

Exhibit and Sponsorship Kit

2008
Wireless
Infrastructure
Show

October 12th – 15th, 2008 Westin Diplomat Resort & Spa, Hollywood, FL

PCIA Enabling the
Wireless Future

The Wireless Infrastructure Show

Sponsorship Menu

The PCIA Wireless Infrastructure Show is your BEST opportunity to network with all the key players as they begin planning for 2009. Be front-and-center at The 2008 Wireless Infrastructure Show by taking part in the many sponsorship opportunities available.

This is the Show where carriers, tower companies, site owners and operators, environmental consultants, site acquisition professionals, engineers, attorneys and anyone else involved in the siting of wireless telecommunications facilities are—all under one roof—and it is the perfect opportunity for you to get access. Our educational content is the industry's best, our speakers are the industry's elite and ALL of YOUR existing and potential CUSTOMERS attend.

Expand your business at the industry's only stand alone show—the PCIA Wireless Infrastructure Show. It will all take place October 12th–15th, 2008 at the Westin Diplomat Resort and Spa in Hollywood, Florida.

Contact PCIA Show Staff by calling (800) 788-7077 or email events@pcia.com and exercise your right to succeed at the PCIA Wireless Infrastructure Show!

High Visibility, Money Saving Packages.

Gold Level Sponsor (Limit 4) – **ONLY 2 Left!**

- One (1) Educational Speaking Opportunity
- Six (6) Conference And Six (6) Expo Passes
- 10 X 20 Display Area
- Company Name/Logo to Appear in Direct Mail Conference Materials
- Company Name/Logo to Appear on Signage Throughout Event
- Gold Sponsor Recognition in Show Guide
- Acknowledgement at General Sessions
- Acknowledgement on the PCIA Wireless Infrastructure Show Web site with link to company URL
- Cost and availability: \$14,000 member / \$17,500 non-member

Bronze Level Sponsor (Limit 4) – **ONLY 1 Left!**

- Four (4) Conference And Four (4) Expo Passes
- 10 X 10 Display Area
- Company Name/Logo to Appear in Direct Mail Conference Materials
- Company Name/Logo to Appear on Signage Throughout Event
- Bronze Sponsor Recognition in Show Guide
- Acknowledgement at General Sessions
- Acknowledgement on the PCIA Wireless Infrastructure Show Web site with link to company URL
- Cost and availability: \$7,500 member / \$9,500 non-member

Promote your business Prior to the show with these pre-show marketing sponsorships.

0801 Broadcast E-mails to PCIA Attendees and Prospects: Sponsor one of PCIA's Show promotion e-mails and reach nearly 17,000 wireless industry professionals. We'll include a hotlink to your home page and your company's name will be positioned as the "PCIA e-mail sponsor". Take advantage of this perfect opportunity to promote your company's booth at the show.

Cost and availability: \$500 member/ \$1,000 non-member per e-mail

0803 Show Guide Full Page Advertisement: Reserve your space in the Wireless Infrastructure Show Guide—the information guide that to everyone and has the long shelf life. Make your reservations early limited placement allowed.

Cost and availability: \$950 member / \$1,500 non-member per full page advertisement

0804 Show Web Site Hyperlink Banner Ads: The first thing attendees will see when they register for the PCIA Wireless Infrastructure Show is your banner ad! It is a great way to invite attendees to see you at the show.

Cost and availability: \$3,200 member / \$4,500 non-member

Now is the time to Brand!

One of these sponsorships will keep your company name on display during the show. Reserve your sponsorship now.

0805 Standing Banners: We're making banner positions available in the premier foot traffic area so you can promote your product or service, drive traffic to your booth and call attention to your company.

Cost and availability: \$750 member / \$1,500 non-member per Standing Banner.

0806 EXCLUSIVE Registration Badge: Every registered attendee will have a badge and each badge will be seen at hundreds of times! Make sure your logo is in a special insert right above every attendee's name.

