

Smile, it's Monday! It's a



2012 Sponsoring Opportunities

The idea behind



Spirit


- Global community of visionaries, developers and mobile users
- “Open source forum” for mobile enthusiasts & innovators

Reach

- Over 500 events on relevant Mobile topics p.a. globally
- 100,000 followers in over 100 locations globally

Objectives

- Encourage innovation within the mobile sector
- Present innovative visions, trends, studies and forecasts from the mobile marketplace

 In the past 10 years the MobileMonday movement has evolved into an extremely influential industry force!

Around the world

Benefit from global connections



Mobile Monday Adelaide	Mobile Monday Dar-es-Salaam	Mobile Monday Malmö	Mobile Monday Rome
Mobile Monday Ahmedabad	Mobile Monday Dallas	Mobile Monday Malta	Mobile Monday Sao Paulo
Mobile Monday Algiers	Mobile Monday Denver	Mobile Monday Méditerranée	Mobile Monday Seattle
Mobile Monday Ann Arbor	Mobile Monday Detroit	Mobile Monday Melbourne	Mobile Monday Seoul
Mobile Monday Amsterdam	Mobile Monday Dublin	Mobile Monday Miami	Mobile Monday Shanghai
Mobile Monday Austin	Mobile Monday Düsseldorf	Mobile Monday Milan	Mobile Monday Silicon Valley
Mobile Monday Bangalore	Mobile Monday Edinburgh	Mobile Monday Monaco	Mobile Monday Singapore
Mobile Monday Barcelona	Mobile Monday Frankfurt	Mobile Monday Montreal	Mobile Monday Slovenija
Mobile Monday Beijing	Mobile Monday Hamburg	Mobile Monday Mumbai	Mobile Monday St. Petersburg
Mobile Monday Belfast	Mobile Monday Hanoi	Mobile Monday Munich	Mobile Monday Stockholm
Mobile Monday Berlin	Mobile Monday Helsinki	Mobile Monday Nairobi	Mobile Monday Sydney
Mobile Monday Boston	Mobile Monday Hong Kong	Mobile Monday New York	Mobile Monday Taipei
Mobile Monday Brisbane	Mobile Monday Islamabad	Mobile Monday Orlando	Mobile Monday Tallinn
Mobile Monday Brooklyn	Mobile Monday Istanbul	Mobile Monday Oslo	Mobile Monday Tampa
Mobile Monday Brussels	Mobile Monday Jakarta	Mobile Monday Oulu	Mobile Monday Tel Aviv
Mobile Monday Bucharest	Mobile Monday Johannesburg	Mobile Monday Palestine	Mobile Monday Tokyo
Mobile Monday Budapest	Mobile Monday Kampala	Mobile Monday Paris	Mobile Monday Toronto
Mobile Monday Buenos Aires	Mobile Monday Kiev	Mobile Monday Philadelphia	Mobile Monday Vancouver
Mobile Monday Campinas	Mobile Monday Lisbon	Mobile Monday Portland	Mobile Monday Vienna
Mobile Monday Chicago	Mobile Monday London	Mobile Monday Prague	Mobile Monday Vilnius
Mobile Monday Colombo	Mobile Monday Los Angeles	Mobile Monday Richmond	Mobile Monday Washington
Mobile Monday Copenhagen	Mobile Monday Madrid	Mobile Monday Rio De Janeiro	Mobile Monday Zurich

Objectives

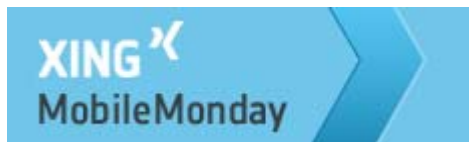


- Encourage innovation within the mobile sector.
 - Facilitate networking between small and large companies, as well as between local and non-domestic ones.
 - Help local companies effectively participate in international initiatives through the import and export of visions, concepts, technologies, know-how and best practices.
 - Present innovative visions, trends, studies and forecasts from the mobile marketplace.
 - Foster and create partnerships.
 - Contribute to the education of the broader public through its publications, online presence and media partnerships.
- ➔ In the past years the MobileMonday movement has evolved into an extremely influential industry force!



- Presence in Germany in the cities of Düsseldorf (12/06), Munich (02/07), Frankfurt (10/07), Berlin (02/08), Hamburg (06/08)
- Ran over 100 events in the past years just in Germany (up to 25 p.a.)
- Regular communication with over 4.500 followers
- Participation at international MobileMonday platforms...
 - Mobile Premier Award at MWC, Barcelona, Feb 2012
 - Global Summit of worldwide MoMo community

- Successful
National platforms



Typical set-up of a MobileMonday

(for yearly Event Plan see

<http://www.mobile-monday.de/page/event-plan-2012>)



www.mobile-monday.de

Target Audience

- Managers and decision makers
- Mobile Professionals / Marketing Executives
- Industry influencers & Press

