Today all business is mobile.

That’s why we’ve designed the CTIA Enterprise & Applications event to focus exclusively on business—your business!

Join me and more than 10,000 wireless and IT professionals to learn, explore new solutions in mobility, and connect with peers for three days in San Diego!

President & CEO

CTIA
The Wireless Association®
USER CONFERENCE

M2M | Cloud | Legacy System Integration | Security | BYOD | Mobile Commerce
Welcome to CTIA ENTERPRISE & APPLICATIONS™ 2012 where user conference meets trade show.

This event is strategically structured to give you the user conference experience—bringing together a community of wireless and IT professionals, all bound by one strong common denominator, giving you the opportunity to do a deep dive into mobile IT and enterprise deployment—coupled with the trade show experience where you can explore a broad range of industries, solutions and services all in one place.
INTERACTIVE LEARNING

THOUGHT LEADERSHIP STAGES

CTIA has concentrated your show experience by placing Thought Leadership Stages directly on the exhibit floor. These stages will create a one-of-a-kind learning, networking and demoing experience for attendees and exhibitors by centralizing the discussion where it counts, allowing for focused immediate interaction with contacts in areas that interest you most.

EXHIBIT FLOOR

ENTERPRISE APPS, CLOUD, MCOMMERCE & SECURITY ZONE
Mobile device management, content management, secure access, sharing and collaboration, mobile banking and payments, POS, payment infrastructure, security and more.

M2M ZONE
Embedded systems/devices, hardware, software platforms, systems integration and connectivity services.

TRANSPORTATION ZONE
Fleet management, city, parking, and traffic management, connected car solutions and automotive wireless innovation.

WIRELESS HEALTH ZONE
Remote monitoring, records management, inventory tracking and more.

At the event, you have the opportunity to discuss high-level mobile strategy while accessing the right people, companies and information to conduct three months of due diligence in three days.
PEER-TO-PEER LEARNING

NETWORKING

No matter how disparate your respective industries are, your pain points, experiences and challenges in mobile IT are common—security, BYOD, device management, etc.—so we have built many opportunities into the event for you to coalesce as a community to learn from each other.

🔹 Pre-Show Online Networking

Take your peer-to-peer learning opportunities to the next level and enhance your overall show experience with MyCTIA presented by Vivastream™.

• Find Who To Know™ based on your topics of interest
• Send private messages to continue the conversation
• Navigate the exhibitor list and manage your show schedule

CREATE YOUR PROFILE AND GET STARTED TODAY! PRESENTED BY Go to www.ctiashows.com/viva.

🔹 Exhibit Floor Networking

You will have the opportunity to network during breaks specifically intended to give you the opportunity to meet other attendees in a relaxed atmosphere.

**Tuesday, October 9** 4:00–6:00PM
Exhibit Floor Preview & Opening Reception

**Wednesday, October 10** 10:30AM–5:00PM
On-floor networking breaks throughout the day

**Thursday, October 11** 10:30AM–4:00PM
On-floor networking breaks throughout the day

Networking events and times are subject to change.

THE POWER PLAYERS

CTIA Enterprise & Applications will once again feature a dynamic lineup of world-class speakers on the main stage sharing their insights, experiences and visions of how to harness the power of mobility, mobilize a workforce and tackle key challenges.

Keynote Sessions • October 9–11

🔹 Pre-Show Online Networking

🔹 Exhibit Floor Networking

CTIA POWER CLUB

As a CTIA Super Pass or Power Pass registrant you will receive exclusive access to the CTIA Power Club where the industry’s key players conduct business, hold meetings and rejuvenate.

**Sponsors**

Dell • KACE • MOGREET
Access to the CTIA Boardroom Series starts as low as $465. See Registration Packages for all options and pricing.

The CTIA Boardroom Sessions will deliver high-level, actionable content on security, BYOD, CIO case studies and cloud. Speakers from Fortune 500 companies will provide insightful perspective on how mobility is enhancing their productivity and efficiency and share their deployment strategies and tactics.

**BYOD—Friend or Foe?**
**Day One ✹ Tuesday, October 9**
Do cost savings, increased productivity, faster innovation and employee control of their devices yield a better ROI? Or do concerns about security, help desk costs, fragmentation and real total cost of ownership outweigh the advantages?

**MOBILE CLOUD**
**Day One ✹ Tuesday, October 9**
With processing power and big data housed centrally, does a mobile cloud strategy calm BYOD security fears while also reducing costs of company-provided devices? What factors will make CIOs deploy an enterprise-specific mobile cloud vs. mobile cloud solutions offered by carriers or other service providers?

