

mobilefocus[®]

Join us for
the biggest
media event
in wireless!

March 26th
Orlando, FL
The Peabody

WHAT IS MOBILEFOCUS?

MobileFocus is the country's largest, longest-running and best-attended media event dedicated to showcasing the latest innovations in wireless technologies, including the newest in cellular phones, wireless services, laptop computers, PDAs, email devices, software, Wi-Fi, and more. Each year, the industry's top press and analysts make MobileFocus the biggest media event during the entire CTIA Wireless tradeshow. Produced by Pepcom, the proven leader in technology showcases, MobileFocus draws the world's top companies and most influential media. And we think you should be there too! But spots at this event are very limited, and the event sells out weeks in advance, so reserve your place now and join us for MobileFocus.



WHEN AND WHERE IS IT?

MobileFocus will be held on Monday, March 26th, the evening before the CTIA Wireless tradeshow opens in Orlando. The event takes place at The Peabody hotel from 7:00 to 10:00 p.m. This time and location make it easy for the maximum number of press to attend.

ARE YOU AFFILIATED WITH THE TRADESHOW?

MobileFocus is an independent media event that is produced by and is a registered trademark of Pepcom Inc. But we work very closely with the CTIA team to ensure the best possible experience for all media attending the CTIA Wireless 2007 tradeshow.

DO WE HAVE TO BE AN EXHIBITOR AT THE TRADESHOW TO PARTICIPATE?

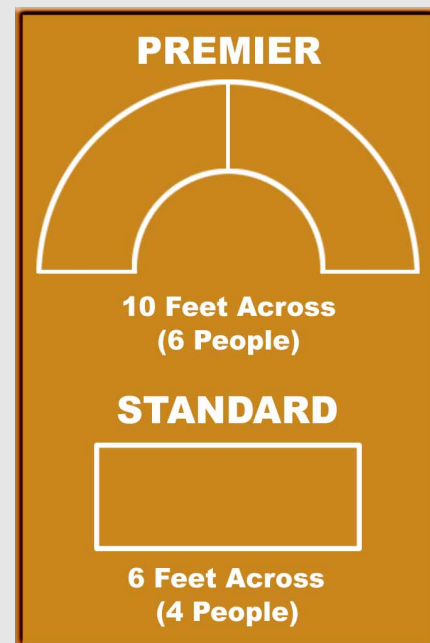
No, you don't. We do recommend exhibiting at the tradeshow for maximum exposure, but MobileFocus is open to all technology companies that want to reach key media and analysts.

WHAT KINDS OF COMPANIES PARTICIPATE IN THIS EVENT?

MobileFocus will host a wide range of wireless and computer companies. Participants in recent MobileFocus events include AirPlay, America Online, Broadcom, Casio, DataViz, Dell, Fujifilm, Gateway, HP, Intel, IBM, Imation, Jabra, Kodak, Kingston, Lenovo, LG, Linksys, Lexar Media, M-Systems, Micron, Microsoft, MobiTV, Motorola, Nextel, Nokia, NVIDIA, Opera, OQO, Palm, Panasonic, Parrot, Plantronics, Qualcomm, RIM, Samsung, SanDisk, Sanyo, ShoZu, Sierra Wireless, Sony Electronics, Sony Ericsson, Sprint, Symantec, Tele Atlas, TomTom, Toshiba, V-Enable, and many more.

ARE THERE DIFFERENT LEVELS OF SPONSORSHIP?

Yes, there are. We now have two sponsorship levels at our events: Standard and Premier. Standard sponsors receive a six-foot demo station, which comes with linen, signage, power, and (if ordered) high-speed Internet access and flat-screen television or computer displays. Standard sponsors can bring a maximum of four company and/or pr agency representatives to the event. Premier sponsors receive a 10-foot semicircular station, along with the same amenities as our Standard sponsors. In addition, Premier sponsors may bring a total of six company and/or agency representatives to the event.



HOW DOES THE EVENT WORK?

A complete upscale “walking” dinner buffet, including premium open bars, is provided for the press and analysts who attend. Press and analysts arrive and visit the sponsors at their convenience, working their way around the room. Sponsors arrive about two hours prior to the event to set up their tables and grab a bite to eat.

WHO HANDLES THE PUBLICITY?

Pepcom and its media relations staff handle all the promotion, invitations, and RSVPs for the event. We invite top-tier press and analysts, drawing from our own media databases as well as the show’s pre-registered press list. We also assemble an event press kit on a professionally produced CD, which is given to each journalist and analyst that attends.

WHAT TYPES OF MEDIA ATTEND THIS EVENT?

More than 200 highly targeted media attended the MobileFocus event preceding the most recent wireless show. We personally screen every journalist that we invite. A few of the media outlets that attended recent events include ABC, AP, BusinessWeek, Cargo, CNN, Consumer Reports, FHM, Fortune, L.A. Times, Maxim, NBC, New York Times, Newsweek, PC Mag, PC World, Popular Science, RCR Wireless, Rolling Stone, Stuff, Time, U.S. News, USA Today, Wall Street Journal, and Wireless Week. After the event, every sponsor receives a list of all attendees with all of their contact information.



CAN I REQUEST A SPECIAL LOCATION AT THE EVENT?

We arrange table locations at our events to ensure an appealing mix of products and companies, as well as to separate direct competitors. But we also do our best to honor requests to be placed in general areas of the venue, or to be located near (or far from) other event participants.

HOW LONG WILL SPOTS BE AVAILABLE AT THIS EVENT?

MobileFocus has sold out each of the last 6 years, with last year’s event selling out weeks in advance. So we encourage you to book your spot early!

HOW DO I SIGN UP TO PARTICIPATE?

Becoming a sponsor at MobileFocus is easy. There is a sponsor agreement form on the last page of this information packet. To reserve a spot, you simply choose a sponsorship level, sign the form, and fax the agreement to us at 561.278.5603. Once you’re signed up for MobileFocus, our events staff will contact you regarding all of the details.

WHAT DOES IT COST?

The cost for either Standard or Premier sponsorship is a single reasonable fee. Just sign up and let us bring the press to you! For more information on how you can join us, please contact Jon Pepper at 212.355.6326 (jon@pepcom.com).

Our 7th Year at CTIA Wireless!





PEPCOM
UPCOMING EVENTS

Digital Experience!

Jan. 7, 2007 in Las Vegas

DigitalFocus

March 7, 2007 in Las Vegas

MobileFocus at CTIA Wireless

March 26, 2007 in Orlando

eFocus

May 2007 in Los Angeles

Digital Experience!

June 27, 2007 in New York

Holiday Spectacular!

Sept. 19, 2007 in New York

MobileFocus at CTIA Wireless

Oct. 23, 2007 in San Francisco

DigitalFocus

Nov. 2007 in New York

For more information

Jon Pepper (212-355-6326) or Jen Ferency (561-278-5094)

jon@pepcom.com or jen@pepcom.com