

# Reach Enterprise & Government Decision Makers With Volume Buying Power!



**4<sup>TH</sup>** The **Global Summit On Enterprise & Custom Volume Handheld Computing Solutions**

**Featuring:**

**Sheraton Ferncroft Resort  
Danvers, Massachusetts**

**Conferences: May 19-22, 2003**

**Exhibits: May 20-21, 2003**

**GPS & Location  
Technology Summit**



**Developing An Effective  
Handheld Computing  
Security Workshop**

## The World's **Only Event** Focusing On The Entire Handheld Computing Market

- Palm/Handspring/Other Palm OS Devices
- Ericsson
- Hybrid PDA/Cell Phones
- Pocket PC
- Nokia
- Tablets/Wearable Computers
- RIM/BlackBerry
- Motorola
- Linux, Symbian & Java Based Devices

**Attendees Will Spend  
An Average Of \$852,2380  
In The Next 12 Months!**  
(Source: Planet PDA Show Survey)

**Reserve Your  
Space Today!**  
Contact Hilary Inman:  
203-852-6800 ext. 146  
hinman@tmcnet.com

**Exhibitor & Sponsorship Prospectus**

**[www.planetpdaexpo.com](http://www.planetpdaexpo.com)**



# Increase Brand Awareness & Market Share! **Capture New Qualified Leads!**

**86%** Of Planet PDA Attendees Plan On Purchasing Your Products/Services In The Next 12 Months! (Source: Planet PDA Show Survey)

**Planet PDA Attendees Are Involved In The Purchase Of Your Handheld Solutions!**

(Source: Planet PDA Show Survey)



## **Planet PDA Is The ONLY Event Focusing Exclusively On Handheld Computing Solutions!**

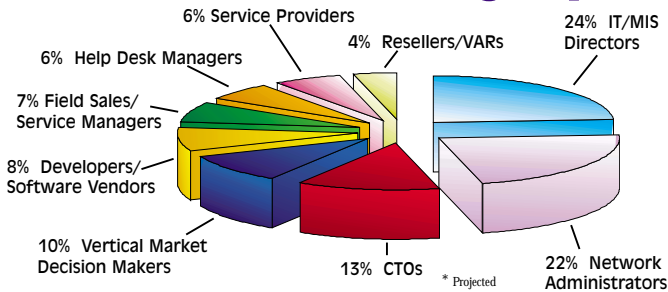
### **Showcasing Solutions For All Handheld Devices:**

- ◆ Palm/Handspring/Other Palm OS Devices
- ◆ RIM/BlackBerry
- ◆ Nokia
- ◆ Hybrid PDA/Cell Phones
- ◆ Linux, Symbian & Java-Based Devices
- ◆ Pocket PC
- ◆ Ericsson
- ◆ Motorola
- ◆ Tablets/Wearable Computers

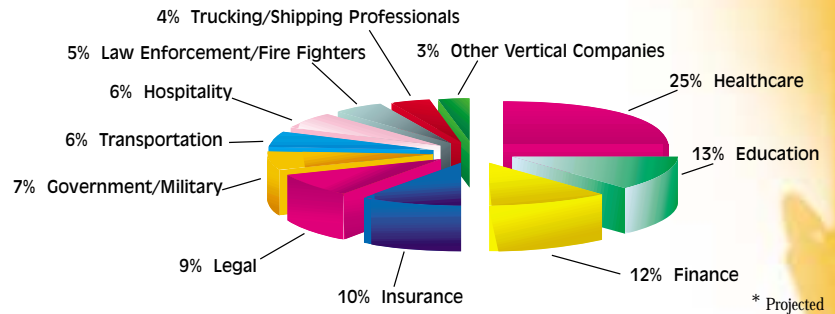
# The Only Enterprise & Government PDA Event Exclusively Targeting *Volume Buyers!*



