



# 2010 Event Sponsorships

Produced in partnership with Informa Telecoms & Media

Mobile Marketing Association  
New York, NY  
United States of America

[www.mmaglobal.com](http://www.mmaglobal.com)

| Sponsorship Opportunity  | Price<br>\$ USD /<br>€ Euro | Singapore<br>April 14-15 | New York<br>June 8-9 | Europe<br>October | LATAM<br>September 2 | Los Angeles<br>November 17 |
|--------------------------|-----------------------------|--------------------------|----------------------|-------------------|----------------------|----------------------------|
| Event Reception          | Custom                      | 1                        | 1                    | 1                 | 1                    | 1                          |
| Conference Track         | \$21,000<br>€21,000         | 2                        | 2                    | 2                 |                      |                            |
| Platinum                 | \$18,000<br>€15,500         | 1                        | 1                    | 1                 | 1                    | 1                          |
| Gold                     | \$15,500<br>€13,000         | 2                        | 2                    | 2                 | 2                    | 2                          |
| Silver                   | \$10,500<br>€11,500         | 4                        | 4                    | 4                 | 4                    | 4                          |
| Lunch                    | \$10,000<br>€8,500          | 2                        | 2                    | 2                 | 1                    | 1                          |
| Mobile Campaign          | \$9,000<br>€8,000           | 1                        | 1                    | 1                 | 1                    | 1                          |
| Carrier Panel            | \$9,000<br>€9,000           | 1                        | 1                    | 1                 | 1                    | 1                          |
| Lanyard                  | \$8,000<br>€8,000           | 1                        | 1                    | 1                 | 1                    | 1                          |
| Badge Back               | \$7,000<br>€7,000           | 1                        | 1                    | 1                 | 1                    | 1                          |
| Agency Panel             | \$8,500<br>€8,500           | 1                        | 1                    | 1                 | 1                    | 1                          |
| Wireless Internet Access | \$7,000<br>€6,000           | 2                        | 2                    | 2                 | 1                    | 1                          |
| Conference Tote          | \$6,000<br>€6,000           | 1                        | 1                    | 1                 | 1                    | 1                          |
| Break                    | \$6,000<br>€6,000           | 4                        | 4                    | 4                 | 2                    | 2                          |
| Pen                      | \$6,000<br>€6,000           | 1                        | 1                    | 1                 | 1                    | 1                          |
| Notepad                  | \$5,500<br>€4,000           | 1                        | 1                    | 1                 | 1                    | 1                          |
| Program Guide Belly Band | \$5,500<br>€4,000           | 1                        | 1                    | 1                 | 1                    | 1                          |
| Speaker Ready/Press Room | \$5,500<br>€5,000           | 1                        | 1                    | 1                 | 1                    | 1                          |
| Exhibit Table            | \$4,500<br>€4,000           | unlimited                | unlimited            | unlimited         | unlimited            | unlimited                  |
| DVD                      | \$4,000<br>€3,000           | 4                        | 4                    | 4                 | 4                    | 4                          |
| Live Stream              | \$3,000<br>€2,500           | 3                        | 3                    | 3                 | 3                    | 3                          |
| Conference Tote Insert   | \$2,500<br>€2,000           | 5                        | 5                    | 5                 | 5                    | 5                          |

\* USD (\$) for North America, LATAM and APAC events; Euro (€) for European events

**Member Discount** – MMA Member companies receive a 10% discount on all sponsorships

**Package Discount** – Sponsor multiple events in the MMAF series and receive 5% off the total

For more information about the Mobile Marketing Association's Forum series, visit [www.mobilemarketingforum.com](http://www.mobilemarketingforum.com) or email [sponsor@mmaaglobal.com](mailto:sponsor@mmaaglobal.com)



**MMAF Registration Discount** – MMAF sponsors receive a 15% event discount to share with clients and colleagues; code provided upon contract

**Note: Unless otherwise noted with a full event pass, all sponsorships include one exhibitor pass. Additional exhibitor passes for staff or sponsors may be purchased for \$150.**

