



 **femtozone** 2011

Opportunities for Femto Forum members

Version 1



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Executive summary

Involvement in the FemtoZone offers Femto Forum Member organisations an unrivalled opportunity to engage with key audiences.

The FemtoZone is in essence a roadshow, showcasing, highlighting and promoting the femtocell ecosystem via Femto Forum member companies who actively decide to opt in to the programme.

Participating organisations will be recognised as key players and will gain access to media and analysts as well as industry insiders and customers.

Participation includes:

- Access to three key conferences in 2011, with speaking opportunities, brand visibility and product exhibition space.
- Participation in four press tours in London and New York during 2010 and 2011 (for Tier 1 members).
- Membership of the Femto Forum promotional council, steering the FemtoZone programme and gaining preferential access to speaking opportunities at wider industry events endorsed by Femto Forum (for Tier 1 members).

The returns are exceptional, delivering both a tangible platform to showcase and communicate, as well as significant recognition and business opportunities.

All Femto Forum members are offered the opportunity to take part in the FemtoZone 2011.

FemtoZone income

The FemtoZone is funded by the fees of participating members. This proposal, including both conference and press tour activities, assumes a minimum of 6 members sign up at Tier 1. If sufficient members do not participate, FemtoZone activity will have to be revised.





Benefits table

Benefits	Tier 1	Tier 2	Tier 3
Event Benefits			
• Speaker program	All three events	Two events	One event
• Product Demonstration (video)	All three events	Two events	One event
• Product Showcase	All three events	Two events	One event
• Branding/logo	All three events	Two events	One event
• Exhibit Pass	All three events	Two events	One event
• Use of meeting room	All three events	Two events	One event
• Display company literature on stand	All three events	Two events	One event
• Visibility in event promotion and publicity	All three events	Two events	One event
Promotional Council Benefits			
• Participation in press briefings and conferences at 3 events	✓	-	-
• Participation in PR decision-making	✓	-	-
• Represent Femto Forum in FemtoZone speaking sessions	✓	-	-
• Participate in main conference panels/speaking	✓	-	-
• Speaker/panelist representing FF at wider industry events	✓	-	-
• Participate in press tours	✓	-	-
2011 Cost			
£UK	£17,200	£9,350	£5,500
\$US	\$25,000	\$14,300	\$8,400



A sound investment – FemtoZone 2010 review

The FemtoZone is now in its third year and is going from strength to strength with additional improvements planned for 2011.

In 2010 all three events delivered excellent returns for participating Femto Forum members, offering a high profile speaking platform and product showcase at three of the most relevant and well attended industry events.

*“AT&T’s participation in the FemtoZone gave us a valuable additional platform to focus on our femtocell business as well as excellent exposure through the press event and Super Session panel”. Gordon Mansfield, Executive Director - Radio Access Network (RAN) Delivery, **AT&T***

*“The CTIA panel session was appropriately focused on femtocell applications and next generation femtocells, and provided Sprint worthwhile exposure to a sizeable and active femtocell audience. The FemtoZone provides invaluable real-time insight on the femto ecosystem, as well as the ability to meet with a wide range of decision makers involved in this leading-edge sector of the telecommunications industry”. Roland Guegel, Portfolio Manager-In-Building Solutions(IBS), **Sprint***

*“Cellcom was pleased to be part of the FemtoZone program in 2010. FemtoZone is a valuable additional channel for anyone serious about femtocells”. Robert H Riordan, Executive VP, **Cellcom***

*“The FemtoZone has allowed our company to gain higher visibility at a wider range of events than we would otherwise attend – delivering our proposition to new audiences.” Rupert Baines, VP Marketing, **picoChip***

*“For us, being in FemtoZone 2011 is a no-brainer. For the industry, the FemtoZone has elevated femtocells to the level of prominent theme at each of the three major events CES, MWC and CTIA. We had our own stand at two of the three events, but participating in the FemtoZone gave us a chance to be part of the buzz, with speaking opportunities and media exposure that simply would not have been available to us at any price on our own.” Dave Nowicki, **Airvana***

*“Our decision to join as a Tier 1 member allowed ip.access to participate fully in press briefings, conference sessions and FemtoZone talks at all three events. This was great value for money. I would recommend Tier 1 membership as an excellent investment.” Dr. Andy Tiller, VP Marketing, **ip.access***

*“FemtoZone really raises the profile of what the industry has done to make femto top of mind within the industry. The FemtoZone draws crowds as it is recognised as an important place with a lot of depth. I see very much the FemtoZone complements Alcatel-Lucent’s marketing activities”. David J Swift, Senior Marketing Manager, **Alcatel-Lucent***

The FemtoZone programme delivers opportunities for members to speak at high profile events, reaching large audiences of delegates as well as the press / analyst community. Tier 1 / Promotional Council members also gain access to press and analyst communities via media events in the form of panel sessions or press conferences organised and promoted by the Femto Forum.

Engaging a new audience at CES 2010 – still unrivalled as the world’s largest consumer electronics show.

