



Mobile Marketing Forum - June 6 & 7, 2007 New York Marriott Marquis, New York City

The following document outlines sponsorship opportunities for the
MMA's Mobile Marketing Forum, June 6 & 7, 2007.

MMA Member Discount

MMA Member companies receive a 10% discount on all sponsorships.

Sponsorship Availability

| <i>Sponsorship</i> | <i>Availability</i> | <i>Sponsorship</i> | <i>Availability</i> |
|---|---------------------|--|---------------------|
| Conference Track Full Day (2 total available) | 1 Available! | Pen (1 total available) | SOLD! |
| Conference Track Half Day (2 total available) | 2 Available! | Notepad (1 total available) | SOLD! |
| Gold (1 total available) | SOLD! | Break (5 total available) | 4 Available! |
| Platinum (2 total available) | 1 Available! | Candy (1 total available) | Available! |
| Silver (3 total available) | SOLD! | Press Room Sponsor (1 total available) | Available! |
| Carrier Panel (1 available) | SOLD! | Speaker Ready Room (1 total available) | Available! |
| Mobile Campaign (1 total available) | SOLD! | Signage & Exhibit Table (5 total available) | SOLD! |
| Lunch (4 total available) | SOLD! | Exhibit Table (5 total available) | SOLD! |
| Badge Back (1 total available) | SOLD! | Conference Tote Insert (5 total available) | 1 Available! |
| Conference Tote (1 total available) | SOLD! | Business Networking (4 total available) | SOLD! |
| Lanyard (1 total available) | SOLD! | | |



CONFERENCE WORKSHOP TRACK SPONSOR (DAY TWO) - \$20,000

(2 available per event)

Conference Workshops tracks will be held on Thursday, June 7, 2007 (day two of the conference), and 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 any one of the two full day tracks below:

**Track 2, Day 1
Mobile Advertising**

**Track 3, Day 1
Mobile Marketing 101**

**Track 2
Sold!**

Included with the purchase of this sponsorship:

- A coveted speaking opportunity:
 - Opportunity for one company representative to introduce day long conference track (day two) and moderate workshops during conference track (programming and timing to be negotiated with MMA). Sponsor will also have the opportunity to assist MMA in workshop programming.
- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Opportunity to hang 1 (one) banner on site (labor/hanging fees assumed by sponsor) in Conference Workshop Track room (day two only)
 - Table top display area, located outside of show entrance, if desired
 - Slick in event media kit (prepared and provided by sponsoring company)
 - Company logo and description (150 words) in event show guide
 - ½ page advertisement in event show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMF website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- Three (3) free complimentary MMF event registrations (includes speaker(s))
- Conference Workshop Track Sponsors will receive three (3) complimentary VIP Seats at the 2007 MMA Awards Dinner & Ceremony (November 14, 2007, Los Angeles, CA)

CONFERENCE WORKSHOP TRACK SPONSOR (1/2 DAY) - \$7,500

(2 available per event)

Conference Workshops tracks will be held on Thursday, June 7, 2007 (day two of the conference), and 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 one of the two half day tracks below:

**Track 1, Day 2
½ Day Mobile Commerce**

**Track 1, Day 2
½ Day Mobile Search**

- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Opportunity to hang 1 (one) banner on site (labor/hanging fees assumed by sponsor) in Conference Workshop Track room (day two only)
 - Table top display area, located outside of show entrance, if desired
 - Slick in event media kit (prepared and provided by sponsoring company)
 - Company logo and description (150 words) in event show guide
 - ½ page advertisement in event show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMF website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- Two (2) free complimentary MMF event registrations
- Conference Workshop Track Sponsors will receive three (3) complimentary VIP Seats at the 2007 MMA Awards Dinner & Ceremony (November 14, 2007, Los Angeles, CA)

GOLD SPONSOR - \$15,000
(1 available per event)

Sold!

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

- A coveted speaking opportunity:
 - Opportunity for company representative to give 30 minute general session address during lunch session
- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Opportunity to hang 1 (one) banner on site (labor/hanging fees assumed by sponsor)
 - Table top display area, located outside of show entrance, if desired
 - Slick in event media kit (prepared and provided by sponsoring company)
 - Company logo and description (250 words) in event show guide
 - Full page advertisement in event show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- Three (3) free complimentary MMF event registrations (includes speaker)
- Gold Sponsors will receive three (3) complimentary VIP Seats at the 2007 MMA Awards Dinner & Ceremony

PLATINUM SPONSOR - \$10,000
(2 available per event)

Designed to gain maximum exposure for your company, the MMA will work with you on seeking the most recognition for your sponsor dollar. Sponsorship includes:

Only 1 Available!

- A coveted panel sponsorship opportunity:
 - Opportunity for company to sponsor **morning keynote session**
- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Opportunity to hang 1 (one) banner on site (labor/hanging fees assumed by sponsor)
 - Table top display area, located outside of show entrance, if desired
 - Slick in event media kit (prepared and provided by sponsoring company)
 - Company logo and description (100 words) in event show guide
 - Full page advertisement in event show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- Three (3) free complimentary MMF event registrations
- Platinum Sponsors will receive two (2) complimentary VIP Seats at the 2007 MMA Awards Dinner & Ceremony

SILVER SPONSOR - PANEL SESSIONS - \$10,000
(3 available per event)

Silver Sponsorship packages allow you the opportunity to directly reach MMA members through Conference Panels. Silver Sponsorship for panels includes:

- A coveted speaking opportunity:
 - Opportunity for company representative to moderate panel session during conference track (panel and timing to be negotiated with 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
 - Slick in event media kit (prepared and provided by sponsoring company)
 - Company logo and description (150 words) in event show guide
 - ½ page advertisement in event show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- Three (3) free complimentary MMF event registrations (includes speaker)

Sold!

