



Light Reading Presents:

Broadband Wireless World at NXTcomm 2008

Las Vegas Convention Center
Exhibition: June 17-19, 2008
Conference: June 17-18, 2008

Broadband Wireless World boasts a 10-year history delivering quality information to leading service providers including mobile operators, ISPs, wireline carriers, utilities, and municipalities. Focused on the evolution of the Broadband Wireless market from 3G to 4G, and co-located with NXTcomm, the largest telecom exhibition and conference in the United States, Broadband Wireless World at NXTcomm will provide an up-to-the-minute update on the transition of the U.S telecom services market from one of narrowband wireless services and fixed broadband services to one of broadband wireless services that in some business models compliment wireline networks, and in other cases compete with them.

The wireless destination on the NXTcomm tradeshow floor is the Broadband Wireless World exhibit pavilion. The pavilion showcases more than 60 vendors specializing in wireless technologies and mobile broadband solutions.

The two-day conference led by *Heavy Reading's* top mobile industry analysts, will discuss today's critical broadband wireless issues. Global C-level executives will be here, along with presidents, managers, VPs, engineers, and directors, representing service providers, carriers, enterprises, and communications vendors. All parts of the communications industry ecosystem will find value in Broadband Wireless World.

Why Sponsor Broadband Wireless World at NXTcomm?

- ***Broadband Wireless World will give your company exposure to the largest distribution of communications providers across the industry.***

Broadband Wireless World will be promoted intensively to NXTcomm's registrants, the *Light Reading* network of sites, and previous Broadband Wireless World attendees, as well as NXTcomm's and *Light Reading's* media sponsors. The detailed marketing plan is below:

- Targeted email transmissions to NXTcomm, *Light Reading*, *Unstrung*, and Broadband Wireless World subscribers that have specified wireless interests (distribution 200,000)
- Print brochures to NXTcomm's database, as well as print ad inclusions to NXTcomm's marketing partners such as *Wireless Week*, *Telephony*, and *Total Telecom* (distribution 1,950,000)
- Banner ads across *Light Reading* and *Unstrung* publications (over 2,000,000 page views per month)
- Editorial coverage on *Light Reading* and *Unstrung* (420,000 monthly unique visitors)
- Inclusion in all related content sections of *Light Reading* and *Unstrung*

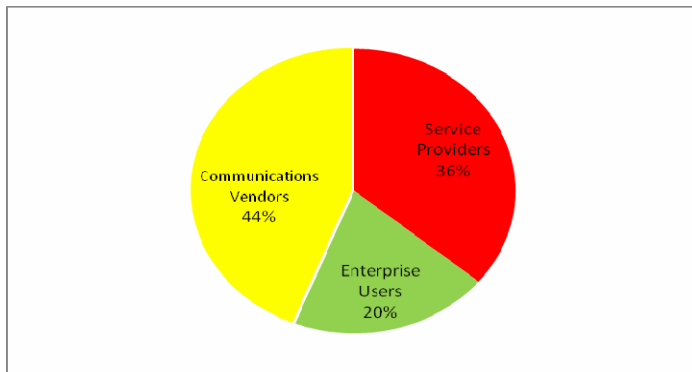
- Weekly promotion (banner ads and text inclusions) in *Light Reading* and *Unstrung* weekly newsletters (70,000 distribution)
- Broadband Wireless World marketing partnerships with organizations such as WiMAX Industry, Business Solutions, Antenna Systems & Technology, Broadband Wireless Exchange, Wi-Fi Alliance, and MobileIN.com

➤ *The NXTcomm and Broadband Wireless World demographics will be a can't-miss combination to make this the most successful event covering broadband wireless issues.*

NXTcomm 2007 attendee demographics match up perfectly to Broadband Wireless World's target demographics. Additionally, NXTcomm attendee interests overlap well with the Broadband Wireless World exhibitor products and conference agenda.

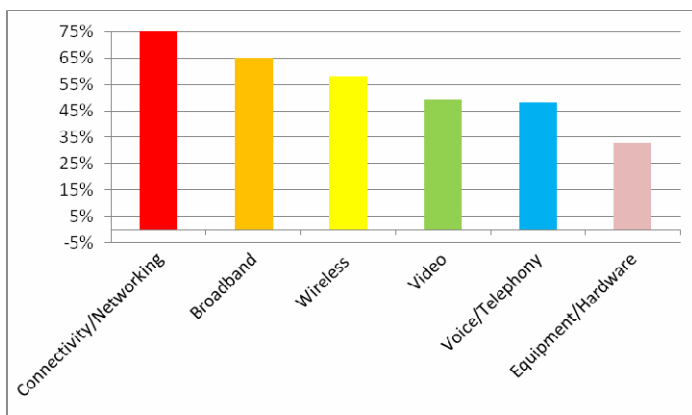
Over 50% of NXTcomm 2007 attendees were equipment buyers of technology:

