



Mobile Marketing Forum – November 14, 2007 Los Angeles, CA

The following document outlines sponsorship opportunities for the
MMA's Mobile Marketing Forum, November 14, 2007.

All sponsors for the November MMF event will also receive sponsorship exposure at the Annual Awards ceremony the evening of November 14, 2007.

MMA Member Discount

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

Sponsorship Availability

Sponsorship	Availability	Sponsorship	Availability
Platinum (1 per show)	SOLD	Pen (1 per show)	SOLD
Gold (1 per show)	SOLD	Notepad (1 per show)	SOLD
Silver (4 per show)	SOLD	Break (3 per show)	2 Left!
Agency Panel (1 per show)	SOLD	Speaker Ready Room (1 per show)	Available!
Carrier Panel (1 per show)	SOLD	Press Room (1 per show)	Available!
Mobile Campaign (1 per show)	SOLD	Speaker & Press Registration Table (1 per show)	Available!
Lunch (2 per show)	Available!	Signage & Exhibit Table (5 per show)	SOLD
Badge Back (1 per show)	SOLD	Exhibit Table (5 per show)	SOLD
Conference Tote (1 per show)	SOLD	Conference Tote Insert (5 per show)	3 Left!
Lanyard (1 per show)	SOLD	Awards Networking Event (4 per show)	3 Left!

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. Sponsorship includes:

- A coveted speaking opportunity:
 - Opportunity for company representative to give 30 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 tote bag (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

Sold!

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 tote bag (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

Sold!

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:

- Panel sponsorship:
 - Opportunity for company to sponsor one panel during morning or afternoon programming
 - Company has the opportunity to place one speaker within conference programming, placement to be determined by the MMA, during morning or afternoon sessions. MMA can not guarantee that speaker will be placed on panel that is being sponsored.
- 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 tote bag (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!

AGENCY PANEL SESSION SPONSOR - \$7,500
(1 available per event)

As a sponsor of the MMA's *NEW* Agency Panel at Mobile Marketing Forum, 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 tote bag (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

Sold!

CARRIER PANEL SESSION SPONSOR - \$7,500

(1 available per event)

As a sponsor of the MMA's highly popular Carrier Panel at Mobile Marketing Forum, 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 tote bag (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

Sold!

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 (5 minutes) 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 tote bag (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)

Sold!

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
- Two (2) free complimentary MMF event registrations

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
- Two (2) free complimentary MMF event registrations

Sold!

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 and paid for by sponsor; all graphics and tote must be 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

Sold!

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

Sold!

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 and paid for by sponsor)
 - Pen included in event tote bag
 - 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

Sold!

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

Sold!

BREAK SPONSOR - \$4,000

(3 available per event; One a.m. (SOLD), 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

Only 2 Available!

PRESS ROOM SPONSOR - \$5,000

(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
 - 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 & 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 - \$4,000

(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)

SOLD!

EXHIBIT TABLE SPONSOR - \$3,500

(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 coordinated and paid for by sponsor)

SOLD!

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 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

Only 3 Available!



AWARDS EVENT NETWORKING SPONSOR - \$5,000

(4 available per event)

As a Networking Sponsor for the MMF, your company will benefit from sponsoring our MMF cocktail reception. The cocktail reception, in November, will be held immediately before the MMA Global Awards Ceremony and will include:

- Valuable on-site branding to include:
 - Company logo prominently displayed on all event signage associated with MMF event and awards program
 - 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
- One (1) free complimentary MMF event registration
- One (1) free ticket to the Awards Ceremony and Dinner

Only 3 Available!