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#### EVENT RECEPTION

**Welcome Mobile Marketing Forum attendees at an event reception.**

**All attendees are invited. Sponsorship includes:**

- Food and beverage package, customizable
- Sponsor customizes the look and feel of the reception with their own touches (décor, entertainment, premiums, etc.)
- Sponsor and MMA co-branded e-mail invitation
- Valuable on-site branding to include:
  - Company logo prominently displayed on all event signage
  - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
  - Company logo in event show guide
  - ½ page advertisement in event show guide
- Corporate branding on all marketing materials including:
  - Prominently displayed on the MMAF website with link to company site
  - All HTML email and press releases distributed by the MMA in conjunction with the event
- 15% clients and colleagues discount off MMAF event registration (for sponsored event)
- Two (2) complimentary MMAF event registrations

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#### CONFERENCE TRACK SPONSOR

**Conference Workshops tracks are programmed to target the specific hot topics of mobile marketing. Each track will run simultaneously throughout day two of Mobile Marketing Forum. Your company may choose to sponsor either one of the two full-day tracks. Included with the purchase of this sponsorship:**

- A coveted speaking opportunity - for one company representative to introduce day-long conference track (day two) and moderate sessions during conference track (programming and timing to be negotiated with MMA). Sponsor will also have the opportunity to assist MMA in programming.
- Valuable on-site branding to include:
  - Company logo prominently displayed on all event signage
  - Opportunity to place 1 (one) banner on site in Conference Workshop Track room (day two only)
  - Table top display area, located outside of show entrance, if desired
  - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
  - Company logo in event show guide
  - ½ page advertisement in event show guide



- Logo to be printed next to sponsored track on agenda in the event guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - Three (3) complimentary MMAF event registrations (for sponsored event; includes speaker(s))
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#### **PLATINUM SPONSOR**

**Designed to gain maximum exposure for your company, the MMA will work with you on seeking the most recognition for your sponsorship. Included with the purchase of this sponsorship:**

- A coveted speaking opportunity:
    - Opportunity for company representative to give 30-minute general session address to attendees on morning of event (to be approved by MMA)
  - Valuable on-site branding to include:
    - Company logo prominently displayed on all event signage
    - Opportunity to place 1 (one) banner on site
    - Table top display area, located outside of show entrance, if desired
    - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
    - Company logo in event show guide
    - Back cover advertisement in event show guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - Four (4) complimentary MMAF event registrations (for sponsored event; includes speaker(s))
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#### **GOLD SPONSOR**

**Created with your company needs in mind, the MMA has designed this package to effectively use your sponsorship dollars in the most beneficial manner. Included with the purchase of this sponsorship:**

- A coveted speaking opportunity:
  - Opportunity for company representative to give 30-minute general session address (to be approved by MMA)
- Valuable on-site branding to include:
  - Company logo prominently displayed on all event signage
  - Opportunity to place 1 (one) banner on site
  - Table top display area, located outside of show entrance, if desired
  - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
  - Company logo in event show guide



- Full page advertisement in event show guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - Three (3) complimentary MMAF event registrations (for sponsored event; includes speaker(s))
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#### **SILVER SPONSOR**

**Silver Sponsorship packages allow you the opportunity to directly reach MMA members through Conference Panels. Included with the purchase of this sponsorship:**

- Panel sponsorship:
    - Company has the opportunity to moderate or speak on the panel they are sponsoring, placement and topic to be determined by the MMA **(if spaces are still available)**
  - Valuable on-site branding to include:
    - Company logo prominently displayed on all event signage
    - Opportunity to place 1 (one) banner on site
    - Table top display area, located outside of show entrance, if desired
    - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
    - Company logo in event show guide
    - ½ page advertisement in event show guide
    - Logo to be printed next to sponsored panel on agenda in the event guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - Three (3) complimentary MMAF event registrations (for sponsored event; includes speaker(s))
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#### **LUNCH SPONSOR**

