Tier 2 Benefits*

- Hyperlinked logo placement on the “Sponsors and Partners” page of the Official CTIA Enterprise & Applications 2010 Web site.
- A company description on the “Sponsors Description” page of the Official CTIA Enterprise & Applications 2010 Website.
- Logo recognition on the “Thank You Sponsors” ad that appears
 - In the Official CTIA Show Program*
 - In the Official Print Show Daily (all 3 days).*
- Logo Recognition on the “Thank You Sponsors” Banner to be hung in the Registration lobby.*

* Subject to contracting prior to production deadlines

Cyber Café / Starting at \$15,000

Allow attendees to stay connected while traveling light, sans laptop, by providing them computer access while at the show. This sponsorship permits you to have your signage at the Cyber Café recognizing your company as the sponsor, logo recognition on the laptops' screen saver and wallpaper and the opportunity to provide a URL to be saved as the browser's Home Page. Also, includes all of the benefits of a **Tier 2 sponsorship**.



Educational Track Sponsorship / \$12,500

Become a corporate sponsor of a CTIA Educational Session Track and be associated with the industry's most well-respected and high-level programming. Receive promotion via a logo on a 3' x 8' graphic panel inside the Educational Session room in addition to the opportunity to place company literature on a table outside a session room. Includes all of the benefits of a **Tier 1 sponsorship**. This year's tracks include:

- Mobile Applications
- Mobile Business
- Mobile Media and Content
- Mobile Marketing and Advertising

Floor Plan Sponsorship / \$15,000

The floor plan is carried by every attendee and is by far the most requested and referenced item. Sponsorship includes branding on one side of the floor plan, all of the benefits of a **Tier 2 sponsorship**, and much more.

Media Center – Onsite / \$17,500 (Tier 1) or \$12,500 (Tier 2)

The Onsite Media Center is the working newsroom that allows reporters and analysts to cover breaking news, announcements, exhibiting companies and special events at CTIA Enterprise & Applications 2010. Sponsorship includes logo recognition, a meeting room, literature bin, banner inside the Media Center and much more!

Media SWAG / Call for pricing and options!

Give reporters and analysts attending the show another great reason to remember your company. The press will appreciate items such as media bags, pens, notebooks and USB sticks. Includes all of the benefits of a **Tier 2 sponsorship**.

VIP Club / Starting at \$20,000

Sponsoring this executive area for registered CTIA VIP Smart Pass attendees will position you in front of some of the highest level attendees at CTIA Enterprise & Applications 2010. Includes all of the benefits of a Tier 1 sponsorship and items such as a private meeting room inside the VIP Club and an allotment of VIP Smart Passes.



Wi-Fi Sponsorship / Call for more information

Give attendees the ability to connect wirelessly throughout the common areas of the Moscone Center West. Includes all of the benefits of a **Tier 2 sponsorship**.



“You Are Here” Signage / \$12,500

Sponsor the full size maps, strategically placed throughout the convention center and receive branding on each of the boards. Includes all of the benefits of a **Tier 2 sponsorship**.



Badge Lanyards / \$25,000

Attendees will be given a lanyard bearing your company's logo to hold their name badge while at the CTIA Enterprise

& Applications 2010 event. Take this opportunity to use thousands of attendees as marketing multipliers for your company. Includes all of the benefits of a **Tier 2 sponsorship**.

Badge Sponsorship

Secure one of the most visible logo placements at the event. An eBadge stores vital demographic information that can be scanned by a card reader as attendees visit every exhibitor's booth. Includes all of the benefits of a **Tier 2 sponsorship**.

Keynote Sponsorship / Starting at \$30,000

Position yourself front and center during the most highly attended and prestigious sessions at the CTIA Enterprise & Applications 2010 event. Literature distribution at the Keynote Session, a short company commercial during keynotes and logo recognition through 2 banners inside the keynote session room are included with this sponsorship. Includes all of the benefits of a **Tier 1 sponsorship**.

Benefits

Tier 1 Benefits*

- › Logo placement in pre-show marketing materials* with a circulation of over 300,000.
- › Logo placement on all related email blasts.*
- › Logo placement on all related pages within the show website.
- › Includes all of the Tier 2 benefits.

