

THE Mobile SHOW 2012

PLANET OF THE APPS
AUSTRALIA 2012

MADWORLD
Mobile Advertising World Australia 2012

M-Commerce @THE Mobile SHOW

M2M World
Australia

30 April – 1 May 2012
Melbourne Convention & Exhibition Centre, Australia



Mobile solutions for all business



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The Big Idea

The Mobile Show Australia is Australia's only expo and conference that brings together forward thinking businesses hungry to profit from mobile solutions. They will come together to evaluate strategies and technologies to successfully deploy mobile across a range of business activities.

The Mobile Show provides a platform where strategies can be explored, key technologies can be evaluated, and businesses can gain valuable insight into implementing mobile solutions that generate revenue and reduce costs.

The Mobile Show is where solution providers come together to find new business, generate business leads and network with key industry buyers.

Why The Mobile Show Australia 2012?

This market presents very lucrative opportunities for businesses wanting to grow their client base and explore new markets. As this sector continues to grow and present new prospects for development, companies involved in this sector can position themselves as market leaders at this unique forum.

Your customers come here to gain knowledge on:

- How to create and develop new business models
- How to incorporate mobile into existing business models, products and practices
- How to use mobile in Advertising and Marketing
- How to enable the mobile workforce
- How to use mobile for better customer engagement and relationship management
- How to determine ROI and set performance parameters
- How to evaluate and select devices, platforms and systems

And a whole lot more.

The Mobile Show is the only event in Australia that offers on-the-cusp content and allows access to cutting edge solutions providers.

A marketing solution that generates new business

The Mobile Show is an unrivalled and cost-effective sales and profile solution.

The Mobile Show Australia advantage

- *The Mobile Show Australia* is the place where serious business contacts are made and where business gets done
- That is attended by decision-makers and influencers
- That is easy to participate in – we provide everything needed from one service friendly point of contact
- That facilitates meetings between your sales force and key prospects
- That is extremely cost-effective
- That offers sponsorship packages that create year-round advantage
- That is supported by an extensive marketing campaign



Co-located events



The Internet Show is Australia's only event that brings together big, medium and small businesses, all eager to find new ways of doing internet business. It is a business, not a technology show.



On-Live Australia is Australia's only expo and conference that brings together forward thinking businesses hungry to profit from On-Line Video solutions. They come together to evaluate strategies and technologies to successfully deploy On-Line Video across a range of business activities.

There is an increasing demand for On-Line Video solutions in Australian business. For you, this represents a huge opportunity to win new business and increase your market share.



The Mobile Show – Executive Summary

Mobile solutions, applications and technologies are revolutionizing the way we live, work, learn and play.

Smart phone capability and adoption, next generation networks and emerging technologies are creating never seen before opportunities and experiences for the mobile industry, enterprise and smart phone users.

New technologies are enabling new behaviors that demand new business models. The Mobile Show is the place where these ideas are turned into reality.

The Mobile Show reflects the evolution of the industry and the growing use of mobile technology in business. The event will demonstrate the increasing benefits of mobile in the **enterprise** and the growing market for **mobile payment, advertising** and **entertainment applications**.

The Mobile Show Expo is the shop window for mobile technology, applications and solutions.

It is where organisations will come to discover the latest innovations and buy the solutions that will enable them to capitalize on the opportunity that the mobile revolution presents for their business.

There will be over 60 free to attend sessions across the dedicated zones on the expo floor including

- App Developer Zone
- Mobile Marketing Zone
- Enterprise Applications Zone

The Mobile Show conferences will be rich in ideas for the industry to discover new business models and partnerships as mobile increasingly becomes the key access device for government services, as NFC technologies enable mobile payments to go mainstream and the workforce goes mobile more content is distributed to the mobile device.

The Mobile Show will address the challenges and opportunities of the rapidly evolving and constantly disrupted mobile industry. It is the place to source and discover the latest ideas, new partners as well as the most cutting edge technologies and solutions.

The Mobile Show is totally unique in concept and promises to bring enormous value to your business and the entire mobile industry

Thank you for taking the time to examine our proposal and I look forward to discussing the show in further detail.