**As a sponsor of the Lunch break at the Mobile Marketing Forum, your company will receive the following:**

- Valuable on-site branding to include:
  - Company logo prominently displayed on all event signage
  - Opportunity to provide logo-imprinted cups, napkins, signage and/or additional lunch branding (collateral provided by sponsor; approved by the MMA)
  - Table top display area, located outside of show entrance, if desired
  - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
  - Company logo in event show guide
  - ½ page advertisement in the show guide
- Corporate branding on all marketing materials including:

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- Prominently displayed on the MMAF website with link to company site
  - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - Two (2) complimentary MMAF event registrations (for sponsored event)
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#### **MOBILE CAMPAIGN SPONSOR**

**As a sponsor of the Mobile Campaign at Mobile Marketing Forum, your company will receive the following:**

- Create a mobile campaign for the sponsored Mobile Marketing Forum (*Campaign must be developed with and approved by the MMA*)
  - A coveted speaking opportunity as a panellist, moderator or speaker, to be determined by the Mobile Marketing Association
  - Valuable on-site branding to include:
    - Company logo prominently displayed on all event signage
    - Opportunity to place 1 (one) banner promoting mobile initiative (*banner must be approved by the MMA*)
    - Table top display area, located outside of show entrance, if desired
    - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
    - Company logo in event show guide
    - ½ page advertisement in event show guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - Two (2) complimentary MMAF event registrations (for sponsored event; includes speaker(s))
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#### **CARRIER PANEL SESSION SPONSOR**

**As a sponsor of the Carrier Panel at Mobile Marketing Forum, your company will work with the MMA to develop the panel content including speakers and will receive the following:**

- Valuable on-site branding to include:
  - Listed as panel sponsor on official event program guide
  - Company logo prominently displayed on all event signage
  - Table top display area, located outside of show entrance, if desired
  - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
  - Company logo in event show guide
  - ½ page advertisement in event show guide
  - Logo to be printed next to sponsored panel on agenda in the event guide
- Corporate branding on all marketing materials including:
  - Prominently displayed on the MMAF website with link to company site
  - Listed as panel sponsor on the online event agenda
  - All HTML email and press releases distributed by the MMA in conjunction with the event



- 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - Two (2) complimentary MMAF event registrations (for sponsored event)
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#### **LANYARD SPONSOR**

**As a sponsor of name badge lanyards for attendees, your company will receive:**

- Valuable on-site branding to include:
    - Company logo prominently displayed on all event signage
    - Company Lanyards to all attendees (provided by sponsor)
    - Table top display area, located outside of show entrance, if desired
    - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
    - Company logo in event show guide
    - ½ page advertisement in the show guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - Two (2) complimentary MMAF event registration (for sponsored event)
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#### **BADGE BACK SPONSOR**

**As a sponsor of name badges for attendees, your company will receive:**

- Valuable on-site branding to include:
    - Company design prominently displayed on back of attendee name badge (design provided by sponsor)
    - Company logo prominently displayed on all event signage
    - Table top display area, located outside of show entrance, if desired
    - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
    - Company logo in event show guide
    - ½ page advertisement in the show guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - One (1) free complimentary MMAF event registration (for sponsored event)
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#### **AGENCY PANEL SESSION SPONSOR**

**As a sponsor of the Agency Panel at the Mobile Marketing Forum, your company will work with the MMA to develop the panel content including speakers and will receive the following:**

- Valuable on-site branding to include:
  - Listed as panel sponsor on official event program guide

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- Company logo prominently displayed on all event signage
  - Table top display area, located outside of show entrance, if desired
  - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
  - Company logo in event show guide
  - ½ page advertisement in event show guide
  - Logo to be printed next to sponsored panel on agenda in the event guide
- Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - Listed as panel sponsor on the online event agenda
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - Two (2) complimentary MMAF event registrations (for sponsored event)
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#### WIRELESS INTERNET ACCESS

**As a sponsor of Wireless Internet Access for event attendees, your company will receive:**

- E-mail to event attendees with internet access instructions for the day sponsored with prominently placed sponsor logo (message created & sent by MMA)
  - Access instructions in program guide for internet use with sponsor logo (message created by MMA)
  - Valuable on-site branding to include:
    - Company logo prominently displayed on all event signage
    - Table top display area, located outside of show entrance, if desired
    - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
    - Company logo in event show guide
    - ½ page advertisement in event show guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - One (1) complimentary MMAF event registration (for sponsored event)
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#### CONFERENCE TOTE SPONSOR

