

Mobile Marketing Forum & MMA MECCA Bash Sponsorship Opportunities

The following document outlines sponsorship opportunities for the MMA's Mobile Marketing Forums & the MMA MECCA Bash.

Sponsorship Opportunities

Sponsorships are available for five (5) events in the 2006 calendar:

- MMA Mecca Bash, April 4, 2006, Las Vegas, NV
- Mobile Marketing Forum, June 7, 2006, New York, NY
- MMA Mecca Bash, September 11, 2006, Los Angeles, CA
- Mobile Marketing Forum (EMEA), October 10, 2006, Istanbul, Turkey
- **Mobile Marketing Forum, November 28, 2006, Los Angeles, CA**

Multi Event Sponsorship

The following discount applies to multi event sponsorships, for Mobile Marketing Forum ONLY:

- Both Mobile Marketing Forum events: 15% discount sponsor package

PAST SPONSORS INCLUDE



MOBILE MARKETING FORUM Sponsorship Availability

	Mobile Marketing Forum 06.07.2006 New York, NY	Mobile Marketing Forum* 11.28.2006 Los Angeles, CA
Platinum (1 per show)	SOLD!	SOLD!
Gold (1 per show)	SOLD!	SOLD!
Amber (1 per show)	N/A	Available!
Silver (4 per show)	ALL SOLD!	ALL SOLD!
Diamond (2 per show)	SOLD!	1 SOLD!
Titanium (1 per show)	SOLD!	SOLD!
Ruby (1 per show)	SOLD!	SOLD!
Bronze (1 per show)	SOLD!	SOLD!
Sapphire (1 per show)	N/A	Available!
Amethyst (1 per show)	N/A	SOLD!
Pearl (1 per show)	N/A	Available!
Turquoise (1 per show)	N/A	Available!
Topaz (1 per show)	N/A	Available!
Copper (2 per show)	ALL SOLD!	ALL SOLD!
Marble (5 per show)	N/A	Only 4 available!
Emerald (10 per show)	SOLD!	Available!
Quartz (5 per show)	N/A	Only 4 available!
Social Networking (4 per show)	SOLD!	Only 2 Available!

**Added bonus for November Mobile Marketing Forum-All sponsors also receive coverage at MMA Awards Ceremony.*

MMA MECCA BASH Sponsorship Availability

	MMA MECCA Bash 04.04.06 Las Vegas, NV	MMA MECCA Bash 09.11.06 Los Angeles, CA
Social Networking (2 per show)	ALL SOLD!	ALL SOLD!

MMA ANNUAL GENERAL MEETING Sponsorship Availability

Sponsorship opportunities are also available for **MMA Members only**, for the MMA Annual General Meeting (Global & EMEA). If your company is an MMA Member in good standing, and would like to sponsor either of these meetings, please visit <http://www.mmaglobal.com/modules/content/index.php?id=320&submenu=mymenu7>.

SOLD! - PLATINUM SPONSOR - \$15,000

(1 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. Included with the Platinum Sponsorship package is:

- A coveted speaking opportunity:
 - Opportunity for company representative to give 30-45 minute general session address to attendees on morning of event
- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - Company description in event show guide
 - 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
 - Company logo in show guide
 - Slick in event media kit (prepared and provided by sponsoring company)
 - Verbal acknowledgement of sponsorship in event welcome address
 - Back cover advertisement in event show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as a Platinum Sponsor, with link to company site
 - Company listed as platinum sponsor in press releases distributed to all press
- Event Admission:
 - Four (4) free complimentary event registrations
- VIP Seating, MMA Dinner & Awards Ceremony:
 - Scheduled for November 28, 2006 in Los Angeles California
 - Platinum Sponsors will have the opportunity to receive up to two (2) complimentary VIP Seats at the 2006 MMA Annual Dinner & Awards Ceremony

SOLD! - GOLD SPONSOR - \$10,000

(1 available per event)

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 Gold Sponsorship package is:

- A coveted speaking opportunity:
 - Opportunity for company representative to give 30 minute general session address during lunch session
- On-site branding will include:
 - Company logo prominently displayed on all event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - Company description in event show guide
 - Opportunity to hang 1 (one) banner on site (labor/hanging fees assumed by sponsor)
 - Company logo in show guide
 - Slick in event media kit (prepared and provided by sponsoring company)
 - Table top display area, located outside of show entrance, if desired
 - Verbal acknowledgement of sponsorship in event welcome address
 - Full page advertisement in event show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as a Gold Sponsor, with link to company site
 - Company listed as gold sponsor in press releases distributed to all press
- Event Admission:
 - Two (2) complimentary event registrations
- VIP Seating, MMA Dinner & Awards Ceremony:
 - Scheduled for November 28, 2006 in Los Angeles California
 - Gold Sponsors will have the opportunity to receive one (1) complimentary VIP Seat at the 2006 MMA Annual Dinner & Awards Ceremony