John Pozoglou
General Manager
Mobile Show
P: +61 2 9021 8856
E: john.pozoglou@terrapinn.com



“ Mobile apps are the preeminent medium for combining technology with creative thinking to increase customer engagement. I’m extremely excited to be involved in Planet of the Apps Australia; the event combines the latest technology and ideas with the most exciting companies in this emergine area. ”

Scott Seaborn, Head of Mobile Technologies, Ogilvy UK

“ This was an excellent sponsorship opportunity for Samsung. Planet of the Apps is an ideal platform to meet with mobile application developers from across the region, and showcase our various devices and diverse operating systems including Bada, Android and Windows, We are committed to playing a catalyst role in growing the local developers’ community and we aim to work with the talented developers to bring locally relevant content to our consumers and operators in the region. ”

Head of Product Marketing – Telecommunications, Samsung Electronics



200m
monthly
mobile
Facebook
users

Mobile
advertising
revenue set to
double to 20bn
USD in 2011

50 billion
connected
devices by
2020



Mo
mobile
shipped
PCs i
20



“ With the accelerated adoption of smartphone and tablet devices, organisations need to quickly understand how to connect with their audiences on these platforms. Applications provide the perfect channel to build engaging and long lasting experiences in this new age of constant connection. ”

Chris Watt, General Manager, Tigerspike

85% of mobile devices have a browser

70% of the world's populations have a mobile phone

40% of tweets are from mobile

“ Apps have obviously become a must-have for the mobile consumer. But most importantly, at Nokia, we believe that we need to work hand-in-hand with developers, operators, and content owners to deliver a truly local offer. Planet of the Apps has achieved a major milestone in that direction by bringing the local ecosystem together; we now look forward to achieving great success from the resulting collaborations! ”

Developer Marketing Manager, Nokia

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10





The Mobile Show Exhibition



The Conferences

9-10:30am	<p align="center">The Mobile Show Developer workshops @ the Mobile Show</p>			
30 April				
1 May				



4 Events 1 Show



The Mobile Show will showcase the leading mobile solution providers. With 3 seminar theatres featuring over 60 free to attend sessions and over 70 world class solution providers exhibiting, this is the place to source the latest strategies, solutions, and technologies in the world of mobile.



Planet of the Apps brings together the mobile application ecosystem in one location. The conference will feature the industry's most respected stakeholders who will be looking closely at the opportunities and challenges brought to your business by the explosion of mobile apps.



Mobile Advertising World brings together brands and agencies with mobile operators and mobile advertising platforms to examine and understand how to exploit the opportunity in mobile advertising.



Mobile Commerce and Payments World will bring together telcos, retailers and banks to explore new opportunities and partnerships as m-payments look set to disrupt the payment landscape forever.

Forrester Research has predicted that m-commerce sales will hit \$10 billion by the end of next year. This explosion is being driven by the advent of smartphone technology that has enabled easy access to mobile content such as full length music, videos, social network sites and the Internet.



M2M World has been created for all vertical industries that have an interest in managing their assets and optimising their distribution and supply chain by enabling the automatic transmission of data between machines.





About the Exhibition

The Mobile Show Australia brings you face-to-face with key customers and prospects.

It Features:

- Thousands of attendees
- With two collocated events: *The Internet Show Australia, OnLive Australia*
- 3000 sqm of floor space
- On- floor seminar theatres
- The only dedicated mobile event for business in Australia

What a great opportunity to:

- Gain face-to-face contact with the your market
- Demonstrate your products, make sales and increase your profile
- Generate qualified business leads for your team
- Network with the region's largest
- Win new business and stay visible and in contact with your existing customers
- Profile your brand
- Educate buyers about your world class solutions

All the while learning more about your customers.

Please take the time to examine the range of sponsorship options outlined in this document.

Meeting your market

The Mobile Show Australia is about generating new business for your company.

We are totally committed to the success of your business and will provide you with tools to do the job: before, during and after the event through our innovative *CONTACT* system.

If you are in the business of providing world class mobile solutions, you need to be here.

The exhibition seminars

The on-floor seminars are designed to offer visitors, exhibitors and delegates, an opportunity to learn from some of the world's leading suppliers and experts.