Cost and availability: \$3,100 member / \$4,000 non-member

0807 PCIA Show Bag Sponsorship: All full Conference attendees will be given a bag loaded with show information. Get your logo on the bag that will be carried all over the show floor, the education rooms and the hotel.

Cost and availability: \$3,900 member / \$4,900 non-member

0808 Registration Bag Insert: Make sure that your materials get into the bag that will be given to every conference attendee.

Cost and availability: \$1,500 member / \$2,900 non-member

0809 EXCLUSIVE Show Note Pads: Your notepads are placed in front of each attendee in our four track education sessions.

Cost and availability: \$2,500 member / \$3,500 non-member

Now is the time to Brand! *(continued)*

0810 EXCLUSIVE Show Pens: Used by attendees filling out their forms at the registration counter and taking notes in the premier educational sessions, your pens will be used long after the show has ended.

Cost and availability: \$2,500 member / \$3,500 non-member

0811 EXCLUSIVE Opening Gala Drink Ticket: Everyone appreciates a free drink and your logo will be front and center on the most used tickets at the show. Make sure attendees see your logo on the drink tickets that they're taking to the hospitality bar.

Cost and availability: \$1,900 member / \$3,000 non-member

0812 EXCLUSIVE Aisle Banners: Have your logo and message displayed in the exhibit hall on the bottom of all aisle banners. When attendees are looking for an aisle or a booth location, they'll see your message first.

Cost and availability: \$4,500 member / \$5,900 non-member

0813 EXCLUSIVE Hotel Key Sponsorship: Put your name in everyone's hand with the Key Card Sponsorship. This is a great way to reinforce your brand and presence at the show. Your 4-color logo will be on the keys made and given to attendees at the host hotel. There will be 2500 keys made and given to the front office for check-in starting October 12th, 2008 until keys are depleted. Production will start in July to ensure proper art work and layout.

Cost and availability: \$8,500 member / \$9,900 non-member
Pending Host Hotel approval.

It is all in how you network.

A hallmark of The Wireless Infrastructure Show is easy access to those you are looking to do business with for effective networking. These sponsorships will get your company in front of those companies that you want to meet.

0814 Show Floor Lunch Station: Host a lunch station on the show floor and increase your show presence at the conference. Place your company's message directly into the attendees' hands with your logo imprinted napkins complimenting your signs during the lunch break on the show floor. This sponsorship includes five expo badges.

Cost and availability: \$3,500 member and \$3,900 non-members per station

0817 EXCLUSIVE PCIA Exhibit Floor Networking Center Sponsorship: It is the "Your Company Name Here" Networking Center. It is the largest non-booth on the floor that every one goes through. This sponsorship includes:

- A 10 X 10 booth package
- Show Web Site Banner to invite attendees to Networking Center
- Two (2) Full conference badges
- A full page ad in the show brochure
- Show Guide Acknowledgement
- Logo Placement in the Décor of the Networking Center

Cost and availability: \$12,000 member / \$15,000 non-member

It is all in how you network. *(continued)*

0818 Education Break Sponsor: Here's an opportunity to target this industry attendees at the premier education event. Get your message to them with logo napkins and exclusive signage at the break station. We will be sure to mention your company at the conclusion, of each of session prior to the networking break.

Cost and availability: \$3,500 member / \$5,000 non-member per break

0819 PCIA Speaker Ready Room Sponsorship: Make a connection with the leading experts in the industry. This sponsorship includes:

- Logo placement on site signage.
- Hyperlink Banner Ad opportunity on the Education Web page from July to September
- A give-a-way opportunity to the speakers

Cost and availability: \$3,900 member / \$5,000 non-member

0820 Meeting Rooms: Conduct your business where it is most convenient with best access to your customers and prospects. We've got meeting rooms off the show floor ready for you to reserve. These rooms can accommodate up to 15 people conference style. Space is limited.