Sold!

CARRIER PANEL SESSION SPONSOR - \$10,000
(1 available per event)

As a sponsor of the MMA's highly popular Carrier Panel at Mobile Marketing Forum (panel to take place June 6, 2007), your company will receive the following:

- 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
 - Slick in event media kit (prepared and provided by sponsoring company)
 - Company logo and description (150 words) in event show guide
 - ¼ page advertisement in event show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- Two (2) free complimentary MMF event registrations

MOBILE CAMPAIGN SPONSOR - \$7,500
(1 available per event)

Sold!

- Work with the MMA to create a one day mobile campaign to be introduced at Mobile Marketing Forum (*campaign must be developed with and approved by the MMA*)
- A coveted speaking opportunity:
 - Opportunity for company representative to briefly introduce this mobile initiative during opening remarks
- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Opportunity to hang 1 (one) banner promoting mobile initiative (*banner must be approved by the MMA*)
 - Table top display area, located outside of show entrance, if desired
 - Slick in event media kit (prepared and provided by sponsoring company)
 - Company logo and description (150 words) in event show guide
 - ½ page advertisement in event show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- Two (2) free complimentary MMF event registrations (includes speaker)

LUNCH SPONSOR - \$7,500
(4 available per event)

Sold!

- 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
 - Company logo and description (100 words) in event show guide
 - ½ page advertisement in the show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- One (1) free complimentary MMF event registration

BADGE BACK SPONSOR - \$7,500
(1 available per event)

Sold!

- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Company design prominently displayed on back of attendee name badge (design provided by sponsor)
 - Table top display area, located outside of show entrance, if desired
 - Company logo and description (100 words) in event show guide
 - ½ page advertisement in the show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site

- All HTML email and press releases distributed by the MMA in conjunction with the event
- One (1) free complimentary MMF event registration

CONFERENCE TOTE SPONSOR - \$5,000
(1 available per event)

Sold!

- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Conference Tote with company logo (Conference tote provided by sponsor; approved by the MMA)
 - Table top display area, located outside of show entrance, if desired
 - Company logo and description (100 words) in event show guide
 - ½ page advertisement in the show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- One (1) free complimentary MMF event registration

LANYARD SPONSOR - \$5,000
(1 available per event)

Sold!

- 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
 - Company logo and description (100 words) in event show guide
 - ½ page advertisement in the show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- One (1) free complimentary MMF event registration

PEN SPONSOR - \$5,000
(1 available per event)

Sold!

- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Pens with company logo (provided by sponsor)
 - Company logo and description (100 words) in event show guide
 - ¼ page advertisement in the show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- One (1) free complimentary MMF event registration

NOTEPAD SPONSOR - \$5,000
(1 available per event)

Sold!

- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Notepads with company logo (provided by sponsor)
 - Company logo and description (100 words) in event show guide
 - ¼ page advertisement in the show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- One (1) free complimentary MMF event registration

Only 4 Available!

BREAK SPONSOR - \$4,000

(5 total available; Three available *Day 1*; Two available *Day 2*)

- 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 and description (100 words) in event show guide
 - ¼ page advertisement in the show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- One (1) free complimentary MMF event registration

CANDY SPONSOR - \$4,000

(1 available per event)

- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Opportunity to provide M&M Snack for Conference Attendee Tote (M&M's provided by sponsor; details located at http://www.mymms.com/customprint/index.asp?src=111399&sc_cid=dr_mmno_m1d0600dmm11036)
 - Company logo and description (100 words) in event show guide
 - ¼ page advertisement in the show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- One (1) free complimentary MMF event registration

PRESS ROOM SPONSOR - \$6,000

(1 available per event)

- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Opportunity to provide signage, logo-imprinted cups, napkins, signage and/or additional branding (collateral provided by sponsor; approved by the MMA) for press room
 - Company logo and description (100 words) in event show guide
 - ½ page advertisement in the show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event

SPEAKER READY ROOM SPONSOR - \$4,000

(1 available per event)

- 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 and description (100 words) in event show guide
 - ¼ page advertisement in the show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event

SIGNAGE & EXHIBIT TABLE SPONSOR - \$3,500
(5 available per event)

Sold!

- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Opportunity to hang 1 (one) banner on site (labor/hanging fees assumed by sponsor)
 - Company logo and description (50 words) in event show guide
 - ¼ page advertisement in the show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA 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 assumed by sponsor)

EXHIBIT TABLE SPONSOR - \$3,000
(5 available per event)

Sold!

- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Company logo and description (50 words) in event show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA 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 assumed by sponsor)

CONFERENCE TOTE INSERT SPONSOR - \$2,500
(5 available per event)

Only 1 Available!

- 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 MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event

BUSINESS NETWORKING SPONSOR - \$5,000
(4 available per event)

Sold!

As a Business Networking Sponsor for the MMF, your company will benefit from sponsoring our MMF cocktail reception. The cocktail reception will be held immediately following the conclusion of MMF and will include:

- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Company logo prominently displayed on PowerPoint slide announcing cocktail reception at Mobile Marketing Forum
 - Opportunity to provide logo-imprinted napkins and signage for reception
 - Company logo and description (100 words) in event show guide
 - ½ advertisement in the show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMA website with link to company site
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- Literature drop:
 - Opportunity for literature placement at check in desk
- One (1) free complimentary MMF event registration