Themes

- Getting started
- Technology dynamics
- Project and risk management
- Tools and Technologies
- Assessment and Evaluation



About the Conference

The Mobile Show Australia 2012 is Australia's mobile solutions summit. Where ideas, intelligence and relationships really make a difference.

By bringing together leading players from the breadth of this growing business community, *The Mobile Show Australia 2012* will generate unique insights, not usually available to one industry, discipline or market.

The Mobile Show Australia 2012 focuses on all the key business drivers. It is an interactive experience with keynotes, panels, meetings and workshops.

Keynote presentations will be from industry pioneers and C-level executives from across Australia and New Zealand.

The conference will accent strategic case studies and world best practice.

The Mobile Show Australia conference will be themed around the following:

- New business and business models
 - Implementation and project management
 - Technology dynamics
 - Marketing and advertising
 - Commerce and transactions
 - Customer experience
 - Cost reduction
 - Partnerships and alliances
- > There will also be separately bookable Master-classes that provide key skills and in-depth analysis.
- > Sponsorship packages can include speaking positions. Please take time to examine these

Speed Networking

Speed Networking is a formal part of conference proceedings where all conference participants meet each other and exchange business cards. They then proceed to form meaningful conference and business relationships. *Speed Networking* is a unique feature of *The Mobile Show Australia 2012* and guarantees heightened networking for all participants.

If you provide world-class solutions you need to be here.



PLANET OF THE APPS

AUSTRALIA 2012

Telcos, developers, device manufacturers and appstores will be attending Planet of the Apps to meet solution providers and hear best practice strategies on:

- How to recruit developers to your platform
- How to use apps to create a unique customer offering
- How to overcome fragmentation and write apps for multiple platforms
- How to implement carrier billing for wider market reach

The Solution

- Planet of the Apps, a two day strategic conference
- The Developer Zone in the Mobile Show exhibition

Who should exhibit?

- Network operators
- Chip manufacturers
- Platform owners
- Developers
- Digital agencies
- Payment platform security
- Killer technologies

Who will you meet?

- Developers
- Brands and media agencies
- Publishers
- Broadcasters
- Mobile operators
- Device manufacturers and platform owners





MADWORLD

Mobile Advertising World Australia 2012

Telcos, brands and ad agencies will be attending MAD World to meet solution providers and hear best practice strategies on:

- How to fit mobile into your existing media strategy
- How to measure the success of a mobile ad campaign
- How to use customer data in a sensitive and correct way and ensure compliance with privacy guidelines
- How telcos can get a slice of the revenue generated from mobile advertising
- The role of mobile in creating truly integrated communications campaigns
- Mapping the mobile advertising ecosystem. Who owns this space?
- How to work with operators to understand your mobile audience
- How to overcome fragmentation - which devices and operating systems are used by your target customer base?

Who should exhibit?

- Mobile ad platforms
- Web / app developers
- Mobile CRM / analytics
- Mobile marketing consultants
- Payment / security providers
- NFC technology providers
- Law firms
- CRM solutions

Who will you meet?

- Mobile & digital marketers from consumer brands
- Advertising agencies
- Mobile operators
- Mobile game developers
- Mobile ad platforms
- Web / app developers
- Heads of marketing





M-Commerce

@THE Mobile SHOW 

Co-located with The Mobile Show exhibition, M-commerce world is a one day strategic conference.

Forrester Research has predicted that m-commerce sales will hit \$10 billion by the end of next year. This explosion is being driven by the advent of smartphone technology that has enabled easy access to mobile content such as full-length music, videos, social network sites and the Internet.

M-Commerce World will bring together telcos, retailers and banks to explore new opportunities and partnerships as m-payments look set to disrupt the payment landscape forever.

They will attend m-Commerce World to learn how to:

- Leverage m-commerce capabilities to drive new revenue growth
- Expand their online operations of websites and supply-chain capabilities into the mobile space
- How to link m-commerce with loyalty & reward programs
- Integrate m-commerce with existing internal IT & marketing systems
- Prevent mobile fraud
- Generate revenue through increasing mobile payment transactions
- Develop favourable revenue share/business models
- Speed up consumer adoption of mobile payments

Who should exhibit?