## \* Attendee Demographics



## \* Demographics For Vertical Decision Makers In Markets Such As...



## Market Your Products & Services **Cost-Effectively!**

### Pedestal – \$6,000 Includes:

- Pedestal unit
- (1) 1000-watt electric drop
- (1) 4/C sign
- (1) 17" monitor
- Wireless Internet access  
(must have a Wi-Fi enabled device)
- Carpet
- 2 full conference passes
- Personalized e-mail VIP passes
- 50-word description in the show directory
- 50-word description on the Web site with a link
- Use of our pre-registered and post show attendee lists  
(for mailing purposes only)

### 8 x 10 Space – \$4,500 Includes:

*(Take a maximum of 8 x 20 for only \$9,000)*

- 6 ft draped table  
(you can bring a booth or do the event as a table-top)
- (1) 1000-watt electric drop
- Carpet
- Wireless Internet access  
(you must have a Wi-Fi enabled device)
- 2 full conference passes
- Personalized e-mail VIP passes
- 50-word description in the show directory
- 50-word description on the Web site with a link
- Use of our pre-registered and post show attendee lists  
(for mailing purposes only)



**Senior-Level Decision Makers Roam The Planet PDA Exhibit Hall!**



“ Thanks for putting on an excellent conference. I was able to make a number of new industry contacts as well as receive some valuable insight into where the PDA industry is going. ”

Jeff Brown, Marketing Operations Manager,





# Differentiate Your Company For Only **\$25,000!!** With A Corporate Sponsorship

## The Benefits of a Corporate Sponsorship:

1. Your logo is in all promotional materials that will be mailed as well as on all printed promotional inserts featured in TMC® publications. (**Greater Than 2,000,000 Impressions\***)
2. Your company logo on the cover of the show directory.
3. Your company logo on banners and signage created for the event.
4. Your company logo and link from the Planet PDA™ homepage to your Web site.
5. Full-page, four-color advertisement in Planet PDA™ show directory. (**A \$3,000 value**)
6. Internet banner (including a link to your site) rotating on the Planet PDA™ Web site from the time of sponsorship payment until the end of the show. (**A \$4,500 value**)
7. 200-word description in show directory and on [www.planetpdaexpo.com](http://www.planetpdaexpo.com) with your company's logo.
8. Four-color logo with your listing in Planet PDA™ show directory.
9. 4' x 6', four-color banner hung in a prominent area at the show. (**A \$2,500 value**)
10. Five full-conference passes. (**A \$7,500 value**)
11. Special inclusion of a one-page company promotional piece in all attendee bags. (**A \$2,500 value**)
12. Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the show Web site.
13. Priority booth space selection for future Planet PDA™ events.

\*based on date of signing

## Reach Decision Makers With Purchasing Power!

### *Unique Sponsorship Opportunities*

#### Wine & Cheese Networking Event In The Exhibit Hall – \$20,000 – Exclusive –

The Wine and Cheese event is a great opportunity to connect with individuals on the Exhibit Hall floor eager to learn more about your products and services. Sponsorship includes all catering costs and several wine and cheese stations set up near your booth and throughout the Exhibit Hall. You'll also receive imprinted napkins with your company's name and logo — another great way to promote your company.



**Conference & Press Bags – \$20,000 – Exclusive –** An exclusive sponsorship opportunity! Your company's name, logo, and message will be prominently displayed on one side of the conference attendee and press bags. These bags will be handed out to every conference attendee at registration. This is a great way to promote yourself during and after the show.

**Aisle Signs – \$15,000 – Exclusive** – An exclusive sponsorship that provides a great opportunity to connect with individuals on the Exhibit Hall floor. When attendees look up to find out where they are — they see your company’s message! This is a great way to encourage a visit to your booth and increase attendee interest in your company’s products and services.

**Attendee Bags – \$15,000 – Exclusive** – An exclusive sponsorship opportunity! Your company’s name, logo and message will be prominently displayed on one side of the attendee bags. These bags will be handed out to every Planet PDA attendee at registration. This is a great way to promote yourself during and after the show.



## Don't Miss These Special Summits!

Sponsor One Of These Informative Summits For Only \$15,000!