AMBER SPONSOR- MOBILE CAMPAIGN OR INITIATIVE -

\$8,500

(1 available per event)

Would your company like to be an interactive part of Mobile Marketing Forum, directly reaching each attendee through their most personal device...their mobile phone? Work with the MMA to develop this one day mobile campaign or initiative specifically designed for attendees of the Mobile Marketing Forum. As an Amber Sponsor, you'll receive:

- Work with the MMA to create a one day mobile campaign or initiative 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 the opening remarks
- On-site branding will include:
 - Company logo prominently displayed on all event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - Company description in event show guide
 - Opportunity to hang 1 (one) banner promoting mobile initiative (*banner must be approved by the MMA*)
 - Company logo in show guide
 - Slick in event media kit (prepared and provided by sponsoring company)
 - Table top display area, located outside of show entrance, if desired
 - Verbal acknowledgement of sponsorship in event welcome address
 - Half page advertisement in event show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as an Amber Sponsor, with link to company site
 - Company listed as a sponsor in press releases distributed to all press (if deadlines for distribution met)
- Event Admission:
 - One (1) complimentary event registrations

**SOLD! - SILVER SPONSOR - CONFERENCE TRACKS OR
PANEL SESIONS (event specific) - \$7,500**
(4 available per event)

Silver Sponsorship packages allow you the opportunity to directly reach MMA members through Conference Tracks. Silver sponsorship for conference tracks includes the following:

- A coveted speaking opportunity:
 - Opportunity for company representative to moderate panel session during conference track (panel and timing to be negotiated with MMA)
- On-site branding will include:
 - Company logo prominently displayed on all event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - Company description in event show guide
 - Company logo in show guide
 - Slick in event media kit (prepared and provided by sponsoring company)
 - Table top display area, located outside of show entrance, if desired
 - Verbal acknowledgement of sponsorship in event welcome address
 - Half page advertisement in event show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as a Silver Sponsor, with link to company site
 - Company listed as silver sponsor in press releases distributed to all press
- Event Admission:
 - One (1) free complimentary event registrations

1 SOLD! - DIAMOND SPONSOR- LUNCH - \$7,500

(2 available per event)

As a diamond sponsor for the Mobile Marketing Forum, your company will benefit from hosting our luncheon. Your company sponsorship will earn you the following:

- On-site branding will include:
 - Company logo prominently displayed at all lunch stations throughout duration of lunch
 - Company logo in show guide
 - Company description in event show guide
 - Opportunity to provide logo-imprinted cups and/or napkins
 - Opportunity to provide other lunch branding (negotiable)
 - Verbal acknowledgement of sponsorship in welcome address
 - 1/2 page advertisement in the show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as a diamond sponsor, with link to company site
 - Company listed as diamond sponsor in press releases distributed to all press
- Event Admission:
 - One (1) complimentary event registrations

SOLD! - TITANIUM SPONSOR - BAG - \$6,500

(1 available per event)

Be present at all times! By serving as a Titanium Sponsor and supplying the MMA with bags for the event, your company will receive the following benefits:

- On-site branding will include:
 - Bags with company logo (provided by sponsor)
 - Company logo prominently displayed on all event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - Half page advertisement in the show guide
 - Company logo in show guide
 - Table top display area, located outside of show entrance, if desired
 - Verbal acknowledgement of sponsorship in event welcome address
 - Company description in event show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as a titanium sponsor, with link to company site
 - Company listed as titanium sponsor in press releases distributed to all press
- Event Admission:
 - One (1) complimentary event registrations

SOLD! - RUBY SPONSOR - BADGE BACK - \$6,500

(1 available per event)

Get your company noticed when people first register! The badge back sponsorship includes your company logo on the back of each name badge. This ruby sponsorship includes:

- On-site branding will include:
 - Company logo prominently displayed on back of attendee name badge
 - Company logo prominently displayed on all event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - Company logo in show guide
 - Half page advertisement in the show guide
 - Verbal acknowledgement of sponsorship in welcome address
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as a Ruby Sponsor, with link to company site
 - Company listed as ruby sponsor in press releases distributed to all press

SOLD! - BRONZE SPONSOR - LANYARD - \$5,000

(1 available per event)

Be present at all times! By serving as a Bronze Sponsor and supplying the MMA with lanyards for the event, your company will receive the following benefits:

- On-site branding will include:
 - Lanyards with company logo (provided by sponsor)
 - Company logo prominently displayed on all event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - Half page advertisement in the show guide
 - Company logo in show guide
 - Table top display area, located outside of show entrance, if desired
 - Verbal acknowledgement of sponsorship in event welcome address
 - Company description in event show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as a Bronze Sponsor, with link to company site
 - Company listed as bronze sponsor in press releases distributed to all press
- Event Admission:
 - One (1) complimentary event registrations