- Payment solutions
- Mobile ticketing
- LBS
- Device Manufacturers
- Payment security
- Search
- Analytics

Who will you meet?

Key decision makers and procurement officials from:

- Retailers
- Telcos
- Banks
- Regulators





M2M World has been created for all vertical industries that have an interest in managing their assets and optimising their distribution and supply chain by enabling the automatic transmission of data between machines.

Organisations will attend M2M World to:

- Learn what M2M is and how it works
- Get an update on the latest M2M applications
- Hear how M2M can increase revenue, reduce costs and better serve customers
- Implement an M2M strategy and deploy with an eye toward business outcomes
- Understand the security, reliability, availability, scalability and interoperability issues related to M2M
- Select technology partners

New technologies are enabling new behaviors that demand new business models - if you have the solutions, then you cannot miss this opportunity to showcase them.

Who should exhibit?

- Telcos
- M2M platform providers
- Turnkey providers
- Module Manufacturers
- Device Manufacturers
- SIM suppliers
- Component suppliers
- OSS / BSS providers

Who will you meet?

- Product Life Cycle Managers
- Distribution Managers
- Warehouse Managers
- Merchandising Decision Makers
- Product Security officers
- Business development executives
- Technology strategy directors
- Product design engineers
- Software engineers
- Application developers



Sponsorship opportunities





Title sponsorship

Position your business as **the** key player.

This premium package offers extensive pre-event exposure and direct business generation during and after the show. There is only **one** Title Sponsor per show.

No other sponsor will be shown as equal to or higher than the title sponsor.

Package Benefits

- Your company name and logo will feature on all promotional material as “*Your company presents The Mobile Show 2012...*”
- Your logo to appear in the seminar brochure and visitor ticket
- Your logo to appear on all event advertisements
- Your logo to appear on the event website and emails, with hyperlink to and from your website
- Your logo will be included on the on-site signage and event banners
- A 72sqm stand in a prominent position on the exhibition floor
- Naming rights over one of the four on floor seminar theatres (*high profile branding on the theatre included within this package*).
- Four seminar presentation slots in any of the four theatres over the two days of the show.
- Pre-show access to visitors that have pre-registered to all of your seminar sessions and on all sessions in your theatre.
- A full colour full page advertisement in the visitor show guide
- VIP invitation for your clients to visit the show and have VIP access to all seminar theatres
- Personalised mailing of visitor ticket and seminar brochure to your database.
- Unlimited use of *CONTACT* business meetings system for setting up sales meetings
- Two mailings of the entire visitor list for post event promotional marketing via a 3rd party mailing house

The Conference

- An opening keynote address within the conference
- A 30 minute presentation/case study within the conference
- An opportunity to participate in a panel session as a panelist or moderator
- You are invited to contribute a welcome letter in the main conference brochure
- Your logo to appear in the conference brochure
- A full colour full page advertisement in the conference documentation
- 10 complimentary conference passes

\$65'000 AUD



Platinum sponsorship

Position your business as a key player. There are five possible combinations of the Platinum sponsorship package as you have the opportunity to align your business to either 'the show' as a whole, or to one of the specific event brands which best represents your company's focus:

For example:

- The Mobile Show
- Planet of the Apps
- Mobile Commerce and Payments World
- Mobile Government World
- MAD World

Package Benefits

- Platinum level sponsor branding and priority listing across all relevant event profiles
- Your logo to appear in the seminar brochure and visitor ticket
- Your logo to appear on all event advertisements
- Your logo to appear on the event website and emails, with hyperlink to and from your website
- Your logo will be included on the on-site signage and event banners
- A 36sqm stand in a prominent position on the exhibition floor
- Naming rights over one of the four on floor seminar theatres (*high profile branding on the theatre included within this package*). **** Subject to availability at time of signing ****
- Three seminar presentation slots in any of the four theatres over the two days of the show.
- Pre-show access to visitors that have pre-registered to all of your seminar sessions and on all sessions in your theatre.
- A full colour full page advertisement in the visitor show guide
- VIP invitation for your clients to visit the show and have VIP access to all seminar theatres
- Personalised mailing of visitor ticket and seminar brochure to your database.
- Unlimited use of *CONTACT* business meetings system for setting up sales meetings
- One mailing of the entire visitor list for post event promotional marketing via a 3rd party mailing house