NXTcomm 2007 Attendee Business Demographics



Broadband and wireless products were of interest to the majority of NXTcomm 2007 attendees:

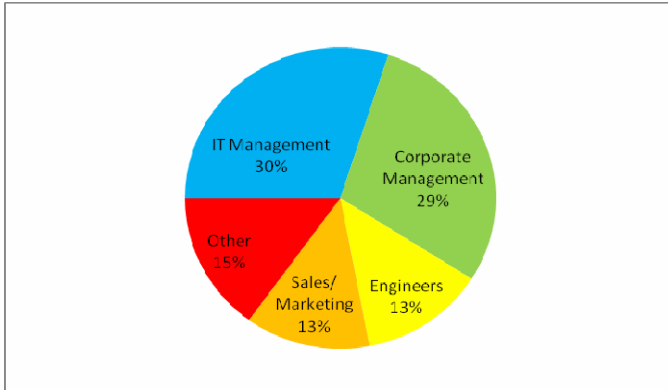
Products of Interest to NXTcomm 2007 Attendees



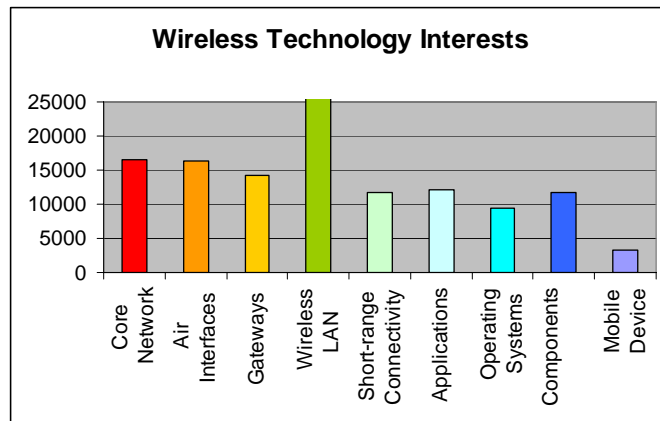
The *Light Reading*, *Unstrung*, and Broadband Wireless World audience base comprises wireless carriers, technology suppliers, and buyers or users of wireless technology. Well informed and highly engaged, they understand the value of the wireless industry and are continually looking for new opportunities to use technology and corporate management to drive innovations and improve operations.

Nearly 60% of *Light Reading* and *Unstrung*'s wireless subscribers are decision makers in corporate or IT management:

Job Functions



More than 100,000 of *Light Reading* and *Unstrung*'s wireless subscribers are interested in wireless technology covered in the Broadband Wireless World program:



➤ **Access to the world's best analysts and their research**

The Broadband Wireless World conference programming will be hosted by:

- Patrick Donegan, Senior Analyst, Wireless, *Heavy Reading***
 Donegan has more than 15 years' experience as a telecom market journalist, analyst, and strategist. His in-depth knowledge of wireless technology issues is critical to *Heavy Reading's* expanding coverage in this area. Donegan joined *Heavy Reading* after five years at Nortel Networks, where he was a senior manager of strategic planning for the company's wireless business – spanning GSM, CDMA, UMTS, WiMax, and other wireless technologies. Prior to Nortel, he spent two years in business research for Motorola's

Corporate Strategy Office in EMEA and two years as a wireless analyst for the Yankee Group. As a journalist, Donegan was deputy editor of *Public Network Europe* from 1990-1995 and editor of *Mobile Communications International* from 1995-1997.

- **Jeff Orr, Owner and Founder of ORR Technology (formerly Split Pea Marketing)**

Jeff is an expert on emerging broadband technology, product marketing and business management. He founded Split Pea Marketing in 2006 after 17 years of corporate and industry marketing for high-tech firms. In total, Jeff has managed products generating more than \$1 billion in revenue. Most recently, he built the marketing organization for the renowned WiMAX Forum industry trade association and has served as a board member for the nonprofit group. Orr began his wireless career at industry pioneer, Proxim, where he held senior marketing management roles for seven years. His career started at Diamond Multimedia where he held multiple senior management positions and received more than 200 product-related awards over his decade tenure.

Our *Heavy Reading* analysts will add value by sharing original research and providing in-depth analysis of current trends and changing dynamics within the wireless space. Educational sessions will include a combination of speakers and session formats including case studies with service providers, panel discussions with leading vendors and solution providers, and in-depth presentations by *Heavy Reading* analysts.

