Meet Today's Elite Mobile and Wireless Decision-Makers at

Mobile & Wireless World

Owned & Produced by:
COMPUTERWORLD

January 12-15, 2003

Renaissance Esmeralda Resort
Indian Wells, California

For more information or to sponsor, visit
www.mwwusa.com
or call 1-508-820-8212

October 7, 2002

According to IDC, the mobile and wireless market will grow from $72 billion in 2003 to $94 billion in 2004, which means that today's innovative enterprises will continue to integrate mobile and wireless technologies at an aggressive pace.

Join your executive-level peers, industry leaders, Gerry Purdy and me as we take a close look at how mobile and wireless technologies will dramatically impact the enterprise as we know it.

I am pleased to announce our alliance with Gerry Purdy that leverages his industry evangelism and history of world-class events.

Ron Milton
VP/GM Strategic Programs
Computerworld

At Mobile & Wireless World, we'll take the user-company point-of-view to examine what's working, what's hot, and how you can capitalize.

You'll get a unique opportunity to meet the very companies that can maximize the benefit of mobile and wireless technologies.

I am honored to be associated with the IT industry's premier publication and event producer – Computerworld. I will continue to contribute a level of expertise to this event series that you have come to recognize and trust.
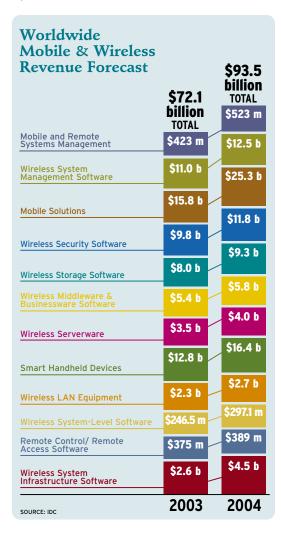
Dr. Gerry Purdy
Principal Analyst
MobileTrax, LLC

The content-rich conference that sees an enterprise without wires

Mobile and wireless technologies push the enterprise envelope every day, from customer-facing applications all the way to the factory floor. With the proliferation of mobile and wireless applications, devices and services, how can user organizations stay on the cutting edge? How can they find today's most promising mobile and wireless technologies? And how can they learn how other companies and industries apply the latest and greatest mobile and wireless tools?

It's a daunting task.

And it's why key executives responsible for implementing these technologies will gather at Computerworld's Mobile & Wireless World, January 12-15, 2003 in Indian Wells, California:

- Hear, discuss and witness winning mobile and wireless strategies in the enterprise
- Gain first-hand knowledge that can enhance your own company's mobile and wireless strategy
- Examine the industry's major issues and challenges
- See developing technologies
- Network with peers
- Meet potential partners
- Converge with analysts and press
- And take home practical tips and knowledge of technologies that you can implement right away

Worldwide Mobile & Wireless Revenue Forecast

	2003	2004
TOTAL	**$72.1 billion**	**$93.5 billion**
Mobile and Remote Systems Management	$423 m	$523 m
Wireless System Management Software	$11.0 b	$12.5 b
Mobile Solutions	$15.8 b	$25.3 b
Wireless Security Software	$9.8 b	$11.8 b
Wireless Storage Software	$8.0 b	$9.3 b
Wireless Middleware & Businessware Software	$5.4 b	$5.8 b
Wireless Serverware	$3.5 b	$4.0 b
Smart Handheld Devices	$12.8 b	$16.4 b
Wireless LAN Equipment	$2.3 b	$2.7 b
Wireless System-Level Software	$246.5 m	$297.1 m
Remote Control/ Remote Access Software	$375 m	$389 m
Wireless System Infrastructure Software	$2.6 b	$4.5 b

SOURCE: IDC

The definitive executive conference for enterprise Mobile & Wireless users

As wireless LANs proliferate and mobile devices and services continue to evolve, Mobile & Wireless World will be ready to unveil hot new technologies to the very decision-makers who can benefit most — those who drive volume budget decisions for today's largest enterprises. Designed from the user-organization perspective, this conference provides a unique point-of-view — one that examines real strategies to support business and profits in today's complex economy.