The Conference

- A 30 minute presentation/case study within the conference
- An opportunity to participate in a conference panel session as a panelist or moderator
- Your logo to appear in the conference brochure
- A full colour full page advertisement in the conference documentation
- 8 complimentary conference passes

\$50'000 AUD



Gold sponsorship

Package Benefits

- Gold level sponsor branding across all relevant event profiles
- Your logo to appear in the seminar brochure and visitor ticket
- Your logo to appear on all event advertisements
- Your logo to appear on the event website and emails, with hyperlink to and from your website
- Your logo will be included on the on-site signage and event banners
- An 18sqm stand in a prominent position on the exhibition floor
- One seminar presentation slot in any of the four theatres over the two days of the show.
- Pre-show access to visitors that have pre-registered to all of your seminar sessions and on all sessions in your theatre.
- A full colour half page advertisement in the visitor show guide
- VIP invitation for your clients to visit the show and have VIP access to all seminar theatres
- Personalised mailing of visitor ticket and seminar brochure to your database.
- Unlimited use of *CONTACT* business meetings system for setting up sales meetings
- One mailing of the entire visitor list for post event promotional marketing via a 3rd party mailing house

The Conference

- A 30 minute presentation/case study within the conference
- Your logo to appear in the conference brochure
- A full colour full page advertisement in the conference documentation
- 5 complimentary conference passes

\$35'000 AUD



Silver sponsorship

Package Benefits

- Silver level sponsor branding across all relevant event profiles
- Your logo to appear in the seminar brochure and visitor ticket
- Your logo to appear on all event advertisements
- Your logo to appear on the event website and emails, with hyperlink to and from your website
- Your logo will be included on the on-site signage and event banners
- An 18sqm stand in a prominent position on the exhibition floor
- One seminar presentation slot in any of the four theatres over the two days of the show.
- Pre-show access to visitors that have pre-registered to all of your seminar sessions and on all sessions in your theatre.
- A full colour quarter page advertisement in the visitor show guide
- VIP invitation for your clients to visit the show and have VIP access to all seminar theatres
- Personalised mailing of visitor ticket and seminar brochure to your database.
- Unlimited use of *CONTACT* business meetings system for setting up sales meetings
- One mailing of the entire visitor list for post event promotional marketing via a 3rd party mailing house

The Conference

- An opportunity to participate in a conference panel session as a panelist or moderator
- Your logo to appear in the conference brochure
- A full colour full page advertisement in the conference documentation
- 2 complimentary conference passes

\$25'000 AUD





Hospitality sponsorship (exhibition)

- Café
- Internet lounge
- Networking lounge

Package Benefits

- Naming rights for one of the on-floor networking areas; cafe, internet lounge or networking lounge.
- One presentation slot in any of the four theatres over the two days of the show.
- Pre-show access to visitors that have pre-registered to your seminar sessions
- An 18 sqm stand in a prominent position on the exhibition floor
- Unlimited use of *CONTACT* business meetings system for setting up sales meetings
- Your logo to appear in the seminar brochure and visitor ticket
- Your logo to appear on all event advertisements
- Your logo to appear on the event website and emails, with hyperlink to and from your website
- A full colour half page advertisement in the show guide
- VIP invitation for your clients to visit the show and have VIP access to all seminar theatres
- Personalised mailing of visitor ticket and seminar brochure to your database.
- Your logo will be included on the on-site signage and event banners
- One mailing of the entire visitor list for post event promotional marketing via a 3rd party mailing house

\$25'000 AUD





Hospitality sponsorship (conference)

Package Benefits

- One presentation slot in any of the four theatres over the two days of the show.
- Pre-show access to visitors that have pre-registered to your seminar sessions
- A 9 sqm stand in a prominent position on the exhibition floor
- Unlimited use of CONTACT business meetings system for setting up sales meetings
- Your logo to appear in the seminar brochure and visitor ticket
- Your logo to appear on all event advertisements
- Your logo to appear on the event website and emails, with hyperlink to and from your website
- VIP invitation for your clients to visit the show and have VIP access to all seminar theatres
- Personalised mailing of visitor ticket and seminar brochure to your database.
- Your logo will be included on the on-site signage and event banners
- One mailing of the entire visitor list for post event promotional marketing via a 3rd party mailing house

