



**MOBILE
CEO
SUMMIT**

SPONSORSHIP PACKAGE

Casa De Campo, Dominican Republic

July 24-26, 2011

The MMA CEO Mobile Global Summit will be a unique 2 1/2-day event where C-Level Executives across the mobile ecosystem will experience the best in both business insights and entertainment. Focused on the future of Mobile Marketing, the CEO Summit is a must attend event for executives interested in defining the next 3-5 years and beyond. The MMA Global Mobile CEO Summit will be held on July 24-26 at the illustrious Casa de Campo resort in the Dominican Republic.

VENUE INFORMATION

Casa de Campo holds a very special place in the hearts of all who have visited. An amazing 7,000-acre, unlike any other Caribbean destination, Casa de Campo is a tropical gem on the southeastern coast of the Dominican Republic. Its unique cache of facilities and impeccable service by a warm Dominican staff, are treasured by people who come from around the world.

ATTENDEES

Attendance to the event will be by invitation only and will include 100-150 of the top influencers in the mobile marketplace including leading CMO's who are committed to its success. This collection of the world's Mobile leaders will consist of senior executives from around the world representing all sides of the mobile industry including: carriers, marketers, agencies, publishers, technology providers and more.

PROGRAMMING

In an exclusive setting, we will provide attendees with critical information on the future of mobile marketing and tangible ways to build core mobile competencies within organizations. Specifically we will address a myriad of topics including:

- Emerging technologies
- Brand marketers view of the Mobile Marketing leadership
- How to stay in front of Privacy
- Mergers and acquisitions discussion
- How to be a great CEO in the current economic climate
- What does it take to build an industry
- Equity Analysts & Researchers
- Policy-makers and influencers focused on the global economy

DATES

Opening Night Kickoff – Sunday, July 24, 2011

Day One – Monday, July 25, 2011

Day Two – Tuesday, July 26, 2011



**NO TWO SPONSORSHIPS ARE ALIKE.
EACH SPONSORSHIP PACKAGE HAS BEEN CREATED TO DELIVER THE
BIGGEST IMPACT FOR THE SPONSOR THROUGHOUT THE SUMMIT.**

STANDARD SPONSORSHIP BENEFITS FOR ALL LEVELS

- Company logo on official event website with 100 word company description
- Company logo on appropriate onsite signage
- Company logo on specific signage associated with sponsorship chosen
- Company logo and 100 word company description in Summit Guide
- Company logo included in select marketing materials
- Verbal acknowledgement of sponsorship by MMA Global CEO at Summit

SPONSORSHIP LEVELS

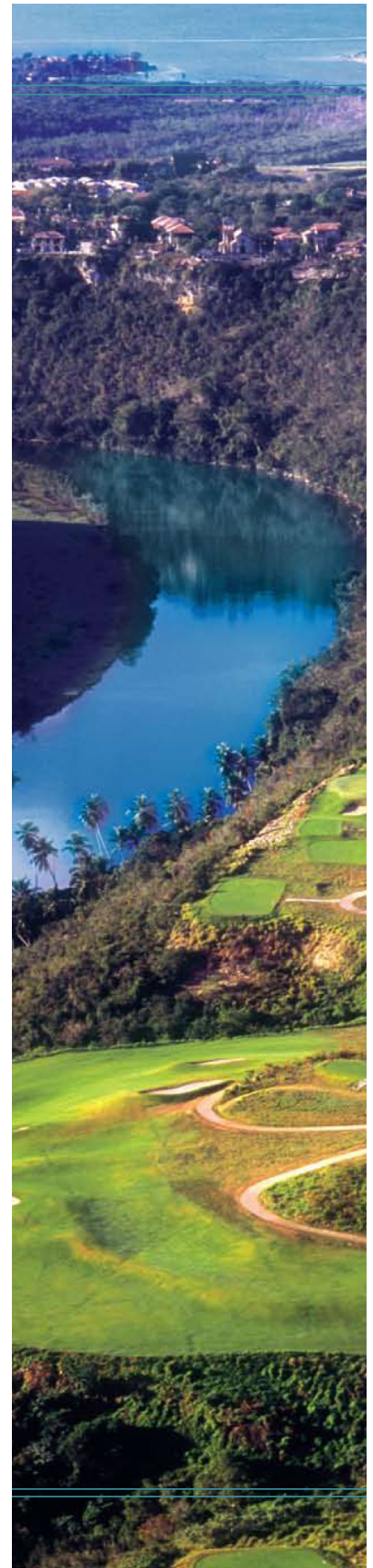
There are four levels of sponsorships opportunities to satisfy every budget:

Founding Sponsor: SOLD

Charter Sponsor: 3 @ \$75,000

Presenting Sponsor: 5 @ \$50,000

Supporting Sponsor: 7 @ \$25,000



FOUNDING SPONSORSHIP PACKAGE:

FOUNDING SPONSOR – LEADERSHIP - **SOLD**

The Founding Sponsorship is reserved for InMobi as a testament to their leadership in bringing forth the idea of the MMA Global Mobile CEO Summit and committing to the first sponsorship of the event. There is only 1 sponsorship available at this level. The Founding Sponsorship includes:

- Welcome Remarks on Opening Night of the event
- Exclusive Sponsorship of the Opening Night Luminary Keynote Address
- Exclusive Sponsorship of the Opening Night Dinner
- MMA will invite your selected attendees to join you at your dinner table
- Opening Day Polo Lessons
- Lanyards and Name Badges
- Speaking Slot as either a Panel Moderator or Panel Participant – content and speaker to be approved by MMA – Day One
- Seat on the CEO Summit Advisory Board – participant to be approved by MMA
- Room Drop – Day Two
- Inclusion in CEO Summit Press Announcement
- On-stage signage



**CHARTER SPONSORSHIP PACKAGES:
THERE ARE ONLY 3 SPONSORSHIPS AVAILABLE AT THIS LEVEL**

CHARTER SPONSOR #1 - BRAND IT LEVEL: \$75,000

This Charter Sponsorship is reserved for companies that are looking to solidify their position as a leader in the Mobile space and increase their brand awareness. This Charter Sponsorship includes:

- Exclusive Sponsorship of Event Registration on Opening Day and Day One
- Sponsorship of Morning Keynote on Day One
- Introduction of Morning Keynote Address on Day One
- Speaking Slot as either a Panel Moderator or Panel Participant – content and speaker to be approved by MMA – Day Two
- Giveaway at Registration (cannot be the Event Show Bag) – MMA to have final approval on the giveaway
- Seat on the CEO Summit Advisory Board – participant to be approved by MMA
- Inclusion in select CEO Summit Press Announcements
- On-stage signage

CHARTER SPONSOR #2 – TRAILBLAZER LEVEL: \$75,000

This Charter Sponsorship is reserved for companies that want to assume a leadership role in trailblazing the future of the mobile platform. This Charter Sponsorship includes:

- Exclusive Sponsorship of Dinner Keynote Address on Day One
- Introduction of Dinner Keynote Address on Day One
- Exclusive Sponsorship of Dinner on Day One
- MMA will invite your selected attendees to join you at your dinner table
- Speaking Slot as either a Panel Moderator or Panel Participant – content and speaker to be approved by MMA – Day Two
- Seat on the CEO Summit Advisory Board – participant to be approved by MMA
- Room Drop – Day One
- Inclusion in select CEO Summit Press Announcements
- On-stage signage

CHARTER SPONSOR #3 – GIVING BACK LEVEL: \$75,000

This Charter Sponsorship is reserved for companies that are concerned not just about the future of Mobile but also the future of younger generation. Focused on Giving Back this sponsorship enables all CEO Summit Attendees to participate in a social conscious endeavor in the afternoon of Day One. A bus will take all attendees to Mir International. This Charter Sponsorship includes:

- Exclusive Sponsorship of the CEO Summit Giving Back Event on Day One
- Exclusive Sponsorship of Lunch on Day One
- MMA will invite your selected attendees to join you at your lunch table
- Sponsorship of the transportation that will take attendees to Mir International
- Seat drop on the transportation used to take attendees to Mir International
- Speaking Slot as either a Panel Moderator or Panel Participant – content and speaker to be approved by MMA – Day Two
- Seat on the CEO Summit Advisory Board – participant to be approved by MMA
- Inclusion in select CEO Summit Press Announcements
- On-stage signage



**PRESENTING SPONSORSHIP PACKAGES:
THERE ARE ONLY 5 SPONSORSHIPS AVAILABLE AT THIS LEVEL**

PRESENTING SPONSOR #1 – A TOAST LEVEL: \$50,000

Be the first to welcome CEO Summit Attendees to the exclusive Case de Campo and toast to the future of mobile. This Presenting Sponsorship includes:

- Exclusive Sponsorship of Welcome Drinks to be given as each attendee arrives at Casa De Campo
- Exclusive Sponsorship of Opening Day Cocktail party
- MMA will introduce you to your 5 selected CEO Summit Attendees
- Introduction of a panel on Day One
- Seat Drop on Day Two in the General Session
- Seat on the CEO Summit Advisory Board – participant to be approved by MMA

PRESENTING SPONSOR #2 – IT’S A CELEBRATION LEVEL: \$50,000

Entertain and celebrate with all CEO Summit Attendees at the after party on Opening Night with authentic Dominican entertainers. This Presenting Sponsorship includes:

- Exclusive Sponsorship of Entertainment after Dinner on Opening Night
- MMA will personally introduce you to your 5 selected CEO Summit Attendees
- Introduction of a panel on Day One
- Giveaway in the transportation bringing Summit Attendees from the airport
- Seat Drop on Day Two in the General Session
- Seat on the CEO Summit Advisory Board – participant to be approved by MMA

PRESENTING SPONSOR #3 – UNWIND LEVEL: \$50,000

Help CEO Summit Attendees unwind after a full day of programming and Giving Back on evening of Day One. This Presenting Sponsorship includes:

- Exclusive Sponsorship of pre-dinner Cocktails on Day One
- MMA will introduce you to your 5 selected CEO Summit Attendees
- Introduction of a panel on Day Two
- Giveaway during the Cocktail Party to coincide with the “unwinding” theme – MMA has final approval of the giveaway
- Seat Drop on Day One in the General Session
- Seat on the CEO Summit Advisory Board – participant to be approved by MMA

PRESENTING SPONSOR #4 – THE MAGIC OF THE CARIBBEAN LEVEL: \$50,000

Bring the Magic of the Caribbean to all CEO Summit Attendees with a Party on the Beach. This Presenting Sponsorship includes:

- Exclusive Sponsorship of a Party on the Beach after Dinner on Day One
- MMA will introduce you to your 5 selected CEO Summit Attendees
- Introduction of a panel on Day Two
- Branded flip-flop giveaway during the Entertainment on the beach
- Seat Drop on Day One in the General Session
- Seat on the CEO Summit Advisory Board – participant to be approved by MMA



PRESENTING SPONSOR #5 – ON COURSE! LEVEL: \$50,000

Take CEO Summit Attendees out on one of the most famous Teeth of the Dog Golf Course and network with your newly formed business connections. Considered by many to be the world's most renowned golf course architect, Pete Dye - hand in hand with wife and LPGA Hall of Famer, Alice Dye, created three of the most challenging courses in the game for Casa de Campo: Teeth of the Dog; The Links and Dye Fore! This Presenting Sponsorship includes:

- Exclusive Sponsorship of Lunch on Day Two
- Exclusive Golf Sponsorship on Day Two
- MMA will invite your selected attendees to join you at your lunch table
- MMA will introduce you to your 5 selected CEO Summit Attendees
- Introduction of a panel on Day Two
- Giveaway in the transportation taking Summit Attendees to the airport
- Seat on the CEO Summit Advisory Board – participant to be approved by MMA



**SUPPORTING SPONSORSHIP PACKAGES:
THERE ARE ONLY 7 SPONSORSHIPS AVAILABLE AT THIS LEVEL**

SUPPORTING SPONSOR #1 – CARRY IT! LEVEL: \$25,000

Be the sponsor of the CEO Summit Show Bags and have your logo visible throughout the event. MMA Logo will choose bag and MMA logo will also be on bag but sponsor logo will be larger.

This Supporting Sponsorship includes:

- Exclusive Sponsorship of CEO Summit Show Bags
- Giveaway in Show Bags
- MMA will introduce you to your 3 selected CEO Summit Attendees

SUPPORTING SPONSOR #2 – MORNING FUEL LEVEL: \$25,000

Help fuel CEO Summit Attendees with a continental breakfast to kick start the first day’s programming. This Supporting Sponsorship includes:

- Exclusive Sponsorship of Breakfast on Day One
- Giveaway at Breakfast - giveaway to be approved by the MMA
- MMA will introduce you to your 3 selected CEO Summit Attendees

SUPPORTING SPONSOR #3 – TIME FOR A BREAK LEVEL: \$25,000

Take time out with all CEO Summit Attendees during the networking refreshment Break on Day One.

This Supporting Sponsorship includes:

- Exclusive Sponsorship of Networking Refreshment Break on Day One
- Giveaway at Refreshment Break - giveaway to be approved by the MMA
- MMA will introduce you to your 3 selected CEO Summit Attendees

SUPPORTING SPONSOR #4 – GET IT STARTED! LEVEL: \$25,000

Help all CEO Summit Attendees Get it Started for Day Two. This Supporting Sponsorship includes:

- Exclusive Sponsorship of an authentic Dominican breakfast on Day Two
- Giveaway at Breakfast – giveaway to be approved by the MMA
- MMA will introduce you to your 3 selected CEO Summit Attendees

SUPPORTING SPONSOR #5 – NETWORK WITH THE BEST LEVEL: \$25,000

Network with all CEO Summit Attendees during the final networking refreshment break of the event.

This Supporting Sponsorship includes:

- Exclusive Sponsorship of Networking Refreshment Break on Day Two
- Giveaway at Refreshment Break - giveaway to be approved by the MMA
- MMA will introduce you to your 3 selected CEO Summit Attendees

SUPPORTING SPONSOR #6 – IT’S BUGGIE TIME! LEVEL: \$25,000

Take the wheel with other CEO Summit Attendees behind these off-road vehicles and race through the Dominican countryside sugar cane fields and the Chavon River. This Supporting Sponsorship includes:

- Exclusive Sponsorship of the Buggy Ride on Day Two
- Giveaway at Refreshment Break
- MMA will introduce you to your 3 selected CEO Summit Attendees

SUPPORTING SPONSOR #7 – ZIP LINE IT! LEVEL: \$25,000

Fly through the air with other CEO Summit Attendees on this exciting adventure and experience the abundance of flora of the eastern region and enjoy a wonderful view of the Chavon River.

This Supporting Sponsorship includes:

- Exclusive Sponsorship of Networking Refreshment Break on Day One
- Giveaway at Refreshment Break
- MMA will introduce you to your 3 selected CEO Summit Attendees

