

DAS in Action: ATLANTA™



Mobile devices have become the “must have” product of the 21st Century. In fact, there are now more mobile devices than people in the United States. This love-affair with mobile devices and applications means wireless operators and business owners need to find new solutions to bring wireless coverage and capacity to their customers.

DAS In Action: Atlanta is a two-day event produced by The DAS Forum, a member organization of PCIA –The Wireless Infrastructure Association. This year’s event at Atlanta’s Marriott Marquis will focus on best practices in deploying Distributed Antenna Systems both outdoors and inside buildings, including a tour of a DAS deployment at Turner Field, home of the Atlanta Braves. The DAS Forum’s *DAS In Action* events are a premiere opportunity for industry leaders to showcase their products and services, network, collaborate and exchange information.

Why Sponsor?

The DAS Forum’s *DAS in Action* gathers carriers, DAS providers, equipment manufacturers, services firms, and other wireless industry professionals annually for the best two days the DAS industry has to offer. For this event, the DAS Forum will also attract executives within the hospitality, healthcare, higher education, public venue, and commercial building industries. Take advantage of the opportunity to put your business in front of all the key players by reserving one of several sponsorships available.

Access: Network with top executives and decision makers.

Exposure: Build brand awareness with industry stakeholders. Sponsors receive brand recognition on signage and the event website and in promotional and attendee materials.

Participation: Sponsoring companies have the opportunity to have executives speak at a session or introduce or thank a featured speaker.

Sponsorships Available

1001 Premiere Sponsor

- > Six (6) complimentary event registrations
- > Premium placement of Logo on website w/ link to company URL and opportunity to place leaderboard ad on event website
- > Premium placement of Logo on event promotional materials/signage
- > Premiere Sponsor recognition during the event
- > Collaboration with event media partner on press opportunities
- > Opportunity to provide promotional materials/gifts to participants
- > Opportunity to welcome/address participants
- > Opportunity to moderate a panel, speak at a session, introduce a featured speaker, or thank a featured speaker
- > Receive listing of all pre-registrants prior to event and full list of participants following event
- > Premium placement of Logo on thank you email blast to participants following event

Cost: \$10,000 DAS Forum member/\$15,000 non-member

1002 Gold Sponsor

- > Three (3) complimentary event registrations
- > Prominent placement of Logo on website/w link to company URL
- > Prominent placement of Logo on event promotional materials/signage
- > Gold Sponsor recognition during the event
- > Opportunity to provide promotional materials/gifts to participants
- > Opportunity to moderate a panel, speak at a session, introduce a featured speaker, or thank a featured speaker
- > Receive listing of all pre-registrants prior to event and full list of participants following event
- > Placement of Logo on thank you email blast to participants following event

Cost: \$5,000 DAS Forum member/\$7,500 non-member

1003 Reception Sponsor

(Partially exclusive¹)

- > Two (2) complimentary event registrations
- > Placement of Company Name/Logo on the event website with a link to company URL
- > Placement of Company Name/Logo on event promotional materials
- > Placement of Company Name/Logo next to reception description in event agenda
- > Prominent placement of Company Name/Logo on cocktail reception signage
- > One – color logo imprinted on reception cocktail napkins
- > Recognition as Reception Sponsor during the event and opportunity to provide promotional materials/gifts to participants during the reception
- > Receive list of participants following the event
- > Placement of Company Name/Logo on thank you email blast to participants following the event

Cost: \$7,500 DAS Forum member/\$10,000 non-member

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1004 Breakfast or Lunch Sponsor

(One Sponsor per Breakfast or Lunch)

- > One (1) complimentary event registration
- > Placement of Company Name/Logo on the event website with a link to company URL
- > Placement of Company Name/Logo on event promotional materials
- > Placement of Company Name/Logo on event signage
- > Placement of Company Name/Logo next to keynote or lunch in event agenda
- > Breakfast or Lunch sponsor recognition during the sponsored breakfast or lunch and opportunity to provide a one-page 8 ½" x 11" or tri-fold brochure insert in participant materials.
- > Opportunity to introduce or thank breakfast or lunch speaker if applicable
- > Receive list of participants following the event
- > Placement of Company Name/Logo on thank you email blast to participants following the event

Cost: \$3,500 DAS Forum member/\$5,000 non-member

1005 Individual Session Sponsor

(One Sponsor per Session)

