



February 2-4, 2011 • Miami Beach Convention Center • Miami, Florida



**4GWE**<sup>TM</sup>  
4G WIRELESS EVOLUTION  
CONFERENCE

“I found the 4GWE and ITEXPO conferences to be very well organized and informative. This conference brought together many of the best minds in the business and I thoroughly enjoyed the opportunity to listen to the presentations and engage with those experts.”

— Martin Newell, CEO, NGN Research, LLC

## What's coming up in 2011?

This conference will focus on enabling the mobile Internet as well as providing attendees with an understanding how devices, networks and applications can be bundled to add value to the mobile customer.



# Why Exhibit at the 4GWE Conference?



## How is this Event Different?

This event provides attendees with an understanding of the myriad of issues – technical, financial, programming and regulatory – involved as the industry evolves to a 4G platform. Taking a neutral approach, 4G Wireless Evolution examines many, not one, technologies and platforms including WiMAX, LTE and Whitespace.

Competing events have focused on a single technology platform. Many have changed their focus so that, like 4GWE, they examine multiple technologies but their roots are in a particular technology.

4GWE presents the perspective of a variety of service providers (fixed, mobile, cable companies). 4GWE examines the impact of regulatory issues on 4G, often overlooked by other events.

4GWE is not a single event but a series of communications media intended to build a community, providing members with critical information on the evolution to 4G. Products include; webinars, live events, a 4GWE newsletter and a web portal. We will use all of these tools to help sponsors reach out to our growing community.

## Why 4G Wireless Evolution?

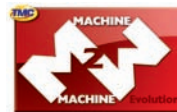
The Mobile Internet is progressing so fast, it is revolutionizing the entire framework of communications. The entire Mobile Broadband Industry is looking for the next cool idea, or at a minimum, an understanding on how to exploit current opportunities. This is a sophisticated, complicated business and there is no shortage of events out there attempting to educate and inform. So what makes 4GWE different from these other events? For starters, 4GWE is a unique, non commercial, event where industry visionaries, and those that are leading the charge to a 4G future meet to, very simply stated, learn. 4GWE is not a huge industry show with thousands of participants in a room listening to a sales pitch. Nor is it a single event.

4GWE is about our community and about our commitment to it. 4GWE is about informing, educating, and advancing the interest of the Mobile Internet, though our live events, webinars, newsletters, audiocasts, blogs and news portals. The scope of the 4GWE community is impressive, and it is growing. Our community includes service providers, vendors, device manufactures, developers, and regulators. Our community is engaged in our live events, as well as our web events, they subscribe to our newsletters and they are informed by our news portals. Our community is 1 million strong and you should have access to them.

## Collocation with ITEXPO, M2M Evolution, Smart Grid Summit, MSPAlliance MSPWorld, CV<sup>x</sup> and Others— Offers Greatest Exposure

By exhibiting at **4GWE**, your company will benefit from the traffic of buyers attending collocated events. Overlapping technologies and their applications being discussed in conference sessions will bring a wider array of prospects into the **ITEXPO** exhibit hall. This gives your company access to even more prospects seeking wireless communications technology solutions.

High-level professionals involved in M2M (machine to machine) communications development and deployment, in addition to those enabling Smart Grid usage for residential and commercial customers, are keenly interested various aspects of wireless technology. This event is an ideal opportunity to meet in person with buyers of technology solutions for a variety of purposes.





## Now Is The Time To Establish Your Company As a Leading 4G Supplier

Connect - and resonate - with decision makers creating 4G Networks

- Mobile Network Operators
- Handset Manufacturers
- Venture Capital/Equity Firms
- Fixed Carriers
- Application Providers
- Mobile Device Manufacturers

- **Brand-building before, during and after a highly focused event**
- **Establish leadership in this formative time for the wireless marketplace**

By investing in a prominent sponsorship, you increase your visibility, which can only increase your ROI before, during, and after the show.

Each increased level of sponsorship offers increased value, including more prominent signage, pre-show advertising, speaking opportunities, additional conference passes for staff and clients, maximized online presence, and more.

Sponsors benefit from visibility in a massive promotional campaign to prospective conference registrants and exhibit hall visitors. As a sponsor, you can expect increased traffic to your booth. Sponsors are perceived as leaders within their market segments. They also generate good will among 4GWE registrants by adding value and enriching their experience.

### Company types who will derive the most benefit from this conference include:

- Mobile Network Operators
- Fixed Carriers
- Handset Manufacturers
- Mobile Internet Device Manufacturers
- Application Providers
- Investment Banking/Venture Capital/Private Equity
- Telecom Network Infrastructure Vendor
- Network Service Provider/ISP/ILEC/CLEC/WISP/MSO





## Who Attends 4G Wireless Evolution?

Colocated with ITEXPO, this event draws senior level management. 4GWE attracts corporate and IT leaders, in addition to business and technology managers.