Cost and availability: \$3,900 member / \$6,000 non-member

The best education in the industry.

Sponsoring an education event at the show positions your company as a solution provider at the PCIA Show.

0821 Educational Track Title Sponsorships (Limit 3 – one per educational track)

- Opening address for the Series
- 10 x 10 Booth on show floor
- Logo recognition on select advertising promoting the track
- Logo recognition On-site program and show web site
- One (1) complimentary full-page advertisement in the show program & show brochure
- Two (2) Full Conference – Two (2) Expo Badges
- Four (4) Complimentary seminar passes to be used at your discretion.

Cost and availability: \$15,000 for members / \$17,500 for non-members

Tracks include: Business and Financial Trends, Advocacy and Regulatory Compliance and Technology and Operations

0822 Super Session Co-Sponsorship (Non-Exclusive)

- A panelist to participate in the series
- 10 x 10 Booth on the show floor
- Logo recognition on select advertising promoting the Super Sessions
- Logo recognition On-site program and show web site
- Logo recognition in a full-page advertisement in the show program
- Two (2) Full Conference – Two (2) Expo Badges
- Two (2) Complimentary seminar passes to be used at your discretion

Cost and availability: \$5,000 for members / \$7,500 for non-members

Super Sessions Include: Wireless 101 and Small Tower Forum

0827 Individual Session Sponsorships: Sponsor one of the educational sessions and “own the room.” Bring your product literature and introduce the session. Logo placement on the signage for that session and in the show guide. Discounts are given to exhibiting companies for this sponsorship.

Cost and availability: \$1,700 member / \$2,300 non-member session

Please note sponsorship pricing and availability are subject to change.

The best education in the industry. *(continued)*

0823 Policy Maker's Breakfast: Senior officials talk about important industry regulatory issues and answer questions from audience members. This is a high profile event that attracted nearly 100 senior level industry professionals last year.

Cost and availability: \$3,000 member / \$4,000 non-member

0824 EXCLUSIVE Member Breakfast: Get together with PCIA member companies by hosting the annual members' breakfast. This opportunity includes a brief introduction to your company's product and services.

Cost and availability: \$3,000 member (not available to non-members)

0825 EXCLUSIVE Industry Keynote: This event presents an industry leader on a topic of importance to all attendees. The keynotes attract the largest audiences of all of the sessions at the PCIA Show. You will be included in PCIA Show marketing materials, such as event signage, pre-show advertising, e-mail blasts, the show Web site, brochure and guide.

Cost and availability: \$5,000 member / \$7,500 non-member

0826 EXCLUSIVE Tower Keynote: Sponsor the event featuring the CEO's of the largest tower companies in the industry. They will provide a state of the industry overview and discuss the industry's future as well as the most important issues it faces. This is one of the largest attended events at the Show. You will be included in PCIA Show marketing materials, such as event signage, pre-show advertising, e-mail blasts, the show Web site, brochure and guide.

Cost and availability: \$5,000 member / \$7,500 non-member

Sponsorship Agreement

Yes, we would like to take advantage of our premier sponsorship at the PCIA Wireless Infrastructure Show October 12th–15th, 2008 at the Westin Diplomat Resort & Spa, Hollywood, FL.

We understand that by committing to this agreement we reserve the right to sponsor the event, product or service outlined above.

PLEASE FAX BACK TO (302) 436-1911.

We choose the following Sponsorship Item (Please indicate the corresponding number):

- Bronze
- Gold
- Sponsorship #: _____
- Sponsorship #: _____
- Sponsorship #: _____
- Grand Total: _____

Payment (please check):

- Please invoice me
- By credit card: Credit Card #: _____ Expiration Date: _____
Name on Card: _____

Information:

Contact Name: _____ Title: _____
Company Name: _____
Address: _____
City/State/Zip: _____
Telephone: _____ Fax: _____ E-mail: _____
Authorized Signature: _____