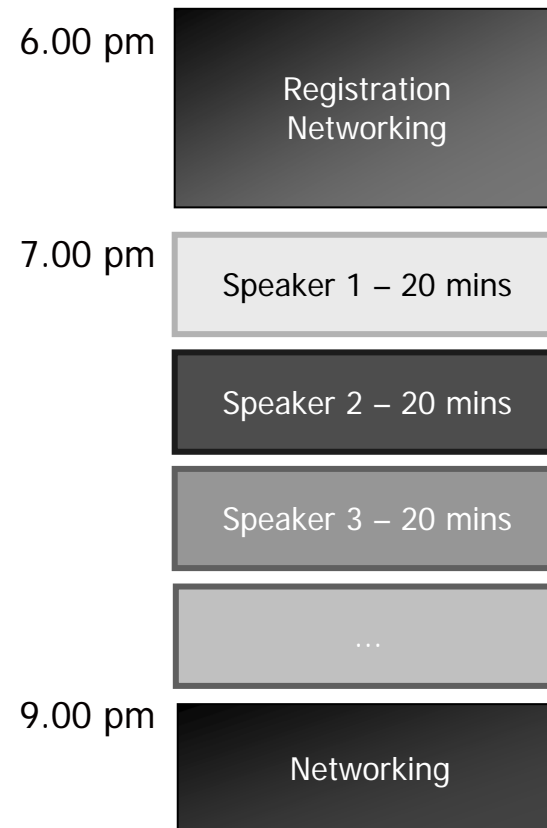
Typical Event Format

- 75 – 150 attendees
- Master of Ceremony
- 3-4 presentations
- Discussion, Networking & Chilling

Language

- English, if appropriate
- Material in English requested

Typical agenda of a MobileMonday:



Sponsorship Opportunities



- The MoMo movement offers an outstanding platform for companies of all sizes in the Wireless Ecosystem.
- Globally, the MobileMonday international network connects blue chip companies with innovators and fresh perspectives.
- Locally, the MobileMonday international network provides potential partners excellent insight and exposure to key target groups.
- Different sponsorship packages are available:

	€
- <u>Main Sponsor</u> (full year) with national coverage	20.000
- <u>Topic Sponsor</u> across all cities	% (# events)
- <u>City Sponsor</u> with local heritage	% (# events)
- <u>Event Sponsor</u> per single event	1.500
- <u>Demo/Drink Sponsor</u> per single event	750
- <u>National Summit Sponsor (Event/Demo)</u>	3.000/1.500
- Look @ <http://www.mobile-monday.de/page/event-plan-2012> for latest event plan.



Main Sponsor: 20.000 €
=> all events in Germany



www.mobile-monday.de

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- Sponsorship fee covers minimum all Monday events per year
 - Covering all 5 existing cities in Germany
 - No. of events may vary but in average there will be 20 p.a. (4 per city p.a.)
 - Brand exposure & visibility
 - on the event (banner, leaflets, stationery, ambient media)
 - in pre-event communication (invitation e-mail, website, blog)
 - Product demonstration on separate booth at every event
 - collateral distribution & lead generation platform
 - 'meet an expert' opportunity
 - PR-Announcement
 - in any press kit and media interviews, if appropriate

➤ **CATEGORY EXCLUSIVENESS: 40.000 € p.a.**

Topic Sponsor and City Sponsor



- Supports a topic (f.e. Mobile Advertising) across all cities per year or supports a dedicated city all year long
- Sponsoring fee will be a discounted Event Sponsor fee times number of events (f.e. 5 events for the price of 4)
- Brand exposure & visibility
 - on the event (banner, leaflets, stationery, ambient media)
 - in pre-event communication (invitation e-mail, website, blog)
- Product demonstration on separate booth at every event
 - collateral distribution & lead generation platform
 - 'meet an expert' opportunity



Event Sponsor:
1.500 € / Monday



www.mobile-monday.de

- Non-exclusive; in line with main sponsors interests

- Brand exposure & visibility
 - on the event (banner, leaflets, stationery, ambient media)
 - in pre-event communication (invitation e-mail, website, blog)

- Product demonstration on separate booth at every event
 - collateral distribution & lead generation platform
 - 'meet an expert' opportunity



- Product/Service demonstration ...

Demo: on separate booth at every event

- collateral distribution & lead generation platform
- 'meet an expert' opportunity

Drink: at the bar of the venue

- collateral distribution & lead generation platform
- 'meet an expert' opportunity



- Frankfurt, 19.11.2012: 6th National Summit
- incl. KUDOS Award:
Best Mobile ... (category tbc)
- Pre- and Post-Award Communication
full Q3/Q4 2012
- Up to 300 attendees - at a unique location
- Meet all MoMo founders



Please contact

- for Main, Topic, City and National Summit Sponsorship:
 - Mark Wächter @ +49 2324 9022468
- for local Event and Demo Sponsorship:
your Chapter Representative
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