### International

Registrants came from **100 nations**.

### Job Title

<b>V.P./Sr. V.P./Director/Managing Director</b> .....	<b>30%</b>
<b>CXO/CTO/CFO/COO</b> .....	<b>25%</b>
<b>Integrator/Software Developer</b> .....	<b>20%</b>
<b>IT Staff/Engineering</b> .....	<b>10%</b>
<b>Consultant</b> .....	<b>8%</b>
<b>Manager</b> .....	<b>5%</b>
<b>Press/Analyst</b> .....	<b>2%</b>

### Company Size

<b>Large (1001+)</b> .....	<b>49%</b>
<b>Medium (101-1,000)</b> .....	<b>29%</b>
<b>Small (1-100)</b> .....	<b>22%</b>

### Company Type:

<b>Service Provider (Fixed and Wireless)</b> .....	<b>40%</b>
<b>Hardware Manufacturer</b> .....	<b>20%</b>
<b>Software Company</b> .....	<b>20%</b>
<b>Enterprise</b> .....	<b>10%</b>
<b>Professional Services</b> .....	<b>5%</b>
<b>Other(including regulatory)</b> .....	<b>5%</b>

## Value of Working with the TMC and Crossfire Media Team

The combined TMC/Crossfire Media team has built a community of 100,000+ influential communications professionals.

Crossfire Media has launched technology events focused on trends that drastically change the communications industry.

Participants in these ground-breaking forums were recognized as industry leaders as the technologies reached market maturity.

TMC lends expertise in event production, and dominant Web presence. The 4GWE web portal drives qualified attendees to 4GWE Conference, while providing sponsors with a strong marketing tool to augment their participation in the face-to-face event.

How will involvement with this event help sponsors and exhibitors establish long term thought leadership in this evolving industry?

Participation in 4GWE allows you to secure visibility with an audience in the early stages of the 4G decision making process.

Companies "leading the charge" to new technologies are identified early in the evolution cycle - reinforcing the image of your company as a major player.



# Sponsorship Opportunities



## Diamond Sponsorship

\$30,000

- One 4GWE Webinar to compliment participation at the event
- 20 X 20 Booth in the 4GWE Pavilion
- Two time opportunity to email 4GWE attendees (one pre-show and one post-show)
- Logo and company name included as Diamond Sponsor in all pre-event communications and promotions
- Company Name, Logo, and 200-word description on the sponsor page of the event website.
- 200-word description and Company logo with your listing in the show guide.
- Full page ad in the 4GWE section of the ITEXPO show guide.
- 728 x 90 Leader board Banner ad on the event website from the date of contract through event.
- Daily recognition at each day's kick-off address
- Company logo on all banners and signage.
- 3-feet wide by 8-feet high sign at the show.
- Company collateral material inserted into all show bags.
- Four Full Conference Passes
- Four additional passes to invite prospects
- Unlimited exhibitor personnel badges

## Platinum Sponsorship

\$20,000

- 10 X 20 Booth in the 4GWE Pavilion
- Two time opportunity to email 4GWE attendees (one pre-show and on post-show)
- Logo and company name included as Platinum Sponsor in all pre-event communications and promotions
- Company Name, Logo, and 100-word description on the sponsor page of the event website.
- 100-word description and Company logo with your listing in the show guide.
- Full page ad in the 4GWE section of the ITEXPO show guide.
- 728 x 90 Leader board Banner ad on the event website from the date of contract through event.
- Company logo on all banners and signage.
- 3-feet wide by 8-feet high sign at the show.
- Company collateral material inserted into all show bags.
- Four Full Conference Passes
- Two additional passes to invite prospects
- Unlimited exhibitor personnel badges

## 4GWE Exhibitor Includes:

- Exhibit Booth in the 4GWE Pavilion
- 50-word description and Company logo with your listing in the show guide.
- 728 x 90 Leader board Banner ad on the event website from the date of contract through event.
- Two Full Conference Passes.
- Unlimited exhibitor personnel badges

Cost for a 10 X 10: \$6,000  
 Cost for a 10 X 20: \$10,000  
 Cost for a 20 X 20: \$15,500

## Gold Sponsorship

\$12,000

- 10 X 10 Booth in the 4GWE Pavilion
- Logo and company name included as Gold Sponsor in all pre-event communications and promotions
- Company Name, Logo, and 50-word description on the sponsor page of the event website.
- 50-word description and Company logo with your listing in the show guide.
- Full page ad in the 4GWE section of the ITEXPO show guide.
- 728 x 90 Leader board Banner ad on the event website from the date of contract through event.
- Company logo on all banners and signage.
- Four Full Conference Passes
- Unlimited exhibitor personnel badges



**Contact:**  
**Anthony J Cassio**  
 Director of 4GWE & M2M  
 Business Development  
 800.243.6002 ext. 105  
[acassio@tmcnet.com](mailto:acassio@tmcnet.com)