An elite audience of key enterprise decision-makers

Consisting of CIOs, CTOs, VPs, Directors or Managers of IT, Computerworld will assemble an elite audience of invitation-only conference registrants — each having proven ability to make serious mobile and wireless acquisition decisions for their organizations. Developed with the quality that Computerworld conference registrants have come to expect, Mobile & Wireless World will provide a complete and provocative program of user case studies, industry perspectives, and solution spotlights.

The most unique conference for the Mobile and Wireless market

Unlike other mobile and wireless events, Mobile & Wireless World will focus exclusively on the needs of mobile and wireless decision-makers in the enterprise. Sessions, receptions, meals and activites will focus on maximizing the visibility of sponsors while captivating this special audience with the most contemporary mobile and wireless topics in the market. Attendees will have the opportunity to choose from multiple conference tracks and attend "Workshops," "Industry Roundtables" or the innovative "Industry Pipeline" discussions.

Prestigious sponsorships with substantial entitlements

Whether you are the Event Underwriter or a Platinum, Gold or Silver Sponser, you will benefit from tasteful and substantial exposure that introduces you directly to key buyers (See details on pages 6-9). What's more, your exposure will be neatly integrated within a conference program featuring a user awards program, a vendor awards program, content delivered by industry pundits and CXO-level speakers and multiple networking receptions — all of which is launched with a golf outing and taking place in the Palm Springs area. For more information, or to sponsor, visit www.mwwusa.com.

Mobile & Wireless World
Owned & Produced by: COMPUTERWORLD

The Mobile & Wireless market - the players and the opportunity

The Top 10 Smart Handheld Devices Vendors

		2000 Worldwide Shipments	Share
1.	Palm	5,709,000	42.2%
2.	Handspring	1,223,000	9.0%
3.	Symbol	780,000	5.8%
4.	Psion	596,000	4.4%
5.	Hi-Tech Wealth	550,000	4.1%
6.	Hewlett-Packard	495,000	3.7%
7.	Sharp	390,000	2.9%
8.	Casio	387,000	2.8%
9.	Compaq	349,000	2.6%
10.	Fujitsu	339,000	2.5%
	rest of market		20.0%

The Top 7 Remote Control/Access Software Vendors

		2000 Worldwide Revenue	Share
1.	Symantec	$205,800,000	58.6%
2.	Computer Associates	$47,900,000	13.6%
3.	Danware	$22,700,000	6.5%
4.	Compaq/Altiris	$20,900,000	6.0%
5.	Netopia	$19,200,000	5.5%
6.	LapLink	$14,800,000	4.2%
7.	Vector Networks	$5,200,000	1.5%
	rest of market		4.1%

The TOP 10 Wireless LAN NIC Vendors

		2000 Worldwide Shipments	Share
1.	Proxim	1,020,000	31.8%
2.	Cisco/Aironet	527,500	16.4%
3.	Symbol	438,700	13.7%
4.	Agere/ORiNOCO	334,900	10.4%
5.	3Com	82,200	2.6%
6.	Samsung	70,000	2.2%
7.	Intermec	75,000	2.3%
8.	Enterasys	44,900	1.4%
9.	Alvarion	37,400	1.2%
10.	D-Link	26,400	0.8%
	rest of market		17.2%

The Top 10 Pen Notepad Vendors

		2000 Worldwide Shipments	Share
1.	Symbol	153,000	44.6%
2.	Telxon	24,000	7.0%
3.	Intermec	23,000	6.7%
4.	Casio	20,000	5.8%
5.	Matsushita	13,000	3.8%
6.	Icras	11,000	3.2%
7.	Epson	8,000	2.3%
8.	Seiko	7,000	2.0%
9.	NEC	6,000	1.7%
10.	Canon	5,000	1.5%
	rest of market		21.4%