### Tablet PC Summit

Don't miss this exclusive sponsorship opportunity! Join us for a special workshop focused on the issues and considerations surrounding the tablet PC phenomenon. After a few false starts, tablet PCs are once again gaining significant momentum in the marketplace — in no small part due to Microsoft's Tablet PC initiative launched in November 2001 — and bold, new innovations in hardware and software development from the industry at large.



### GPS & Location Technology Summit

Sponsor this very special workshop and learn about the underlying technology and methods used to determine the location of handheld devices including Time Difference of Arrival (TDOA), Enhanced Observed Time Difference (E-OTD), Global Positioning System (GPS), Angle of Arrival (AOA), Radio Frequency (RF) Fingerprinting, and Ground Locator System (GLS). Also learn about the various mapping and database resources available to turn raw location data into relevant, usable information.

### Developing An Effective Handheld Computing Security Strategy

Perhaps the most critical issue in rolling out mobile handheld computing applications is security. Making sure that your data, network, and applications are protected is essential for your company. This security workshop will focus on the technology, protocols, and products designed to protect the data residing on handheld devices and securing wireline and enterprise wireless networks. Workshop sessions are structured to educate IT personnel on how to ensure the devices and networks are operating safely and soundly.

#### Your Sponsorship Includes:

- Opening Hour Keynote
- Conference break on day of Summit (includes signage, food and beverages).
- Logo and description in show directory as exclusive Summit sponsor.
- Logo and description online with link as exclusive Summit sponsor.
- Full page, 4/C ad in show directory.
- Attendee bag insert.
- Mention as exclusive Summit sponsor in press releases and e-mail blasts.
- Mention as exclusive Summit sponsor in TMC e-mail newsletters.
- (3) conference passes for Summit and Planet PDA event.

# Stand Above The Crowd With Great Sponsorship Opportunities For \$10,000 & Under!

Call Hilary Inman @ 203-852-6800 ext. 146 or e-mail [hinman@tmcnet.com](mailto:hinman@tmcnet.com) for Details

- Wi-Fi Network — \$10,000 — Exclusive
- Video Presentation — \$10,000 — Exclusive
- Entrance Unit Panels — \$10,000 — Exclusive
- Bellyband — \$10,000 — Exclusive
- Lanyards — \$10,000 — Exclusive
- Conference Luncheon With Speaker — \$10,000 — Exclusive
- Registration Counter Panels — \$10,000 — Exclusive
- Press Room Sponsor — \$10,000 — Exclusive
- Badge Advertisement — \$10,000 — Exclusive
- Badge Holder Insert — \$10,000 — Exclusive
- Show Directory Bookmark — \$7,500 — Exclusive
- Miniature Conference Guide — \$7,500 — Exclusive
- Conference Breakfast — \$7,500 — 3 Exclusives Available
- Hotel Keys — \$6,000 — Exclusive
- Conference Notepads — \$6,000 — Exclusive
- Registration Confirmation E-mail — \$5,000 — Exclusive
- Promotion Distribution at Hotel Check-in — \$5,000 — Exclusive
- Pre-Registration Badge Packet Insert — \$5,000 — Exclusive
- Promotion Distribution at Entrance to Exhibit Hall — \$5,000
- Promotion Distribution at Event Registration — \$5,000
- Conference Breaks — \$3,000
- Attendee Bag Insert — \$2,500

**Save Time, Save Money, Avoid Inconvenience!  
Stay At The Official Show Hotel!  
Sheraton Ferncroft Resort, Danvers, Massachusetts**