SAPPHIRE SPONSOR - CONFERENCE PEN - \$4,000

(1 available per event)

Serve as a Sapphire Sponsor by supplying the MMA with the official MMF pens for the event and get your logo noticed all day! Your company will receive the following benefits:

- On-site branding will include:
 - Pens with company logo (provided by sponsor)
 - Company logo prominently displayed on all event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - 1/4 page advertisement in the show guide
 - Company logo in show guide
 - Verbal acknowledgement of sponsorship in event welcome address
 - Company description in event show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as a Sapphire Sponsor, with link to company site
 - Company listed as sponsor in press releases distributed to all press

SOLD! - AMETHYST SPONSOR - CONFERENCE NOTEPAD -

\$4,000

(1 available per event)

Be the official MMF Notepad sponsor and place your company's logo on all notepads distributed to conference attendees! Amethyst sponsorship includes:

- On-site branding will include:
 - Notepads with company logo (provided by sponsor)
 - Company logo prominently displayed on all event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - 1/4 page advertisement in the show guide
 - Company logo in show guide
 - Verbal acknowledgement of sponsorship in event welcome address
 - Company description in event show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as an Amethyst Sponsor, with link to company site
 - Company listed as sponsor in press releases distributed to all press

PEARL SPONSORSHIP- SPEAKER READY ROOM - \$4,000

(1 available per event)

Provide our Executive Level speakers for Mobile Marketing Forum with a room to utilize before and after their speaking session. As a pearl sponsor, your company will receive:

- On-site branding will include:
 - Company logo prominently displayed at refreshment table located in speaker ready room (signage to be provided by sponsor)
 - Opportunity to provide logo-imprinted cups and/or napkins in speaker ready room
 - Company logo prominently displayed on all event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - Company logo in show guide
 - 1/4 page advertisement in the show guide
 - Verbal acknowledgement of sponsorship in event welcome address
 - Company description in event show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as a Pearl Sponsor, with link to company site
 - Company listed as sponsor in press releases distributed to all press

TURQUOISE SPONSOR- PRESS TABLE - \$3,000

(1 available per event)

As a turquoise sponsor for the Mobile Marketing Forum, your company will host our Press Table. A great way to get your company noticed by attending press, your company sponsorship will earn you the following:

- On-site branding will include:
 - Company logo prominently displayed at press table (signage to be provided by sponsor)
 - Company logo in show guide
 - Company description in event show guide
 - Opportunity to provide MMA approved logo items or giveaways to press
 - Verbal acknowledgement of sponsorship in welcome address
 - 1/4 page advertisement in the show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event

TOPAZ SPONSOR- MORNING REGISTRATION REFRESHMENTS & SNACKS - \$3,000

(1 available per event)

As a topaz sponsor for the Mobile Marketing Forum, your company will benefit from hosting our morning registration refreshments and snacks. A great start to any conference, your company sponsorship will earn you the following:

- On-site branding will include:
 - Company logo prominently displayed at registration refreshment/snack break (signage to be provided by sponsor)
 - Company logo in show guide
 - Company description in event show guide
 - Opportunity to provide logo-imprinted cups and/or napkins for registration refreshment/snack break
 - Verbal acknowledgement of sponsorship in welcome address
 - 1/4 page advertisement in the show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as a Topaz Sponsor, with link to company site
 - Company listed as sponsor in press releases distributed to all press

SOLD! - COPPER SPONSOR - COFFEE BREAK - \$3,000

(2 available per event)

As a copper sponsor for the Mobile Marketing Forum, your company will benefit from hosting our Coffee Break. A much appreciated and needed refresher, your company sponsorship will earn you the following:

- On-site branding will include:
 - Company logo prominently displayed at all coffee break stations throughout duration of break (signage to be provided by sponsor)
 - Company logo in show guide
 - Company description in event show guide
 - Opportunity to provide logo-imprinted cups and/or napkins
 - Verbal acknowledgement of sponsorship in welcome address
 - 1/4 page advertisement in the show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as a Copper Sponsor, with link to company site
 - Company listed as sponsor in press releases distributed to all press

1 SOLD! - MARBLE SPONSOR - SIGNAGE & EXHIBIT TABLE- **\$3,000**

(5 available per event)

As a marble sponsor for the Mobile Marketing Forum, your company will have the opportunity to provide signage to be displayed in the general session room. Have your message seen by everyone! The marble sponsorship will earn your company the following:

- On-site branding will include:
 - Opportunity to hang 1 (one) banner on site (labor/hanging fees assumed by sponsor)
 - Company logo prominently displayed on all event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - Company logo in show guide
 - Company description in event show guide
- Corporate branding on marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as sponsor, with link to company site
- Exhibit Table
 - Standard draped 6 foot table will be provided for display (costs for electrical and internet to be assumed by sponsor)

EMERALD SPONSOR - LOGO MARKETING - \$2,000

(10 available per event)

As an emerald sponsor for the Mobile Marketing Forum, your company will get your name out there! This sponsorship opportunity is perfect for those on a limited budget; gain exposure without having to overspend your sponsorship dollars. The emerald sponsorship will earn your company the following:

- On-site branding will include:
 - Company logo prominently displayed on all event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - Company logo in show guide
 - Company description in event show guide (50 word limit)
- Corporate branding on marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as sponsor, with link to company site

1 SOLD! - QUARTZ SPONSOR - CONFERENCE BAG INSERT -
\$1,500

(5 available per event)

As a quartz sponsor for the Mobile Marketing Forum, your company will have the opportunity to place one (1) insert into the official Mobile Marketing Forum Conference Bag (or Program Guide, if conference bag is not provided). The quartz sponsorship will earn your company the following:

- On-site branding will include:
 - One piece of collateral, provided by sponsor, to be included in event conference bag (to be approved by the MMA)
 - Company logo prominently displayed on all event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - Company logo in show guide
- Corporate branding on marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the event
 - Prominently displayed on the MMA website as sponsor, with link to company site

2 SOLD! - SOCIAL NETWORKING/COCKTAIL RECEPTION
SPONSOR - \$5,000
(4 available per event)

As a social networking/cocktail reception sponsor for the Mobile Marketing Forum, your company will benefit from sponsoring our cocktail reception. The cocktail reception will be held following the Mobile Marketing Forum and prior to the start of the MMA Awards Dinner, on November 28, 2006. Your company sponsorship will earn you the following:

- Listing on MMA and Mobile Marketing Forum website as an event sponsor
- On-site branding will include:
 - Company logo prominently displayed at entrance to event – as well as all signage at the event
 - Company logo prominently displayed on all MMF event signage (Meter panel inside/outside event location; PowerPoint kickoff slide)
 - Company logo prominently displayed on PowerPoint slide announcing cocktail reception at Mobile Marketing Forum
 - Opportunity to provide logo-imprinted napkins at event
 - Verbal acknowledgement as sponsor of the event
 - Company description in Mobile Marketing Forum show guide
 - Company logo in Mobile Marketing Forum show guide
 - Half page advertisement in the show guide
- Corporate branding on all marketing materials with logo placement on or in:
 - All HTML email distributed by the MMA in conjunction with the Mobile Marketing Forum
 - Company listed as a sponsor in press releases distributed to all press
- Literature drop:
 - Opportunity for literature placement at check in desk
- Event Admission:
 - One (1) complimentary pass to MMA Awards Dinner
 - Seating at sponsor table at front of MMA Awards Dinner

SOLD! - MMA MECCA BASH SPONSORSHIP -\$15,000

Monday, September 11, 2006
6:30pm-8:30pm
The Hotel Figueroa
939 S. Figueroa Street
Los Angeles, CA 90015
Phone: 800.421.8971

As a supporting sponsor of the joint networking MMA MECCA Bash, you will have the opportunity to brand your company throughout the event. With an anticipated 1,200 attendees, this will be your time to shine. Included with the MMA MECCA Bash sponsorship:

- Official co-host of the MMA MECCA Bash
- Event listing in MMA Mobile Messenger Newsletter
- Listed as an event sponsor for all HTML produced by the MMA as related to event
- Logo/link attribution as party host on both the MMA event site and MECCA event site
- Promotion of the Bash in the official MECCA schedule, program guide and other marketing materials
- Database of MECCA attendees (1,000 attendees) post-conference
- ½ page, 4-color ad in the MECCA program guide distributed in Billboard Magazine
- 4 full conference passes for MECCA
- Logo attribution on all conference ads running in:
 - Billboard
 - The Hollywood Reporter
 - Adweek
 - Brandweek
 - Mediaweek*Minimum of 10 ads total to be run prior to event*
- Logo attribution in MECCA program guide distributed in Billboard Magazine
- Company description in MECCA schedule of events
- Display table in MECCA exhibit area
- Conference bag insert at MECCA



For More Information

For information on any of these sponsorship packages, please contact:

MMA **Laura Marriott, Executive Director**
laura.marriott@mmaglobal.com

Nicole Reak, Marketing Communications Manager
nicole.reak@mmaglobal.com

Note: Opportunities are also available for show guide advertisements as well as the purchase of an exhibit table only. Please contact us directly to determine pricing and availability for these opportunities.

Thank you for helping to make our shows a success!