The Top 10 Keypad Handheld Vendors

		2000 Worldwide Shipments	Share
1.	Symbol	616,000	38.5%
2.	Telxon	189,000	11.8%
3.	Fujitsu	142,000	8.9%
4.	Psion	141,000	8.8%
5.	Sharp	84,000	5.3%
6.	Intermec	66,000	4.1%
7.	Casio	51,000	3.2%
8.	Itronix	49,000	3.1%
9.	Welcat	27,000	1.7%
10.	Denso	24,000	1.5%
	rest of market		13.1%

The Top 10 Portable PC and Desktop Vendors

		2000 Worldwide Revenue	Share
1.	Dell	$25,727,820,000	13.5%
2.	Compaq	$24,470,510,000	12.8%
3.	IBM	$15,614,910,000	8.2%
4.	Hewlett-Packard	$13,469,550,000	7.0%
5.	Fujitsu Siemens	$11,136,650,000	5.8%
6.	NEC	$9,345,840,000	4.9%
7.	Toshiba	$8,691,740,000	4.5%
8.	Gateway	$7,415,970,000	3.9%
9.	Apple	$7,027,190,000	3.7%
10.	Acer	$5,410,720,000	2.8%
	rest of market		32.9%

The TOP 10 Cellular/PCS Handset Vendors

		2000 Worldwide Shipments	Share
1.	Nokia	123,540	30.8%
2.	Motorola	58,560	14.6%
3.	Ericsson	40,110	10.0%
4.	Siemens	26,070	6.5%
5.	Panasonic	20,860	5.2%
6.	Samsung	20,060	5.0%
7.	Alcatel	18,850	4.7%
8.	Mitsubishi	12,840	3.2%
9.	Kyocera	12,030	3.0%
10.	Philips	11,630	2.9%
	rest of market		14.1%

The Top 13 Wireless LAN Vendors

		2000 Worldwide Shipments	Share
1.	Proxim	1,113,000	28.2%
2.	Cisco/Aironet	645,200	16.4%
3.	Symbol	614,000	15.6%
4.	Agere/ORiNOCO	386,700	9.8%
5.	Alvarion	118,700	3.0%
6.	3Com	101,000	2.6%
7.	Intermec	100,000	2.5%
8.	Enterasys	78,400	2.0%
9.	Samsung	78,000	2.0%
10.	Accton/SMC	29,100	0.7%
11.	D-Link	28,900	0.7%
12.	IBM	10,700	0.3%
13.	Siemens	6,000	0.2%
	rest of market		16.0%

The Top 10 Wireless LAN Access Point/Bridge Vendors

		2000 Worldwide Shipments	Share
1.	Symbol	175,300	24.0%
2.	Cisco/Aironet	117,700	16.1%
3.	Proxim	93,000	12.8%
4.	Alvarion	81,300	11.2%
5.	Agere/ORiNOCO	51,800	7.1%
6.	Enterasys	33,500	4.6%
7.	Intermec	25,000	3.4%
8.	3Com	18,800	2.6%
9.	Samsung	8,000	1.1%
10.	Accton/SMC	5,200	0.7%
	rest of market		16.4%

SOURCE: IDC

Computerworld knows the Mobile & Wireless market - audience, expertise and buyers