- > One (1) complimentary event registration
- > Placement of Company Name/Logo on the event website with a link to company URL
- > Placement of Company Name/Logo on event promotional materials
- > Placement of Company Name/Logo on event signage
- > Placement of Company Name/Logo next to session in event agenda
- > Session Sponsor recognition during the sponsored session and opportunity to provide a one-page 8 ½" x 11" or tri-fold brochure insert in participant materials.
- > Receive list of participants following the event
- > Placement of Company Name/Logo on thank you email blast to participants following the event

Cost: \$2,500 DAS Forum member/\$3,000 non-member

1006 Exhibitor

- > (Up to) 8 x 10' of exhibit space
- > Two (2) complimentary event registrations
- > Placement of Company Name/Logo on the event website with a link to company URL
- > Placement of Company Name/Logo on event promotional materials
- > Placement of Company Name/Logo on event signage
- > List of all participants following the event

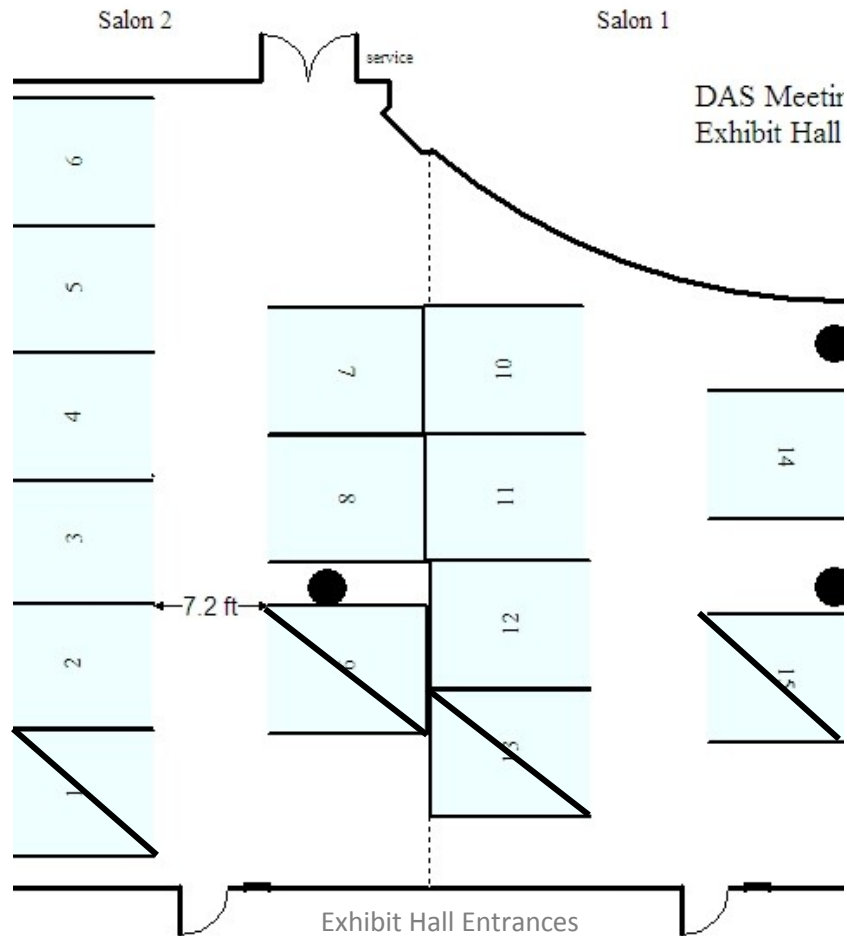
Cost: \$2,500 DAS Forum member/\$3,500 non-member

Sponsorships are awarded on a first come, first served basis. Please contact Nancy Touhill, 703.535.7411, nancy.touhill@pcia.comve your sponsorship.

¹Once a partially exclusive sponsorship has been awarded, it will not be offered to competitors of the awardee(s).

