

**ONE
WIRELESS
WORLD.**

**ONE
WIRELESS
MEDIA
EVENT.**

LA
RAMBLA



mobilefocus[®]

WHAT IS MOBILEFOCUS GLOBAL?

MobileFocus Global is the international version of the USA's largest, longest-running and best-attended media demo event showcasing the very latest innovations in portable and wireless technologies, including the newest in mobile phones, wireless services, laptop computers, GPS, email devices, music players, Wi-Fi, and more. 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 demo showcases, MobileFocus Global draws the world's biggest companies and most influential media. You can be there too! But spots at this event are limited, and the event sells out weeks in advance, so reserve your spot now to join us for MobileFocus Global.



WHEN AND WHERE IS IT?

MobileFocus Global will be held on Monday, Feb. 15th, the first evening of the Mobile World Congress trade show. The event takes place at the Avenida Palace hotel in central Barcelona from 7:00 to 10:00 p.m. This time and location make it easy for the press to attend.

ARE YOU AFFILIATED WITH THE TRADESHOW?

No, we're not. MobileFocus Global is an independent media event that is produced by and is a registered trademark of Pepcom Inc., which is not affiliated with the Mobile World Congress show or the GSM Association.

DO WE HAVE TO BE AN EXHIBITOR AT THE TRADESHOW TO PARTICIPATE?

No. We do recommend exhibiting at the tradeshow for maximum exposure, but MobileFocus Global is open to all technology companies that want to reach key media and analysts.

WHAT KINDS OF COMPANIES PARTICIPATE IN THIS EVENT?

MobileFocus Global will host a wide range of wireless and computer companies. Participants in recent events include AT&T/Cingular, Bluetooth, DataViz, Dell, EA Mobile, Garmin, Gemini Mobile, Handmark, HP, Intel, Kingston, Kyocera Wireless, Magellan, Mastercard, MobiTV, LG, Microsoft, Mitsubishi, Motorola, Nokia, Palm, Panasonic, Parrot, Pioneer, Plantronics, Qualcomm, RIM, Samsung, SanDisk, Sanyo, ShoZu, Sierra Wireless, SimulScribe, Sirius, Sony, Sony Ericsson, Sprint, T-Mobile, TeleNav, Tom Tom, Toshiba, Wherify Wireless, Wi-Ex, XM Radio, Yahoo! and many more.

ARE THERE DIFFERENT EXHIBITING LEVELS AT MOBILEFOCUS GLOBAL?

Yes, there are now two exhibitor levels at MobileFocus Global: Basic and Standard. Basic level exhibitors receive a 1.2-meter (four-foot) demo station, which comes with linen, signage, and electrical power. Standard level exhibitors receive a 2-meter (six-foot plus) demo station with the same amenities. (Flat-screen computer display rentals and Internet access are also available through us at a discounted rate.) Basic level exhibitors may bring a maximum of two company and/or PR agency representatives (total) to the event, while Standard level exhibitors may bring up to four representatives.



HOW DOES THE EVENT WORK?

A complete upscale “walking” dinner buffet, including premium open bars, is provided for the press and analysts who attend. 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 their tables and grab a bite to eat.

WHO HANDLES THE PUBLICITY?

Pepcom and its media relations staff handle all the promotion, invitations, and RSVPs for the event. We invite top-tier press and analysts, drawing from our own media databases as well as the show’s pre-registered press list. We also assemble an event press kit on a professionally produced CD, which is given to each journalist and analyst that attends.

WHAT TYPES OF MEDIA ATTEND THIS EVENT?

More than 200 highly targeted media attended the MobileFocus event preceding the most recent wireless show. We personally screen every journalist that we invite. A few of the media outlets that attended recent events include ABC, AP, BBC, BusinessWeek, CNN, Consumer Reports, FHM, Fortune, London Times, L.A. Times, Maxim, NBC, New York Times, Newsweek, PC Mag, PC World, Popular Science, RCR Wireless, Rolling Stone, Time, U.S. News, USA Today, Wall Street Journal, and Wireless Week. After the event, every exhibitor receives a list of all attendees with all of 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 events have been sellouts for 9 consecutive years, often filling up weeks in advance. So we encourage you to reserve your demo spot early!

HOW DO I SIGN UP TO PARTICIPATE?

Becoming an exhibitor at MobileFocus Global is easy. Call or email us for an exhibitor agreement form. Then, to reserve a spot, simply choose an exhibitor level, sign the form, and fax the agreement to us at 1.561.278.5603. Once you’re signed up for MobileFocus, our events staff will contact you regarding all of the details.

WHAT DOES IT COST?

The cost for either Standard or Basic exhibitors is a single, reasonable fee. Contact us for all the details. Sign up and let us bring the press to you! For more information, contact Jon Pepper at 1.212.355.6326 (jon@pepcom.com) or Jen Ferency at 1.561.278.5094 (jen@pepcom.com).





PEPCOM
UPCOMING EVENTS

Wine, Dine & Demo![®]

Nov. 19, 2009 in New York

Digital Experience![®]

Jan. 6, 2010 in Las Vegas (at CES)

MobileFocus[®] **Global**

Feb. 15, 2010 in Barcelona (at MWC)

DigitalFocus[®]

Feb. 20, 2010 in Anaheim (at PMA)

MobileFocus[®]

Mar. 23, 2010 in Las Vegas (at CTIA Spring)

EcoFocus[®]

Apr. 22, 2010 in New York (Green Technology)

eFocus[®]

June 14, 2010 in Los Angeles (at E3)

Digital Experience![®]

June 23, 2010 in New York

For more information

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