Call 888-627-7203 today

## Reach The World's Elite Companies Who Attend Planet PDA!

### A Small Sample Of Past Attendees:

#### Private Sector Buyers:

Alien Engineering	Las Vegas Hilton
Ameritrust Mortgage	Lernout & Hauspie
America West Airlines	McKinsey & Company
American Airlines	MCI WorldCom
American Energy	Microsoft
American Nuclear Insurance	MIT
AT&T Wireless	Motorola
Avaya	National Weather Service
Blue Cross Blue Shield	NEC
Chicago Mercantile Exchange	Nokia
Cingular Wireless	Pacific Bell
Delta Airlines	Putnam Investments
Eastman Chemical	Shell Oil
Fidelity Investments	Sprint
General Motors	State Farm Insurance
IBM	The McClatchy Company
Johnson & Johnson	UBS Paine Webber
JP Morgan Chase	Verizon
Kmart Corporation	Walgreens Corp.
KPMG Consulting	Walt Disney
	WorldCom
	Xerox Corp.

#### Public Sector Buyers:

Boston College	U.S. Army Corps of Engineers
City of Boston	U.S. Army Research Laboratory
City of Houston	U.S. Dept. of Agriculture
City of Lewisville	U.S. Environmental Protection Agency
City of Newark	U.S. Custom Service
City of Sacramento	U.S. Marine Corps
City of San Francisco	U.S. Navy
Clark County Fire Dept.	USDA - National Agricultural Statistics Service
County of San Mateo	
Dartmouth College	
Department of Defense	
Harvard University	
IRS	
NYC Transit	
National Nuclear Security Administration	
Oklahoma State University	
State of Connecticut	
State of Illinois	
State of Nevada	

#### TO EXHIBIT OR SPONSOR

**CONTACT  
HILARY INMAN  
203-852-6800 EXT. 146  
HINMAN@TMCNET.COM**

# TMC's Aggressive Marketing Campaign Attracts Serious Buyers:



## Direct Mail:

- 24-page conference brochures mailed and bound into issues of TMC's leading magazines
- Unlimited 8-page VIP Expo Pass promotions distributed on behalf of exhibitors and sponsors

## Web:

- Banner ads running daily across TMCnet.com
- Banner ads running daily on leading Web sites

## eNewsletters:

- Banner ads running weekly in TMC's HTML-formatted e-mail newsletters
- Sponsorships running weekly in TMC's e-mail newsletters

## e-Mail:

- Weekly e-mail promotions sent to TMC's 50,000+ name opt-in database

## Media:

- Aggressive Press Release schedule targeting leading reporters and analysts throughout the year
- Advertisements in relevant trade magazines

## PLANET PDA WILL ALLOW YOU TO:

- **DIFFERENTIATE** Your Products & Services From Your Competitors
- **Give Your Prospects A Reason To BUY** Your Products & Services
- Position Your PDA Solutions As **MISSION-CRITICAL** Business Tools
- Sell Your PDA Solutions **IN VOLUME**
- Display Your Latest Solutions To Corporate & Government Executives Who Have **VOLUME PURCHASING POWER**
- Capture New **QUALIFIED LEADS**
- Increase Brand Awareness & **MARKET SHARE**
- **EDUCATE** Your Customers About Your Products & Services
- **ANNOUNCE** New Products Or Services

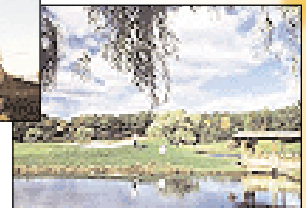
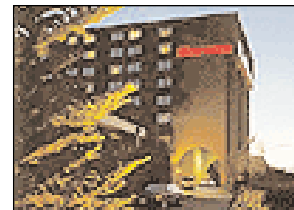


## Travel Information

### Show Headquarters

## Sheraton Ferncroft Resort

50 Ferncroft Road  
Danvers, Massachusetts 01923



## Save Time, Save Money, Avoid Inconvenience!

Due to the exclusive nature of this event, we strongly urge you to make your reservations immediately to ensure that there will be space for you. By staying with us at the official show hotel, you avoid the inconvenience and expense of commuting from another hotel. We urge you to call and reserve space for only \$119/night **RIGHT NOW!** **Call 888-627-7203 today and ask for the Planet PDA rate!**

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[binoue@tmcnet.com](mailto:binoue@tmcnet.com)



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