Tier 2 Benefits*

- › Hyperlinked logo placement on the "Sponsors and Partners" page of the Official CTIA Enterprise & Applications 2010 Web site.
- › A company description on the "Sponsors Description" page of the Official CTIA Enterprise & Applications 2010 Website.
- › Logo recognition on the "Thank You Sponsors" ad that appears
 - In the Official CTIA Show Program*
 - In the Official Print Show Daily (all 3 days).*
- › Logo Recognition on the "Thank You Sponsors" Banner to be hung in the Registration lobby.*

**Subject to contracting prior to production deadlines*

Registration Bags / Starting at \$30,000

Attendees seek out the Official Show Bag to carry the information they collect while at CTIA Enterprise & Applications 2010 event, making the Official Show Bag the most popular item at the show. Sponsor branding on this official bag and be seen everywhere throughout the event. Environmentally friendly options are available. Includes all of the benefits of a **Tier 2 sponsorship**.



CTIA Enterprise & Applications

A Division of CTIA-The Wireless Association®

PROMOTIONAL OPPORTUNITIES CONTRACTS

Official Show Program Contract

Marketing & Sponsorship Contract

Marketing & Sponsorship Specifications

Marketing & Sponsorship Contract
General Terms and Conditions

Pre-Conference Seminars

October 5, 2010

Conference & Exposition

October 6-8, 2010

Moscone Center West
San Francisco, CA, USA

www.ctiashow.com

Official Show Program Contract

To take advantage of the tremendous exposure via advertising in the show program, please do the following:

- Complete the contact information.
- Read the mechanical specifications, legal terms and conditions and deadline information.
- Contact your sales representative regarding position placement of your ad.
- Make a copy of this form and send original along with full payment to: **CTIA Enterprise & Applications 2010** Show Program Advertising, 1400 16th Street, NW, Suite 600, Washington, DC 20036, Fax: 202-736-3686.

COMPANY NAME

CONTACT NAME

ADDRESS

CITY/STATE/ZIP/COUNTRY

PHONE

FAX

EMAIL

POSITION REQUESTED

TOTAL COST

In order to validate this Marketing & Sponsorship Contract, the Sponsoring Company:

A. has attached a check (U.S. Currency) made payable to CTIA, or have completed credit card information for 50% of the total sponsorship cost as a deposit for the Opportunity(ies) requested. Marketing & Sponsorship Contracts will not be accepted or processed, and Opportunity(ies) will not be held or assigned without the requisite deposit.

B. The individual signing this Agreement represents and warrants that he/she has the authority to bind contractually the organization applying for the Opportunity(ies).

C. Agrees to pay the total balance by August 6, 2010. If Sponsor requests an invoice for final payment, CTIA will send an invoice upon execution of the Agreement, and Sponsor remains obligated to pay the invoice amount no later than August 6, 2010. Failure to do so shall result in an assessment of a late payment fee and may result in cancellation of the Opportunity or restriction of on-site services.

D. Understand and agree to abide by the Specifications and General Terms & Conditions of this Contract , all rules and regulations governing the event as they appear in the display regulations, the Exhibitor Rules & Regulations and in the Service Order Kit.

AUTHORIZED SIGNATURE

PLEASE PRINT AUTHORIZED SIGNATURE NAME

TITLE

ACCEPTED BY CTIA

SIGNATURE OF REPRESENTATIVE

TITLE

DATE

GENERAL POLICY: No advertiser shall have first right of refusal. No advertisement will run without full payment. Rates are net; no agency discount will be applied. Advertiser agrees to furnish all copy, art (film or disks), and color proofs prior to the closing deadline of August 6, 2010. No payments or deposits will be refunded due to cancellations. **Publisher shall not be responsible for errors caused by typesetter or for claims made in any advertisement.** In the event of an error or omission, the Advertiser's sole remedy shall be to seek reimbursement of the payment made by it to the Publisher here under. Advertiser agrees to the legal terms and conditions attached here to and incorporated within. Upon 15 days written notice, the Publisher reserves the right, without liability, to cancel the publication. By signing the Official CTIA Show Program Contract, you agree to the Marketing & Sponsorship Contract General Terms and Conditions.

OFFICIAL SHOW PROGRAM Contract:

Advertiser understands and agrees to abide by all rules, regulations and legal terms and conditions governing this event as they appear in the Exhibitor Rules and Regulations.

