

**Mobile innovation.  
There's a media event for that.**

*mobilefocus*<sup>®</sup>

CTIA Wireless<sup>®</sup>  
October 6, 2010  
San Francisco



 PEPCOM<sup>®</sup>

# mobilefocus®

## WHAT IS MOBILEFOCUS?

MobileFocus is the country's largest, longest-running and best-attended media event dedicated to showcasing the very latest innovations in portable and wireless technologies, including the newest in smart phones, mobile platforms, wireless services, mobile apps, laptops, netbooks, GPS, Wi-Fi, and more. Each year, the industry's top press and analysts make MobileFocus the must-see event during their tradeshow experience. Produced by Pepcom Inc., the proven leader in technology showcases, MobileFocus draws the world's biggest companies and most influential media. And we think you should be there too! But spots at this event are very limited, and the event sells out weeks in advance, so reserve your place now and join us for MobileFocus.

## WHEN AND WHERE IS IT?

MobileFocus will be held on Wednesday, Oct. 6th, from 7:00 to 10:00 pm. The event takes place at the Metreon in downtown San Francisco, near the convention center where the CTIA Wireless I.T. & Entertainment 2010 show is held. This location makes it easy for press to attend.

## ARE YOU AFFILIATED WITH ANY TRADESHOW?

MobileFocus is an independent media event that is produced by and a registered trademark of Pepcom Inc. But we work closely with the management of the CTIA Wireless show to make sure that all of the qualified attending press are invited to our event.

## WHAT KINDS OF COMPANIES PARTICIPATE?

MobileFocus will once again be host to wireless and mobile companies that sell a wide range of hardware, software, and services. Participants in recent events include AT&T, Dell, eBay, Energizer, Garmin, Google, HP, HTC, Intel, IBM, Imation, INQ, Kingston, Kyocera, LG, Magellan, Microsoft, Mitsubishi, MobiTV, Motorola, MSI, Nokia, Nvidia, Palm, Panasonic, Qualcomm, RIM, Samsung, Sanyo, SanDisk, Sierra Wireless, Sony Electronics, Sony Ericsson, Sprint, T-Mobile, TeleNav, TomTom, Yahoo!, and many more..

## ARE THERE DIFFERENT EXHIBITOR LEVELS?

Yes, we now have three different exhibiting levels at MobileFocus: Basic, Standard and Premier. Basic exhibitors may bring two company and/or agency representatives, and they receive a four-foot demo station, which comes with linen, color signage, and power. Standard exhibitors receive a six-foot demo station with the same amenities, and can bring up to four representatives to the event. Premier exhibitors receive a 10-foot semicircular station with the same amenities, and can bring up to six representatives. Internet access and computer or TV displays are also available at a discounted rate.



## HOW DOES THE EVENT WORK?

A complete upscale “walking” dinner buffet, including premium open bars, is provided for the press and analysts who attend. The press and analysts arrive and visit the exhibitors at their convenience, working their way around the room. Exhibitors arrive about two hours prior to the event to set up and grab a bite to eat.

## WHO HANDLES THE PUBLICITY?

Pepcom and its experienced media relations staff handle all the promotion, invitations, emails, and RSVPs for the event. We invite a broad range of press and analysts, drawing from our own media databases, press services, and, when applicable, the tradeshow’s pre-registered press list. We also assemble an event press kit on CD, which is given to each journalist and analyst that attends.

## WHAT TYPES OF MEDIA ATTEND THIS EVENT?

More than 200 media and analysts attended the most recent MobileFocus event. We personally contact and screen every journalist and analyst that we invite. A few of the media outlets that attended recent Pepcom events include ABC, Associated Press, BusinessWeek, Cargo, CNN, Consumer Reports, FHM, Fortune, L.A. Times, Maxim, NBC, New York Times, Newsweek, PC Mag, PC World, Popular Photography, Popular Science, Rolling Stone, Shutterbug, Stuff, Time, U.S. News, USA Today, and the Wall Street Journal. After the event, every participating company receives a list of all attendees with their contact information.

## CAN I REQUEST A SPECIAL LOCATION AT THE EVENT?

We arrange table locations at our events to ensure an appealing mix of products and companies, as well as to separate direct competitors. But we also do our best to honor requests to be placed in general areas of the venue, or to be located near (or far from) other event participants.

## HOW LONG WILL SPOTS BE AVAILABLE AT THIS EVENT?

MobileFocus has sold out in each of the last seven years, with last year’s event filled by early September. So we encourage you to book your spot early!

## HOW DO I SIGN UP TO PARTICIPATE?

Becoming an exhibitor at MobileFocus is easy. Simply call or email us for an exhibitor agreement form. Then, to reserve a spot, you simply choose an exhibitor level, sign the form, and fax the agreement to us at 561.278.5603. Once you’re signed up for MobileFocus, our events staff will contact you regarding all of the logistical details.

## WHAT DOES IT COST?

The exhibiting cost for a Basic, Standard or Premier spot is a single flat fee – and far less than the cost of a press tour. Just sign up and let us bring the press to you! For more information on how you can join us at MobileFocus, please contact Jon Pepper at 212.355.6326 ([jon@pepcom.com](mailto:jon@pepcom.com)) or Jen Ferency at 561.278.5094 ([jen@pepcom.com](mailto:jen@pepcom.com)).



PEPCOM®





**Holiday Spectacular!®**

Sept. 15, 2010 in New York

**MobileFocus®**

Oct. 6, 2010 in San Francisco (CTIA Fall)

**Wine, Dine & Demo!®**

Nov. 18, 2010 in New York

**Digital Experience!® (CES)**

Jan. 5, 2011 in Las Vegas

**MobileFocus Global®**

Feb. 14, 2011 in Barcelona, Spain (MWC)

**MobileFocus®**

Mar. 22, 2011 in Orlando (CTIA Spring)

**EcoFocus®**

Apr. 20, 2011 in New York (Green Tech)

**Digital Experience!®**

June 22, 2011 in New York

*For more information*

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