**CIO PERSPECTIVES: A Case-Study Approach to Driving Mobile Innovation in the Enterprise**
**Day Two ✹ Wednesday, October 10**
Top CIOs offer their case studies on how they were able to turn the tables and leverage the wireless IT environment to boost employee productivity and drive mobile innovation within their organizations.

**Mobile Commerce from the Enterprise IT Perspective**
**Day Two ✹ Wednesday, October 10**
Learn how mobile services and devices are used throughout the cycle that begins with production of consumer goods and ends with point-of-sale purchases by consumers, highlighting efficiencies gained from using mobile technology integrated with the enterprise IT infrastructure.

**Borderless Networks: Mobile Cybersecurity Public Sector**
**Day One ✹ Tuesday, October 9**
Public sector cybersecurity experts will explore their unique enterprise cybersecurity requirements as well as present different viewpoints on the relationship between the public and private sectors for mobile cybersecurity.

**Borderless Networks: Mobile Cybersecurity Private Sector**
**Day Two ✹ Wednesday, October 10**
Cyber attacks and mobile malware are on the rise. This session will address how the private sector can fortify mobile cybersecurity without compromising privacy through information sharing and collaboration.

**State and Federal Public Policy Track**
**Day One ✹ Tuesday, October 9**
Enterprise applications, mobile broadband, mCommerce, mHealth, M2M, and cloud computing are just a few of the transformational benefits that consumers enjoy thanks to wireless products and services. The State and Federal Public Policy Track will explore what’s happening now and what we might see in the near future within the constantly evolving wireless ecosystem. With all of these new wireless offerings and the rapid deployment and adoption of next generation service, there is an increased focus on the need for additional spectrum, privacy and data security, and the innovative ways wireless improves business efficiency. In addition, the panels will focus on the opportunities and challenges legislative and regulatory policymakers face in the ever changing and growing mobile environment.

**State and Federal Public Policy Track**
**Day Two ✹ Wednesday, October 10**
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CTIA PARTNER EVENT SERIES

PRE-CONFERENCE
MONDAY, OCTOBER 8

NFC, RFID, RTLS, Sensors, Wireless Technologies and Mobile devices:
Their impact on healthcare, m-Health/telemedicine, & you.
8:30AM – 4:30PM  $495

Healthcare is experiencing significant technological change. Industry thought leaders will share case studies on the impact technology is having on the care and safety of patients be they in a hospital setting, at their home or at an assisted living facility. Learn how these ubiquitous technologies will affect you.

APP-solutely Enterprise: Round 2
1:00PM – 5:30PM
FREE TO ALL REGISTERED SHOW ATTENDEES!

Enterprise mobile apps are exploding and you need to take advantage! Come learn from enterprise mobility experts in this full-day session on how to develop, deploy, and manage mobile applications. With separate tracks for Developers and Enterprise/IT Management, you benefit from the sessions that matter to you most.

DAY ONE
TUESDAY, OCTOBER 9

AWARD SOLUTIONS PRESENTS:
UCC/IMS and the Enterprise
11:00AM – 5:00PM
Early Bird* $400  Standard $450

Gain insight into the options for enterprises and wireless operators as they transform their networks to Unified Communications and Collaboration (UCC), and learn the role of IMS and VoLTE in these mobile UCC solutions. Ideal for executives and sales/marketing roles, this one-day training event will examine the expected and realized benefits of UCC, the tradeoffs between different implementation options, and the mechanics of incorporating IMS-based wireless solutions for the enterprise.

NOTE: Award Solutions’ best-in-class color course books are provided onsite to all attendees that directly register for this Partner Event. Super Pass attendees will not receive the printed course book. All Super Pass and Partner Event registrants will receive a link to the Award Solutions eBook after the session.

DAY TWO
WEDNESDAY, OCTOBER 10

FREE TO ALL REGISTERED SHOW ATTENDEES!

M2M: Unlocking The Market Potential
1:00PM – 5:00PM

During this session, you will hear from industry leaders and the FCC on the key topics that influence the growth and maturity of machine-to-machine (M2M) services. Topics to be covered include policy, standards, interoperability, certification, business models and ecosystem development. Discussions with the panel will center on a common definition of M2M and how to measure M2M growth, key challenges and friction points, and mechanisms to remove these barriers.

FREE TO ALL REGISTERED SHOW ATTENDEES!

Join us for a two session conference designed to answer your questions about enterprise applications in the exploding field of M2M, or the Internet of Things. The agenda will include a Cost Check-List, Small vs. Large Deployments, and answers to why Enterprise M2M Adopters should care about Spectrum Scarcity among other topics.
Register by August 27 to Save 20%

www.ctiashows.com/AttendEA

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* Early bird discount pricing ends 8/27/12.

**BEST VALUE!**

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