

# Mobile Business

**CTIA** Enterprise & Applications

A Division of CTIA—The Wireless Association®



## How smart business is moving.

Pre-Conference Seminars **October 10, 2011**

Conference & Exposition **October 11–13, 2011**

San Diego Convention Center San Diego, CA [www.ctiashow.com](http://www.ctiashow.com)

### Mobile Business

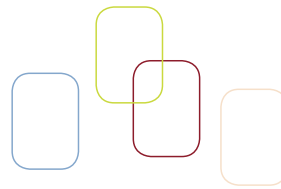
CTIA ENTERPRISE & APPLICATIONS™ provides a premier platform for demonstrating the power of mobility and wireless technology. This global event draws a captive audience of enterprise users from a variety of industries—all with the goal of finding the wireless solution that best fits their needs. Whether their business is wireless health, smart grids, retail, or cloud computing—wireless transforms how they do business and CTIA ENTERPRISE & APPLICATIONS™ gives you the opportunity to help make it all come to life.

With a focus on applications, network architecture and technologies, CTIA ENTERPRISE & APPLICATIONS™ brings a community of users, carriers, developers and manufacturers together to generate dialogue, share ideas and debate the economics of mobile business. Take advantage of this key opportunity to reach this audience!

### Key Show Stats:

The CTIA ENTERPRISE & APPLICATIONS™ event is the largest wireless technology event in the industry that caters to all aspects of mobile deployment and applications.

- Drawing over 15,000 qualified attendees every year
- Hosting more than 200 exhibitors
- Attracting more than 600 press and analysts worldwide
- Offering top-level speakers and the most comprehensive educational programming in the industry



## Key Attendee Facts:

### Top Three Reasons to Attend

- The companies exhibiting
- The number of exhibitors
- The size of the show

### 96% of Attendees are Executive / Senior Managers

- 81% have purchasing power

### Top Three Job Functions Represented Were

- Corporate Management (C-level, President, and VP)
- Engineering and Technical Operation
- Sales and Marketing

### Top Attendee Focus Includes

- Applications
- Enterprise
- Media and Content
- Smart Energy
- Wireless Health

## Industry Stats & Projections

### Mobile Apps

"Consumers will spend \$6.2 billion on mobile apps in 2010" – **Gartner, Inc.**

### Mobile Advertising

"Mobile Advertising Expected To Hit \$5.7 Billion by 2014" – **InformationWeek**

### Mobile Cloud Computing

"Technology experts and stakeholders say they expect internet users will 'live mostly in the cloud' in 2020 and not on the desktop" – **Pew Research Center**

### Mobile Health

"WiFi use in the health care industry has grown at more than 60 percent during the past 12 months" – **ABI Research**

### Mobile Enterprise

"Mobile Enterprise Market Will Grow 23% Annually To \$3.5 Billion in 2010." – **InformationWeek**

### Mobile Social Networking

"More people are using the mobile web to socialize (91%) compared to the 79% of desktop users who do the same. It appears that the mobile phone is actually a better platform for social networking than the PC."

– **Ruder Fin via Read Write Web**

### mCommerce

"A new report predicts 41.5 billion mobile financial service transactions will be processed by the end of 2011." – **Juniper Research**

### M2M

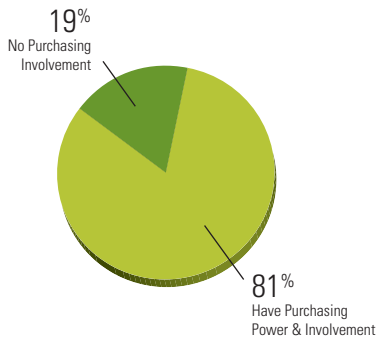
"Some figures are already projecting that the market for M2M technology could boost U.S. wireless penetration from the current 90% to a staggering 500% over the next few years, with M2M connections far outpacing handset buyers in a huge growth spurt for the telecom industry." – **RCR**

### Smart grid

"... smart meter market penetration is expected to reach at least 55% or 719.3 million meters of total global potential by 2020." – **GBI research**

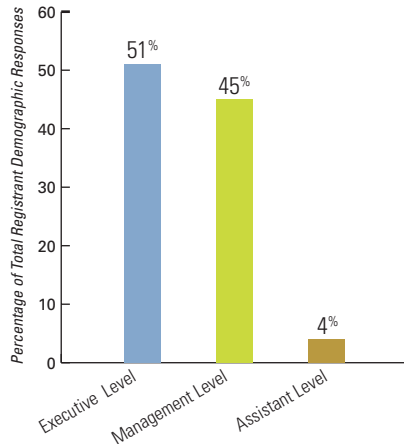
## PURCHASING POWER

International CTIA WIRELESS IT & E 2009 Registrants



## TITLE CLASSIFICATION

International CTIA WIRELESS IT & E 2009 Registrants



## Top Exhibitor Business Classifications:

- Applications Developer
- ASP-Applications Service Provider
- Content Provider / Aggregator
- Consultant
- Dealer / Retailer
- Engineering
- Enterprise User
- Financial Services / Investment Banking / VC
- Manufacturer & OEM
- Wireless Service Provider

*Speak to someone in the Sales Office  
(located on level 3) today!*