PLACEMENT DEADLINE: August 6, 2010

PAYMENT DEADLINE: August 6, 2010

MATERIALS DEADLINE: August 6, 2010

MECHANICAL SPECIFICATIONS:

AD SIZE:

Trim Size: 8 1/2" x 11"

Live Area: 8" x 10 1/2"

Bleed Size: 8 3/4" x 11 1/4"

ADVERTISEMENTS:

We only accept high-resolution, four-color process (CMYK) PDF files or 266dpi (minimum) TIF or EPS files. WE DO NOT ACCEPT native application files or film.

MECHANICAL: Build ads to specified Bleed Size. Minimum resolution for images is 266dpi at 100% scale. Do not use JPG or GIF files, as these are not high-quality file formats and will produce undesirable results when printed. All four color process (CMYK) ads should include a color proof (color laser prints are an acceptable proof for color ads, fax proofs are not acceptable). If no proof is provided, printer will run color to SWOP. Logo files should be sent as vector EPS files with all fonts converted to outline paths. JPG, GIF, and BMP are not acceptable file formats for logos appearing in directory listing.**DELIVERY:** Digital files may be sent on CD, DVD, or uploaded to the CTIA FTP site. To gain access to the FTP site, contact your CTIA Sales Representative. No disks will be returned.

Marketing & Sponsorship Contract

To take advantage of the following opportunities, please do the following: ■ Complete the company name and contact information
 ■ Call your sales representative to check the availability of an opportunity ■ Check the opportunities that you would like to use to market your company ■ Retain a copy for your records and send original contract with 50% deposit to: **CTIA Enterprise & Applications 2010**
 Sponsorships, 1400 16th Street, NW, Suite 600, Washington DC, 20036

| | |
|------------------------|-----------------|
| COMPANY NAME | COMPANY CONTACT |
| ADDRESS | |
| CITY/STATE/ZIP/COUNTRY | |
| PHONE | FAX |
| EMAIL | |

In order to validate this Marketing & Sponsorship Contract, the Sponsoring Company:

- A. has attached a check (U.S. Currency) made payable to CTIA, or have completed credit card information for 50% of the total sponsorship cost as a deposit for the Opportunity(ies) requested. Marketing & Sponsorship Contracts will not be accepted or processed, and Opportunity(ies) will not be held or assigned without the requisite deposit.
- B. The individual signing this Agreement represents and warrants that he/she has the authority to bind contractually the organization applying for the Opportunity(ies).
- C. Agrees to pay the total balance by August 6, 2010. If Sponsor requests an invoice for final payment, CTIA will send an invoice upon execution of the Agreement, and Sponsor remains obligated to pay the invoice amount no later than August 6, 2010. Failure to do so shall result in an assessment of a late payment fee and may result in cancellation of the Opportunity or restriction of on-site services.
- D. Understand and agree to abide by the Specifications and General Terms & Conditions of this Contract, all rules and regulations governing the event as they appear in the display regulations, the Exhibitor Rules & Regulations and in the Service Order Kit.

| | | |
|--|-------|------|
| AUTHORIZED SIGNATURE | | |
| PLEASE PRINT AUTHORIZED SIGNATURE NAME | TITLE | |
| ACCEPTED BY CTIA | | |
| SIGNATURE OF REPRESENTATIVE | TITLE | DATE |

| OPPORTUNITY | PRICE | QUANTITY | TOTAL COST |
|--|----------------------|----------|------------|
| Badge Lanyards | starting at \$25,000 | _____ | _____ |
| Badge Sponsorship | \$25,000 | _____ | _____ |
| Banners | \$ _____ | _____ | _____ |
| Bus Signage | starting at \$2,500 | _____ | _____ |
| Buzz Zone | starting at \$2,500 | _____ | _____ |
| CTIA WIRELESS Industry Directory (WID) | \$800 | _____ | _____ |
| Customized Sponsorship | \$ _____ | _____ | _____ |
| Cyber Café | starting at \$15,000 | _____ | _____ |
| Distribution Sponsorship | \$8,000 | _____ | _____ |
| Educational Track Sponsorship | starting at \$12,500 | _____ | _____ |
| Floor Tiles | Starting at \$3,000 | _____ | _____ |
| Floor Plan Sponsorship | \$15,000 | _____ | _____ |
| General Sponsorship | \$2,500 | _____ | _____ |
| Hotel Advertising | Call for Pricing | _____ | _____ |
| International Business Center (IBC) | starting at \$8,000 | _____ | _____ |
| Keynote Sponsorship (non-exclusive) | starting at \$30,000 | _____ | _____ |
| Media Center Sponsorship (non-exclusive) | starting at \$3,500 | _____ | _____ |
| Media SWAG | Call for Pricing | _____ | _____ |
| Registration Bags | starting at \$30,000 | _____ | _____ |
| VIP Club | starting at \$20,000 | _____ | _____ |
| Wi-Fi Sponsorship | \$20,000 | _____ | _____ |
| "You Are Here" Signage | \$12,500 | _____ | _____ |
| TOTAL | | ===== | ===== |