Mobile & Wireless Marketing Programs from Computerworld

	Print	Online	Events
OPPORTUNITIES	• Mobile/Wireless Knowledge Center in print • Mobile/Wireless white papers • Postal direct mail lists of Computerworld subscribers who buy Mobile/Wireless	• Mobile/Wireless Knowledge Center online • Mobile/Wireless email newsletter • Vendor Technology Solutions Directory • Sponsored text link • Email lists of Computerworld subscribers who buy Mobile/Wireless • Email lists of Computerworld's Mobile/Wireless Newsletter subscribers	• Sponsorship of Computerworld's Mobile & Wireless World, January 12-15, 2002, Renaissance Esmeralda Resort, Indian Wells California providing: • Face-to-face presence with quality buyers • Live product demonstrations • Invitations to customers to attend • Sponsor case studies and industry updates (Platinum sponsors only) • Use of quality registered attendee list • Access to expertise of MobileTrax, LLC
AUDIENCE	• 202,000 subscribers SOURCE: Computerworld Circulation Department Analysis, February 4, 2002 issue • 100% subscriber penetration to the Fortune 1,000 • Subscribers with $40.6 million mean personal IT budget authority SOURCE: Computerworld Subscriber Profile, December 2001, conducted by: **MRI** • Computerworld's total audience of 1.5 million readers • 151,000 readers who buy any wireless LAN technologies • The 1.2 million Computerworld readers who **don't** read InformationWeek • The 1.4 million Computerworld readers who **don't** read eWEEK SOURCE: IntelliQuest CIMS v8.0 **CIMS**v8.0	• 802,469 monthly unique visitors SOURCE: DoubleClick • 11.3 million monthly page views SOURCE: Webtrends • Visitors with $12.7 million in mean personal IT budget authority and $44 million mean organizational IT budget • The 34% of Computerworld.com visitors who buy Mobile/Wireless devices, Handheld PCs • The 95% of Computerworld.com visitors who **don't** visit TechTarget.com SOURCE: Computerworld.com Visitor Profile, November 2001, conducted by: Millward Brown	• Hundreds of executive-level attendees • Industry press, analysts and luminaries • Industry partners

Sponsorships Available at Computerworld's Mobile & Wireless World Conference

Conference Sponsorships

To provide optimum sponsor visibility, there are only four levels of sponsorship—Conference Underwriter, Platinum, Gold and Silver—and only a limited number of these sponsorships are available. Vendor participation is available only to sponsoring companies. To sponsor the conference, call your Computerworld sales executive, Leo Leger, Vice President, Strategic Initiatives, Computerworld at 508-820-8212, or Gerry Purdy, Principal Analyst, MobileTrax, LLC at 650-996-0396.

Conference Underwriter Package

Limited to 1 sponsorship - includes entitlements of 2 Platinum Sponsor Packages
$250,000

- This package includes all the entitlements of TWO full Platinum Sponsor packages (See below). It may be used by corporations with two participating divisions or product groups as each will be given their own "identity" while the corporation itself will be given the most prominently visible name and logo treatment – comparable in stature to the event producer – Computerworld. The Event Underwriter may of course also be a single division or product group presence. The price will remain the same and Computerworld will work with the customer to tailor a high-impact, high-value package.

Additional entitlements include:
- Exclusive positioning of the 2 Platinum Level booth spaces in the Expo Hall "Solution Showcase" adjacent to each other (with a bonus meeting area/lounge space of 5' by 10' between them) in the most optimum area of the Expo hall.
- Minimum of 4 Mobile & Wireless World-provided Banners with status and corporate logo prominently displayed in the main Conference Sessions Room and in the Expo.
- Exclusive sponsorship of the January 14th Reception and Awards Ceremony (see page 8).
- Exclusive sponsorship of the January 14th Gala Dinner (see page 8).
- Technology Workshop – 3-hour, in-depth tutorial/solution update session (see page 8).
- Complimentary, back-cover, 4-color, full page advertisement in the January 13, 2003 Computerworld Mobile & Wireless White Paper (supplement to Computerworld issue, 200,000+ circulation and distributed to conference attendees).

