

Mobile Marketing Forum – December 6, 2007 Hong Kong

The following document outlines sponsorship opportunities for the
MMA's Mobile Marketing Forum, December 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>
Platinum (1 per show)	Available!	Notepad (1 per show)	Available!
Gold (1 per show)	Available!	Break (3 per show)	Available!
Silver (4 per show)	3 Left	Candy (1 per show)	Available!
Mobile Campaign (1 per show)	Available!	Speaker Ready Room (1 per show)	Available!
Lunch (2 per show)	Available!	Speaker & Press Registration Table (1 per show)	Available!
Badge Back (1 per show)	Available!	Signage & Exhibit Table (5 per show)	4 Left!
Conference Tote (1 per show)	Available!	Exhibit Table (5 per show)	Available!
Lanyard (1 per show)	Available!	Conference Tote Insert (5 per show)	Available!
Pen (1 per show)	Available!	Social Networking (4 per show)	Available!

PLATINUM SPONSOR - \$20,000

(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. Sponsorship includes:

- 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
 - 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
 - Back cover 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
- Four (4) free complimentary MMF event registrations (includes speaker)
- Platinum Sponsors will receive four (4) complimentary VIP Seats at the 2007 MMA Awards Dinner & Ceremony



GOLD SPONSOR - \$15,000

(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. 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

SILVER SPONSOR - PANEL SESSIONS - \$10,000

(4 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 to sponsor one panel during 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)
 - 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)

MOBILE CAMPAIGN SPONSOR - \$7,500

(1 available per event)

- 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

(2 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 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)

- 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)

- 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)

- 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)

- 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)

- 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

BREAK SPONSOR - \$4,000

(3 available per event; One a.m., one p.m., one during registration)

- 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

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

SPEAKER & PRESS REGISTRATION TABLE SPONSOR - \$4,000

(1 available per event)

- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage
 - Company logo prominently displayed on Speaker/Press table sign; additional opportunity to provide MMA approved logo items or giveaways to speakers/press (signage/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)

- 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)

- 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)

- 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

SOCIAL NETWORKING SPONSOR - \$5,000

(4 available per event)

As a Social 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