**As a sponsor conference totes for attendees, your company will receive:**

- Valuable on-site branding to include:
  - Conference Tote with company logo (Conference tote provided by and paid for by sponsor; all graphics and tote must be approved by the MMA)
  - Company logo prominently displayed on all event signage
  - Table top display area, located outside of show entrance, if desired
  - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
  - Company logo in event show guide



- ½ page advertisement in the show guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - One (1) complimentary MMAF event registration (for sponsored event)
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#### **BREAK SPONSOR**

(2 available per day of event; one a.m., one p.m.)

- Valuable on-site branding to include:
    - Company logo prominently displayed on all event signage
    - Opportunity to provide logo-imprinted cups, napkins, signage and/or additional branding (collateral provided by sponsor; approved by the MMA)
    - Company logo in event show guide
    - ¼ page advertisement in the show guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - One (1) complimentary MMAF event registration (for sponsored event)
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#### **PEN SPONSOR**

- Pens with company logo (provided by and paid for by sponsor) to be distributed to all Forum attendees
  - Valuable on-site branding to include:
    - Company logo prominently displayed on all event signage
    - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
    - Company logo in event show guide
    - ¼ page advertisement in the show guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - One (1) complimentary MMAF event registration (for sponsored event)
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#### **NOTEPAD SPONSOR**

- Notepads to be distributed to all attendees in the conference room (provided by and paid for by sponsor)
- Valuable on-site branding to include:

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- Company logo prominently displayed on all event signage
  - Company logo in event show guide
  - ¼ page advertisement in the show guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - One (1) complimentary MMAF event registration (for sponsored event)
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#### **PROGRAM GUIDE BELLY BAND**

**Prominently display your company's brand to all attendees in a belly band around the event program guide. This sponsorship includes:**

- Belly Band with company logo (band to be provided by and paid for by sponsor; all graphics must be approved by the MMA)
  - Valuable on-site branding to include
    - Company logo prominently displayed on all event signage
    - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
    - Company logo in event show guide
    - ¼ page advertisement in the show guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
  - One (1) complimentary MMAF event registration (for sponsored event)
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#### **SPEAKER/PRESS ROOM SPONSOR**

- Valuable on-site branding to include:
  - Opportunity to provide logo-imprinted cups, napkins, signage and/or additional branding (collateral provided by sponsor; approved by the MMA) in Speaker/Press Room
  - Company logo prominently displayed on all event signage
  - Company logo in event show guide
  - ½ page advertisement in the show guide
- Corporate branding on all marketing materials including:
  - Prominently displayed on the MMAF website with link to company site
  - All HTML email and press releases distributed by the MMA in conjunction with the event
- One (1) complimentary MMAF event registration (for sponsored event)
- 15% clients and colleagues discount off MMAF event registration (for sponsored event)

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**EXHIBIT TABLE SPONSOR**

- Valuable on-site branding to include:
    - Company logo prominently displayed on all event signage
    - Company logo in event show guide
  - Corporate branding on all marketing materials including:
    - Prominently displayed on the MMAF website with link to company site
    - All HTML email and press releases distributed by the MMA in conjunction with the event
  - Exhibit Table
    - Standard draped 6 foot table will be provided for display (costs for electrical and internet to be coordinated and paid for by sponsor)
  - 15% clients and colleagues discount off MMAF event registration (for sponsored event)
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**CONFERENCE TOTE INSERT**

**As a sponsor of Conference Tote inserts, your company will receive:**

- Valuable on-site branding to include:
  - Company logo prominently displayed on all event signage
  - One piece of collateral, provided by sponsor, to be included in event conference tote (to be approved by the MMA)
  - Company logo in event show guide
- Corporate branding on all marketing materials including:
  - Prominently displayed on the MMAF website with link to company site
- 15% clients and colleagues discount off MMAF event registration (for sponsored event)