The Conference

- 5 minute welcome address in the main conference just prior to your function
- Your logo to appear in the conference brochure
- A full colour full page advertisement in the conference documentation
- 2 complimentary conference passes

Day one lunch sponsor	AUD\$20'000
Day two lunch sponsor	AUD\$18'000
Refreshment break sponsor	AUD\$16'000



Summary – sponsorship packages

Positioning	SQM	Seminar theatre presentations	Conference - Panel session	Conference - stand alone presentation	Conference - keynote address	Conference passes	Advert - Visitor show guide	Advert - conference documentation	Post event visitor mailing	Exclusive naming rights to a seminar theatre, networking area of function	Dual branding across related event profiles
Exclusive Title sponsor	72	4	1	1	1	10	Full page	Yes	2	Yes	N/A
Platinum sponsor	36	3	1	1	N/A	8	Full page	Yes	1	On application	Yes
Gold sponsor	18	1	N/A	1	N/A	5	1/2 page	Yes	1	N/A	Yes
Silver sponsor	18	1	1	N/A	N/A	2	1/4 page	Yes	1	N/A	Yes
Hospitality sponsor (exhibition)	18	1	N/A	N/A	N/A	N/A	1/2 page	N/A	1	Yes	N/A
Hospitality sponsor (conference)	9	1	N/A	N/A	N/A	2	1/4 page	Yes	1	Yes	N/A

All sponsorship packages come with the following benefits as standard

- Pre-show access to visitors who have pre-registered to attend your seminar presentation sessions
- Unlimited use of CONTACT business meetings system for setting up sales meetings pre-event, onsite and post-event
- Your logo to appear on event advertisements
- Your logo to appear on event HTML emails
- Your logo and profile to appear on the event website with hyperlink
- Your logo to appear in the show guide
- Your logo to appear on the visitor ticket and seminar brochure
- Your logo to be included on the on-site signage and event banners
- Personalised mailing of the visitor ticket and seminar brochure to your database
- VIP invitations for your clients to visit the show and have VIP access to your database



Additional branding and sponsorship opportunities to help you really stand out from the competition

The following sponsorship options are available but must be taken with a minimum of 18sqm of exhibition space

Exhibition registration sponsor: \$20'000 AUD

Lanyards: \$15'000 AUD

Visitor badges: \$12'000 AUD

Visitor bags: \$10'000 AUD

** Lanyards and bags to be supplied by the sponsor

The following sponsorship options are available and must be taken with a minimum of 12sqm of exhibition space

Advertising in the show guide

Full page A4 colour advert: \$795 AUD

Inside front cover: \$995 AUD

Outside back cover: \$1195 AUD

Seminar speaking slot: \$3'000 AUD per session (maximum of two per client)



Exhibitor packages

Package benefits

- A stand or space in a prominent position on the exhibition floor
- Unlimited use of CONTACT business meetings system for setting up sales meetings
- Your logo will appear on the show website with link to your site.
- Inclusion in the onsite show guide exhibitor listing

Your investment

Shell scheme **\$745 AUD per sqm**

(walls, fascia board, carpet, lights, table and two chairs)

Raw space **\$695 AUD per sqm**



Standard packages:

SQM	Shell scheme @ AU \$745	Raw space @ AU \$695
9	\$6'705	\$6'255
12	\$8'940	\$8'340
18	\$13,410	\$12'510
24	\$17'880	\$16'680
36	N/A	\$25'020
48	N/A	\$33'360
72	N/A	\$50'040



Booking form

THE Mobile SHOW 2012



Please reserve me:

_____ Sponsorship package _____ Metres Exhibition Space

First name:..... Last Name:

Job title:.....

Company:

Postal Address:.....

Country: Post code:

Tel: Fax:

E-mail: Mobile:

YES! I am interested in sponsoring. Please contact me to discuss this further.

YES! I am interested in the conference. Please send me a draft programme when it is available.