Platinum Sponsor Package

Limited to 12 sponsorships
$85,000

- Logo with Platinum Sponsor designation in all attendee advertisements and marketing materials.
- Logo with URL link to sponsor company on Mobile & Wireless World home page.
- Logo with Platinum Sponsor designation in all onsite signage and conference materials (Pocket Agenda, Sponsor Guide, Proceedings, etc.).
- 1 of 12* exclusive Platinum Sponsor suites/sleeping rooms with space for private meetings for the duration of the event (Sunday through Tuesday evenings).
- 1 of 12* premium spaces for a 10' by 10' booth at the front of the Expo hall during "Solution Showcase."
- 1 Mobile & Wireless World-provided Banner over/near booth (largest size relative to other sponsor levels).
- 1 of 12,* exclusive 30-minute, main stage presentations during the conference. There will be 6 "General Presentations" (corporate/product "pitches" restricted) and 6 "End-User Case Study Presentations." Type of presentation and schedule selection based on first-contracted, first-choice). Case-study topic and customer end-user speaker is designated by Platinum sponsor. Sponsor representative may briefly introduce topic and end-user speaker.
- 1 of 12* 20-minute updates in the "Industry Pipeline" scheduled as a conference track Sunday, 2:00pm – 5:00pm and Wednesday, 9:00am – 12:00pm.
- 10 full conference IT User VIP passes including transportation (arranged by Mobile & Wireless World**), host resort accommodations (Sunday through Tuesday evenings), and conference registration. It is the responsibility of the sponsor to provide its designated invitation list by a deadline to be determined. Computerworld will insure that no less than 200 "quality end-users" (including Sponsor-designated invitees and a select list of MobileTrax's designated "Mobile Mavens,") will participate under this fully subsidized arrangement. There are no sponsorship package adjustments or rebates for unused sponsor allocation.
- 5 full Staff passes including conference registration with option to purchase an additional 5 (only) at a 75% discount of registration fee.
- Special price of $10,000 for 4-color, tabloid page advertisement in the January 13, 2003 Computerworld Mobile & Wireless White Paper (supplement to Computerworld issue, 200,000+ circulation and distributed to conference attendees).
- One-time use of complete post-conference registrants list via bonded mail house.
- First-contracted, first-choice opportunity to purchase Additional Sponsorships (see Page 8).
- Complimentary, one-year MobileTrax Enterprise IT Market Research subscription service – a $5,000 value.

* 1 of 14 if Conference Underwriter Package is sold.

** Economy class airfare or equivalent, continental U.S. only, subject to limitations and deadlines. Travel arrangements to made by IDG Travel or MWW-designated agency only.

Sponsorships Available at Computerworld's Mobile & Wireless World Conference

Gold Sponsor Package

Limited to 12 sponsorships
$45,000

- Logo with Gold Sponsor designation in all attendee advertisements and marketing materials.
- Logo with URL link to sponsor company on Mobile & Wireless World home page.
- Logo with Gold Sponsor designation in all onsite signage and conference materials (Pocket Agenda, Sponsor Guide, Proceedings, etc.).
- 1 of 12 preferred location spaces for a 10' by 10' booth in the Expo hall during "Solution Showcase."
- 1 Mobile & Wireless World-provided Banner over/near booth (slightly smaller in size than Platinum Sponsor level).
- 1 of 12 speaking opportunities as a Panelist in the Conference Program Panels (TBD).
- 5 full conference IT User VIP passes including transportation (arranged by Mobile & Wireless World*), host resort accommodations (Sunday through Tuesday evenings), and conference registration. It is the responsibility of the sponsor to provide its designated invitation list by a deadline to be determined. Computerworld will insure that no less than 200 "quality end-users" (including Sponsor-designated invitees and a select list of MobileTrax's designated "Mobile Mavens,") will participate under this fully subsidized arrangement. There are no sponsorship package adjustments or rebates for unused sponsor allocation.
- 3 full Staff passes including conference registration with option to purchase an additional 3 (only) at a 50% discount of registration fee.
- Special price of $12,000 for 4-color, tabloid page advertisement in the January 13, 2003 Computerworld Mobile & Wireless White Paper (supplement to Computerworld issue, 200,000+ circulation and distributed to conference attendees).
- One-time use of complete post-conference registrants list via bonded mail house.
- First-contracted, first-choice opportunity to purchase Additional Sponsorships (see Page 8).
- Complimentary, one-year MobileTrax Enterprise IT Market Research subscription service – a $5,000 value.

Economy class airfare or equivalent, continental U.S. only, subject to limitations and deadlines. Travel arrangements to made by IDG Travel or MWW-designated agency only.