Indicate your banner preferences by the location I.D. codes per the banner legend on the web at www.plantour.com/custom/wirelessIT

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ 5th: _____ 6th: _____ 7th: _____
NOTE: All opportunities are first-come, first-served. No opportunity will be reserved without deposit. Payment is due in full by August 6, 2010.

Marketing & Sponsorship Specifications

- **Reservation of Opportunities:** All opportunities are available on a first-come, first-served basis. All opportunities must be reserved with a 50% deposit. Promotion in printed pieces is done once CTIA receives a contract with at least a 50% deposit. Full payment is due by August 6, 2010
- **Cancellation of Promotional Opportunities:** Cancellation will not be acknowledged unless received in writing.
- **Sponsoring companies that cancel previously reserved opportunities will not be refunded their payments or deposits.**
- **Sponsoring Company agrees to the legal terms and conditions included in the CTIA Enterprise & Applications 2010 Rules and Regulations.**
- **Right of Refusal:** CTIA and Show Management reserve the right to accept or refuse, in its sole discretion and without any liability to Sponsoring Company, any contract or offer for marketing and sponsorship opportunity. If the Sponsoring Company fails to perform any material term or condition of the contract, CTIA and Show Management reserves the right to terminate this contract immediately. Any funds therefore paid by the Sponsoring Company to CTIA or Show Management may be retained by CTIA. Sponsorships may not be shared or resold. In the event of a failure or other error or omission of CTIA and Show Management in the performance of its obligations under this contract, the Sponsoring Company's sole remedy shall be to seek reimbursement of the payment made by it to CTIA or Show Management hereunder, and the Sponsoring Company waives any claim it may have against CTIA, Show Management or their employees and/or agents or any other liability or loss arising out of this Contract or actions of CTIA or Show Management with respect to said opportunity.
- **Artwork may be submitted in an EPS format with a proof.** Contact your account representative for artwork deadline date. It is the responsibility of the sponsor to supply the appropriate artwork by the given deadline, or any increase in price will be passed on to the sponsor which is in addition to the already agreed upon sponsorship fee.
- **Badge Lanyards:** Sponsoring Company to supply logo, art or other message to be printed on the lanyard. Contact your CTIA sales representative for size specifications. Lanyards will be distributed at the registration and information counters.
- **Banners:** A maximum of seven banners can be placed on hold for one week. If the banners have not been contracted for after one week, the banners will be released. A company cannot hold or contract for more than seven banners in one business day. Banner locations contracted for includes ONLY the banner location. In costs for production, installation and dismantle are not included in the cost of this marketing opportunity and are the responsibility of the advertiser. All banners should match the size indicated on the banner legend. Banners (if being produced by a company other than Freeman) must be shipped to arrive at the Advanced Shipment Warehouse before Friday, October 1, 2010. If Freeman is producing the banner, artwork should be provided to Freeman by Friday, September 3, 2010. A

late fee will be charged for any submission that arrives after Friday, September 3, 2010. Please contact Terri Weston at 415.330.6225 or terri.weston@freemanco.com if you would like to have Freeman produce your banner.

- **Expo Cards:** Sponsoring company to supply logo, art or other message to appear on the Expo Cards. Contact your CTIA sales representative for size specifications.

MARKETING & SPONSORSHIP OPPORTUNITIES Contract: Sponsoring Company understands and agrees to abide by all rules, regulations and legal terms and conditions governing this event as they appear in the CTIA Enterprise & Applications 2010 Exhibitor Rules and Regulations.

Please contact your account representative if you have any questions or require further explanation regarding any sponsorship opportunities.

