

MOBILE MARKETING HOT SPOT SPONSORSHIP OPPORTUNITIES

Reach your target audience and beyond by sponsoring the Mobile Marketing Hot Spot, a new, cutting-edge pavilion at **DMA•08**. Give your company top billing by capitalizing on the excitement and energy that is mobile marketing's meteoric rise as a viable channel with a reach of billions of customers and growing.

When you join our **Mobile Marketing Hot Spot as an exclusive sponsor (\$40,000) or co-sponsor (\$20,000)** you guarantee yourself exposure to a market where:

- Over half (56%) will spend more than \$1 million on marketing initiatives
- One out of every four will spend \$10 million or more

Act today! Don't miss your opportunity to connect at the Global Event for Integrated Marketers

General Sponsorship Benefits Include:

A pavilion set with 20 pedestals and presentation area. The presentation area will have a large flat screen monitor and seating for 25 people. You will also have the ability to give a 15-20 minute presentation during 90 minute show cycles. Plus:

- 4 complimentary registrations
- Pedestal rental (\$40k sponsorship will receive a complimentary 2-sided ped)
- Set-up and dismantle
- ID Sign with company name and five bullet points
- 500 watts of power
- 19" flat-screen monitor
- Drayage of pedestal
- ½ page ad in DMA 08 Conference & Exhibition Show Directory
- 1 wireless internet connection