Silver Sponsor Package

Limited to 24 sponsorships
$15,000

- Logo with Silver Sponsor designation in all attendee advertisements and marketing materials.
- Logo with URL link to sponsor company on Mobile & Wireless World home page.
- Logo with Silver Sponsor designation in all onsite signage and conference materials (Pocket Agenda, Sponsor Guide, Proceedings, etc.).
- 1 of 24 spaces for a 6' by 4' table-top exhibit in the Expo hall during "Solution Showcase."
- 1 full conference IT User VIP pass including transportation (arranged by Mobile & Wireless World*), host resort accommodations (Sunday through Tuesday evenings), and conference registration. It is the responsibility of the sponsor to provide its designated invitation list by a deadline to be determined. Computerworld will insure that no less than 200 "quality end-users" (including Sponsor-designated invitees and a select list of MobileTrax's designated "Mobile Mavens,") will participate under this fully subsidized arrangement. There are no sponsorship package adjustments or rebates for unused sponsor allocation.
- 1 full Staff passes including conference registration with option to purchase an additional 2 (only) at a 25% discount of registration fee.
- Special price of $14,000 for 4-color, tabloid page advertisement in the January 13, 2003 Computerworld Mobile & Wireless White Paper (supplement to Computerworld issue, 200,000+ circulation and distributed to conference attendees).
- First-contracted, first-choice opportunity to purchase Additional Sponsorships (see Page 8).
- 50% discount on one-year MobileTrax Enterprise IT Market Research subscription service – full price is $5,000.

Economy class airfare or equivalent, continental U.S. only, subject to limitations and deadlines. Travel arrangements to made by IDG Travel or MWW-designated agency only.

Additional Sponsorships Available at Computerworld's Mobile & Wireless World Conference

January 12 Pre-Conference Golf Outing
Limited to 1 sponsorship
$20,000*

- exclusive sponsorship of pre-conference golf outing
- signage indicating exclusive sponsorship status of pre-conference golf outing
- formal announcement and acknowledgement of sponsorship during program
- logo in attendee promotion materials and on-site conference materials

*cost of greens/cart fees additional

January 12 Opening Reception
Limited to 1 sponsorship
$20,000

- exclusive sponsorship of evening reception
- signage indicating exclusive sponsorship status of reception
- formal announcement and acknowledgement of sponsorship during program
- logo in attendee promotion materials and on-site conference materials

January 12 & 15 Technology Workshops
Limited to 6 sponsorships
$25,000

NOTE: Only 5 available if Conference Underwriter Package is sold. Selection of day based on first-contracted, first choice.
- 3-hour, in-depth tutorial/solution update session
- 1 of 3 workshops available in multi-track schedule planned for Sunday, 2:00pm – 5:00pm and Wednesday, 9:00am – 12:00pm
- includes private meeting room - set up classroom style and LCD projector/AV
- detailed description of session sylabus on Web site agenda, as well as inclusion in proceedings
- signage indicating sponsorship and inclusion in agendas, etc.

January 13 & 14 Breakfast
Limited to 2 sponsorships
$10,000

- exclusive sponsorship of breakfast
- signage indicating exclusive sponsorship status of breakfast
- formal announcement and acknowledgement of sponsorship during program

January 14 Reception & Awards Ceremony
Limited to 1 sponsorship
$25,000

NOTE: Only available if not sold as part of Conference Underwriter Package
- exclusive sponsorship of evening Reception and On-stage Awards Ceremony
- signage indicating exclusive sponsorship status of Reception and On-stage Awards Ceremony
- formal announcement and acknowledgement of sponsorship during program

January 14 Gala Dinner
Limited to 1 sponsorship
$35,000

NOTE: Only available if not sold as part of Conference Underwriter Package
- exclusive sponsorship of Gala Dinner
- signage indicating exclusive sponsorship status of Gala Dinner
- formal announcement and acknowledgement of sponsorship during program

Official Briefcase
Limited to 1 sponsorship
$10,000**

- sponsor company logo appearing on official conference briefcase provided to all registered attendees

**cost of briefcase additional and, if provided directly to Computerworld, subject to Computerworld's quality standard approval

Other Sponsorships
$15,000 (each)***

- exclusive sponsorship and official supplier status of notepad, hotel key card, conference proceedings, lanyards, etc.