Companies A-F:

Mike Greeson at 202.736.3682 or mgreeson@ctia.org

Companies G-Q:

Patrick Flynn at 202.736.3895 or pflynn@ctia.org

Companies R-Z:

Karen Leon at 202.736.3887 or kleon@ctia.org

Sales Administration and Customer Support

Carrie Butler at 202.736.3251 or cbutler@ctia.org

Marketing & Sponsorship Contract

General Terms and Conditions

Payment in full for sponsorships/marketing opportunity(ies) is due by August 6, 2010. Purchase orders do not constitute payment. In the event payment is not received by the due date, CTIA shall assess a late payment fee of 1.5% per month of the outstanding balance. The late payment fee will be added to the outstanding balance each month thereafter until paid in full. Payments received shall be applied to any unpaid balances due from Sponsor from previous CTIA trade shows. Sponsors failing to make the required final sponsorship payment as scheduled shall forfeit their right to participate as a Sponsor and lose their deposit. CTIA also reserves the sole right to reassign unpaid sponsorship opportunities and to restrict services, including, but not limited to, withholding sponsorship and exhibitor badges; withholding convention-related services such as those provided under the Service Order Kit; forbidding unloading of Sponsor's freight, if applicable; and forbidding hanging or displaying of Sponsor's logo, banners or signage, until the outstanding balance is paid in full.

Sponsoring Company represents and warrants to CTIA that: 1) the artwork, photographs, Sponsoring Company's name, logos, graphics, designs, audio and video recordings or messages ("Content") submitted to CTIA for sponsorship opportunity(ies) shall not infringe upon or violate the rights of any third party, including any third party's intellectual property rights, including, but not limited to, trademarks, copyrights, patents and trade secrets; 2) Sponsoring Company has obtained valid, written permission, licenses and releases from the owner of any copyrighted materials or trademarks displayed or used in the Content submitted to CTIA for sponsorship opportunity(ies); and 3) the Content submitted to CTIA shall not violate any federal, state or municipal laws. In the event that Sponsoring Company uses such copyrighted material or trademarks without the owner's permission, Sponsoring Company shall secure, at its own expense, the right for Sponsoring Company and CTIA to use such copyrighted material or trademarks. CTIA reserves the right to cancel, refuse or revoke acceptance of this Contract without any liability to Sponsoring Company if CTIA in its sole discretion determines that the Content may infringe upon or violate the rights of a third party.

CTIA Enterprise & Applications 2010® and CTIA are registered trademarks of the CTIA-The Wireless Association®. Sponsoring Company's acceptance of the terms and conditions set forth herein shall not be construed as granting to Sponsoring Company a license to use any of CTIA's trademarks, service marks, copyrighted materials or logos (collectively, Intellectual Property), except as expressly granted by CTIA. Sponsoring Company shall not modify or alter any of CTIA's Intellectual Property without the express written permission of CTIA. Any uses, modifications or alteration of CTIA's Intellectual Property shall be the sole property of CTIA and shall accrue to the benefit of CTIA exclusively.

Sponsoring Company hereby grants to CTIA the following rights with respect to the Content: 1) the non-exclusive right to reprint, reproduce and display the Content in and in conjunction with the sponsoring opportunity(ies) selected by Sponsoring Company; 2) the right to use the Content, together with Sponsoring Company's name and pertinent biographical data, in the advertising and promotion of CTIA Enterprise & Applications 2010 and other CTIA Conventions and Exhibitions in any

medium whatsoever; and 3) the right to crop and otherwise alter and edit the Content, as CTIA deems appropriate, to fit space or to enhance the function or effectiveness of use of the Content. Except for the license granted herein, Sponsoring Company retains all rights, title and ownership in and to its Content.

Sponsoring Company agrees to indemnify, defend and hold harmless CTIA from and against any claims, demands, loss, damage, settlement, recovery, judgment, expenses and costs (including reasonable attorneys' fees) resulting from CTIA's use of Content provided by Sponsoring Company, including any breach or alleged breach of Sponsoring Company's representations, warranties or agreements contained herein. In no event shall CTIA be liable to Sponsoring Company for lost profits or consequential damages from any causes of action of any kind with respect to this Agreement whether based on breach of contract, tort (including negligence) or otherwise. As between the Parties, the amount of liability shall be limited to the amount paid under this Agreement.