DAS In Action: Atlanta
April 10-11, 2012
Marriott Marquis

Exhibit Hall



Notes:

1. All booths are 8x10 feet
2. The following will be provided free of charge to each exhibitor
 - a. Skirted 6 foot table
 - b. 2 chairs
 - c. 1 wastebasket
3. Electric and internet drops must be ordered by and paid for by each exhibitor
4. No custom carpet is available

Past Participants

3M
Advanced Communications Inc.
Advanced RF Technologies, Inc.
Alcatel-Lucent
Alltel Wireless
Alpha Technologies
American Tower Corporation
Andrew Corporation
Apple, Inc.
AT&T Mobility
Atlantic Risk Management
Bechtel Communications
Black & Veatch
Broadcast Signal Lab, LLP
Byers Engineering Company
Cleartalk
Clearwire
CommScope
Corning Cable Systems
Corr Wireless
Crown Castle USA Inc.
CT Siting Council
Davis Wright Tremaine, LLP
Deltanode Solutions AB
Donohue & Stearns, PLC
Duke Energy
Dynamic Environmental Associates
EBI Consulting
Errigal
ExteNet Systems, Inc.
Federal Communications Commission
Fiber-Span
Galtronics
General Dynamics - Wireless Services
Global Tower Partners
Hargray
Heinz Corporation
Huawei
iBWave
Innovation Wireless Group
INOC
InSite Wireless, LLC
JN Partners
Lord & Company Technologies
Marriott
Media Venture Partners
Merchant Capital Corporation
MetroPCS
MGM Mirage
MobileAccess
Mobilitie, LLC
Network Building and Consulting, LLC
Nevada Energy
Nexius
NextG Networks, Inc.
Nextlink
Pacific West Communications, Inc.
PB Telecom
Pennington Law Firm
Phazar Antenna Corp.
Phillips Lytle, LLP
Pinpoint
Powerwave Technologies, Inc.
PSR Lawfirm, LLC
PT Access Networks
Public Storage
Public Wireless
PWC, Inc.
RCR Wireless News
ReliOn
Ridge Communications Inc
Robinson & Cole, LLP
SBA Network Services
Siterra Corp.
Smartlink, LLC
SNL Kagan
Sprint
SRP Telecom
State of Vermont
TE Connectivity
Telecommunications Reports
Telespan
TelForce Group
Texas Christian University
The Lyle Company
T-Mobile USA
TowerCo
Transcend Wireless
Trilogy Communications
TriPower
UBS Financial Services
UC Irvine Information Technology
University of Colorado
US Cellular
Vanu, Inc.
Verizon Wireless
Wells Fargo Securities
Wes-Tec
WFI
Wilkinson Barker Knauer LLP
Wireless Concepts LLC
Wireless Inside
Zayo Bandwidth
Zinwave
ZKCelltest

About The DAS Forum

The Distributed Antenna Systems (DAS) Forum is a broad-based organization dedicated to the development of the DAS component of the nation's wireless network.

Founded in 2006, the DAS Forum - a membership section of PCIA – The Wireless Infrastructure Association - is the only national network of leaders focused exclusively on shaping the future of DAS as a viable complement to traditional macro cell sites and a solution to the deployment of wireless services in challenging environments.

The DAS Forum operates a variety of programs to further its mission by:

- Fostering a free and open exchange of information and ideas through broad stakeholder participation
- Advocating for responsible public policy decisions
- Promoting the adoption of interoperable technologies and uniform methodologies

Sponsorship Agreement

Please fax back to 703-836-1608

Please direct questions to Nancy Touhill, 703-535-7411, nancy.touhill@pcia.com

DAS In Action: Atlanta April 10-11, 2012

Yes, we would like to be a sponsor/exhibitor at DAS In Action: Atlanta. We choose the following items: (please include the corresponding number)

- 1001** Premiere Sponsor **1002** Gold Sponsor **1003** Reception Sponsor

Sponsorship: _____

Sponsorship: _____

8x10 Booth Space: _____

(booth numbers TBD and will be assigned on a first-come, first-served basis)

Grand Total: \$ _____

Payment and Terms

Full payment is due at the time of contract submission. The DAS Forum reserves the right to void and/or cancel a sponsorship if the sponsor fails to pay.

- Invoice me
- Credit Card
- AMEX Visa MC Discover

Name on card: _____

Card Number: _____ Security Code: _____ Exp: _____

- Check (payable to PCIA – The Wireless Infrastructure Association, ATTN: DAS In Action, 901 N Washington Street, Suite 600, Alexandria, VA 22314)

Information

Contact Name: _____ Title: _____

Company Name: _____

Address: _____

Phone: _____ Email Address: _____

Authorized Signature: _____