***cost of supplied item additional and, if provided directly to Computerworld, subject to Computerworld's quality standard approval

Mobile & Wireless World
Owned & Produced by: **COMPUTERWORLD**

Sponsor Contract & Advertising Insertion Order

Please fax or mail this agreement to:
Computerworld, 500 Old Connecticut Path, Framingham, MA 01701, Attn: Shari Beranbaum, Fax: 508-626-8524

Company Name (as it will appear in conference program materials):

_____   Address:_____

Principal Contact:_____   City:_____State:_____Zip:_____

Title:_____   Phone:_____Fax:_____

Company URL:_____   Email:_____

Logistics/Exhibitor Contact:_____   A/P Contact:_____

Title:_____   Title:_____

Address:_____   Address:_____

City:_____State:_____Zip:_____   City:_____State:_____Zip:_____

Phone:_____Fax:_____   Phone:_____Fax:_____

Email:_____   Email:_____

Advertising Contacts (only if submitting an advertisement):

Client Contact:_____   Agency Name: _____

Title:_____   Agency Contact:_____

Address:_____   Title:_____

City:_____State:_____Zip:_____   Address:_____

Phone:_____Fax:_____   City:_____State:_____Zip:_____

Email:_____   Phone:_____Fax:_____

Email:_____

Select from the following sponsorship packages: Planning to Advertise in Computerworld's January 13 Mobile & Wireless White Paper?   Amount Owed:

❑ Conference Underwriter ($250,000)   ❑ Yes   (includes complimentary full-page, 4-color ad) $ _____

❑ Platinum Conference Sponsor ($85,000)   ❑ Yes ❑ No (additional $10,000 for full-page, 4-color ad) $ _____

❑ Gold Conference Sponsor ($45,000)   ❑ Yes ❑ No (additional $12,000 for full-page, 4-color ad) $ _____

❑ Silver Conference Sponsor ($15,000)   ❑ Yes ❑ No (additional $14,000 for full-page, 4-color ad) $ _____

❑ January 12 Pre-Conference Golf Outing Sponsor ($20,000) (cost of fees extra) $ _____

❑ January 12 Opening Reception Sponsor ($20,000) $ _____

❑ Technology Workshops – three hours on January 12 or 15 ($25,000) $ _____

❑ January 14 Reception and Awards Ceremony Sponsor ($25,000) $ _____

❑ January 14 Gala Dinner Sponsor ($35,000) $ _____

❑ Breakfast Sponsor - January 13 or 14 ($10,000) Enter date here: _____ $ _____

❑ Official Briefcase Sponsor ($10,000) (cost of briefcases extra) $ _____

❑ Other Sponsorship ($15,000) Describe: _____ $ _____

These additional sponsorships are only available to contracted Underwriter Platinum, Gold and Silver sponsors as an incremental option.

Accepted by:

_____Date: _____
Client/Agency: Authorized Signature/Name/Title

_____Date: _____
Computerworld - Strategic Programs & Events: Authorized Signature/Name/Title

This application to participate as a Sponsor at Computerworld's Mobile & Wireless World conference will become a contract upon submission based on the rates, rules governing the event and general information included on this contract as well as in the Sponsor or Information Services Packet (forthcoming). A deposit of 50% of net sponsorship cost is due upon receipt of invoice. Remaining balance is due December 12, 2002. In the event that Computerworld is not in receipt of payment as outlined above, we reserve the right to reassign sponsorship participation. In the event of cancellation, Computerworld shall determine the cancellation assessment. Cancellation does not relieve the exhibitor/sponsor of the obligation to pay the determined cancellation assessment fee.

October 7, 2002