Conference Topics & Structure

Centered on the 3G and 4G broadband wireless service visions of the major cellular carriers and their supporting ecosystems, Broadband Wireless World at NXTcomm will deliver a unique exposure to the future of broadband wireless and what the likely implications are for service providers and network equipment vendors throughout the value chain.

Broadband Wireless World at NXTcomm conference sessions will include critical wireless topics such as:

- Delivering Broadband Service Wirelessly – and Cost-Effectively
- Defining 4G Business Models
- WiMax, LTE & UMB: Parallels & Prospects
- WiMax Progress Report
- Competition – or the Lack Thereof – in 4G RAN Equipment
- Open Access: Promise & Reality
- The Impact of the 700MHz Auction
- Beyond the Air Interface: Critical Elements in the Broadband Wireless Value Chain
- Mobile Broadband Terminals: Ecosystems & Operating Systems
- Reducing Transport Costs in the Backhaul Network
- Femtocells in the Broadband Wireless Ecosystem
- New Data Applications in the Wireless Network
- Forget Free WiFi: Real Opportunities for Broadband Wireless in the Digital City
- Opportunities for New Entrants Carriers

This exclusive program is strictly limited to just six high-profile platinum-level sponsorships. The first six panels of the agenda will each include one sponsor speaking slot. These are available on a first-come, first served basis with signed contracts only. We encourage you to book early to secure your preferred panel.

Please note that conference sponsorship pricing does not include exhibition space.

Platinum Sponsorship (maximum of 6)

- Speaking opportunity on one of the two scheduled roundtable sessions that immediately follow each keynote
- One 15-minute panel presentations (12 min. presentation, 3 min. Q&A) (panel presentations subject to editing and approval by *Light Reading* moderators)
- Recognition as Platinum Sponsor in all Broadband Wireless World marketing promotions
- Recognition as Platinum Sponsor on Broadband Wireless World home page
- Recognition as Platinum Sponsor on event signage
- Recognition as Platinum Sponsor in event literature
- Recognition as Platinum Sponsor in Broadband Wireless World section of the NXTcomm program guide
- Logo, URL, and 100-word company description in Broadband Wireless World section of the NXTcomm program guide
- Logo, URL, and 100-word company description on Broadband Wireless World Website
- Unlimited number of VIP invitations for clients to attend Broadband Wireless World / NXTcomm exhibits and the NXTcomm keynote address
- 15 complimentary passes to Broadband Wireless World conference programming (in addition to the complimentary speaker badges that your speakers will receive)

Special bonus:

LRTV will produce a special video focused on an interview with your corporate representative or speaker at the event.

- 3-minute video interview with LRTV, promoted on *Light Reading* homepage for 2 weeks
- Ongoing access within LRTV archive, accessible from *Light Reading* homepage, for 1 year
- License to reuse video content

Platinum sponsor package price: \$25,000

Broadband Wireless World Exhibitor Package @NXTcomm:

- Pipe and drape opportunities to customize a booth will be provided in the Exhibitor Service Manual, which will be made available online by NXTcomm
- ID sign with your company name
- 50-word company description in the Show Guide
- Free listing in the online exhibitor directory for both Broadband Wireless World and NXTcomm08
- 6 Expo-only passes per 100 square feet of exhibit space
- Access to 50 VIP passes (\$75 value) to distribute to your clients allowing them access to the Exhibit Hall and Keynote Sessions and NXTcomm programming. The VIP passes will be available from NXTcomm.

Exhibit Space Cost*:

- TIA General Member / USTelecom Carrier Member: **\$39/sq.ft.**
- Non-members, TIA Associates, USTelecom Suppliers: **\$54/sq.ft.**

*Minimum exhibit space requirement is 100 square feet (10'x10')

For more information on this unique opportunity please contact:

Michelle Gray

Associate Publisher, Light Reading
Senior Director Global Accounts
gray@lightreading.com
773-327-3550 (phone)
773-294-2322 (mobile)
630-578-1893 (fax)

Todd Marquez

Associate Publisher West Coast
marquez@lightreading.com
303-733-4189 (phone)
516-467-8809 (fax)

Mary Fritz

Western Sales Director
fritz@lightreading.com
415-947-6205 (phone)
415-794-7951 (mobile)
415-358-8438 (fax)

Elizabeth Eldridge

Sales Director
eldridge@lightreading.com
516-562-5077 (phone)
516-236-4110 (mobile)
516-977-3015 (fax)

Jonathan Keller

Account Manager West Coast
keller@lightreading.com
303-449-4003 Ext.109 (phone)
720-258-5591 (mobile)
303-449-4034 (fax)