Sponsoring Company, at its sole cost and expense, shall secure and maintain adequate insurance coverage as is necessary, as a reasonable prudent businessperson, for Sponsoring Company to bear all of its obligations under this Agreement. Such coverage shall include Media Insurance, Errors & Omissions Insurance, and Commercial General Liability Insurance. Maintenance of the forgoing insurance shall in no way be interpreted as relieving Sponsoring Company of any responsibility or obligation whatsoever and Sponsoring Company may acquire, at its own expense, such additional insurance Sponsoring Company deems necessary. Sponsoring Company assumes full and complete liability for all injuries to, or death of, any person, or for any damages to property to the extent arising from the acts or omissions of Sponsoring Company.

CTIA may suspend (or if such suspension continues for more than 30 days, terminate) its obligations under this Agreement if the CTIA Enterprise & Applications 2010 Show ("Exposition") is delayed, prevented, or rendered impractical or impossible due to circumstances beyond CTIA's reasonable control, including, without limitation, fires; floods; earthquakes; wars (declared or undeclared), civil disturbances, accidents, terrorist acts (including biochemical attacks); acts of any governmental body; the unavailability of, damage to or destruction of the Moscone Center West; in whole or in part, acts of God (collectively referred to herein as "Force Majeure"). CTIA shall use reasonable efforts to minimize the duration and consequences of any failure of or delay in performance resulting from a Force Majeure event. In such event, CTIA shall not be liable to Sponsoring Company for delay or failure to perform its obligations under this Agreement.

In the event the Exposition is interrupted or cancelled for any reason, CTIA, at its sole option, may return a portion of the amount paid by Sponsoring Company after the deduction of any amounts necessary to cover expenses incurred by CTIA in connection with the Exposition. Such expenses shall include, but are not limited to, all expenses incurred by CTIA as a result of contracts with third parties for the provision of services of products incidental to the Exposition, all out-of-

pocket expenses incurred by CTIA incidental to the Exposition, and all overhead expenses of CTIA attributable to the production of the Exposition. CTIA shall not be financially liable in the event the Exposition is interrupted, canceled, or moved, or dates change, except as provided herein.

The Sponsoring Company shall be bound by the terms and conditions set forth herein, and by such additional rules and regulations that may be established by the San Francisco Convention Center and CTIA, including, but not limited to, CTIA Enterprise & Applications 2010 Exhibitor Rules & Regulations. CTIA shall have the power and authority to adopt and enforce all rules and regulations governing the Exposition. CTIA's decision on such matters shall be final. Any and all matters and questions not specifically covered by this Agreement shall be subject to the final judgment and decision of CTIA. The terms and conditions set forth in this Agreement may be amended at any time by CTIA in the interest of the Exposition and notice thereof shall be binding on the Sponsoring Company equally with the foregoing in this Agreement. Any violation by the Sponsoring Company of any of the terms and conditions herein shall subject Sponsoring Company to cancellation of the Agreement and to forfeiture of any monies paid on account thereof.

CTIA shall not be responsible for any damage or injury that may happen to the Sponsoring Company or its property from any cause whatsoever arising out of CTIA's duties and responsibilities under the Agreement. Sponsoring Company expressly releases CTIA, its directors, officers, employees and agents from any such loss, damage or injury. CTIA assumes no responsibility or liability, whatsoever, in matters relating to restrictions imposed on any Sponsoring Company by any governmental agency.

In order to validate this Marketing & Sponsorship Contract, we:

A. Have attached our check (U.S. Currency) made payable to CTIA, or have completed credit card information for 50% of the total sponsorship cost as a deposit for the Opportunity(ies) requested.

Marketing & Sponsorship Contracts will not be accepted or processed, and Opportunity(ies) will not be held or assigned without the requisite deposit. Marketing & Sponsorship Contracts submitted after August 6, 2010, a check or requisite credit card information for 100% of the total cost must be attached.

B. Confirm the individual signing this Agreement represents and warrants that he/she has the authority to bind contractually the organization applying for the Opportunity(ies).

C. Agree to pay the total balance due by August 6, 2010. If we request an invoice for payment, we are obligated to pay the invoice amount upon receipt of invoice. Failure to do so shall result in an assessment of a late payment fee and may result in cancellation of our Opportunity(ies) or restriction of on-site services.

D. Understand and agree to abide by the Specifications and General Terms & Conditions of this Contract, all rules and regulations governing this event as they appear in the display regulations, the Exhibitor Rules & Regulations and in the Service Order Kit.

Mobile Business



CTIA Enterprise & Applications

A Division of CTIA—The Wireless Association®

CTIA

The Wireless Association®

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