Our showcases have attracted high levels of interest and discussion and served a dual role; providing an opportunity for members to promote products as well as demonstrating the strength and breadth of the femtocell ecosystem.

Members of the Promotional Council gained excellent PR opportunities at CTIA via the Media Briefing and participation in the Super Session panel. This event was promoted by the Femto Forum as well as by CTIA direct to all event delegates and their entire mailing list.





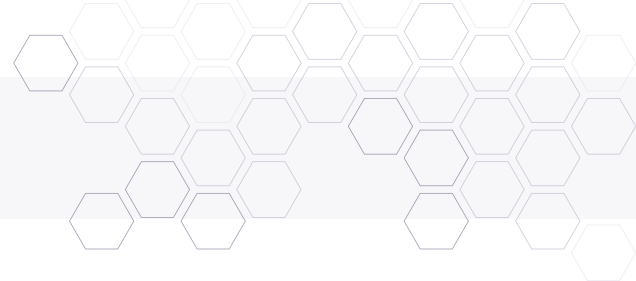
FemtoZone 2011 – summary

FemtoZone 2011 comprises: CES (Las Vegas, January), MWC (Barcelona, February) and CTIA Wireless (Orlando, March).

Participation in FemtoZone 2011 includes the following opportunities at each event:

- Participation in the FemtoZone speaker programme
- Demo your product(s) on the FemtoZone (via video only)
- Display your product(s) in the FemtoZone showcases
- Visibility as a key player in the industry via the stand (graphics, screen content and literature), event promotion and publicity at each event
- 1 x free exhibitor pass per event
- Use of meeting room at events
- Participation in Promotional Council (Tier 1 only) includes:
 - Additional benefits at the three FemtoZone events:
 - Participation in Femto Forum media activity, eg press briefings / press conferences
 - Influential role in event related PR decision making
 - Opportunity to represent the Femto Forum on the FemtoZone programme
 - Possible opportunities to participate in Femto Forum activity within main conference, eg panel sessions
 - Opportunities beyond the three FemtoZone events:
 - Preferential access to speaking and panel opportunities at wider industry events endorsed by Femto Forum (Tier 1)
 - Participation in the four press tours (Tier 1)





Cost options and elements

Tier	Cost £	Cost \$	Includes:
1	17,200	25,000	Participation at all three events Membership of Promotional Council Participation in press tours (New York 2010, London and New York 2011)
2	9,350	14,300	Participation at any two events
3	5,500	8,400	Participation at any one event

What's included:

Tier 1 only:

Promotional Council

The Promotional Council has proven to be hugely beneficial to all the companies involved. It comprises representatives from FemtoZone Tier 1 member companies interested in raising their profile among industry colleagues, event delegates and the attending press and analyst communities.

Each Tier 1 FemtoZone member company is entitled to have one representative member on the Promotional Council. Funding for PR activity at FemtoZone events is provided.

The Promotional Council takes a defining role in FemtoZone event related PR and show activities (main Femto Forum PR messaging continues to be driven by the PR sub team within WG1). Specifically, this means helping to configure Forum messaging in the context of specific FemtoZone event activity, and speaking on behalf of the Forum / taking part in press PR briefings and events. Promotional Council members work together to implement agreed messaging and event planning on behalf of the Femto Forum via a range of platforms, such as:

- Press events on the FemtoZone
- Press conferences at FemtoZone events
- Panel sessions within main conference
- FemtoZone presentations on behalf of the Femto Forum
- Possible opportunities to participate in Femto Forum activity (eg panel sessions etc) at further events attended by the Femto Forum





The Femto Forum Promotional Council delivers the following benefits over and above the FemtoZone Event Program:

- Press Tours to New York in 2010, and London and New York in 2011. Planning and facilities will be funded by FemtoZone 2011. (Each Council member would pay their own travel and costs). Funding for this activity is ring fenced (based on participation of 6 Tier 1 members).
- An opportunity for Council members to influence messaging and speak on behalf of the Forum.
- An opportunity for Council members to gain additional exposure for greater femtocell cause as well as for their individual femtocell products and services.
- Allows the Femto Forum to further the cause of femtocell demand creation by having all Council members speak 'on message' regarding certain key initiatives.
- Allows the Femto Forum to increase outreach by having a larger set of capable spokespeople.

Sample benefits:

- Press briefings (mini press conferences) held at the key FemtoZone events. The Promotional Council meets as a group with press, reviews key messages, amplifies any recent news and fields questions. The topics range from Femto Forum specific topics to those that allow individual companies to discuss their products and experience in the marketplace
- Preference for additional event related opportunities as they arise.
 - 2010 examples included:
 - Speakerships at additional conferences. 2010 examples include:
 - Telecom World Congress: participation in panel session on 'Identifying the threats and opportunities presented by disruptive technologies'
 - Involvement in Parks Associates 'Connections' connected-home events
 - Display of product at Show Stoppers press event, CTIA
- Tier 1 membership also includes additional benefits such as preferred product placement in the product showcase (for showcase details, see below).



Elements included in all tiers:

Speaker programme:

- A minimum of 1 x speaking opportunity at event/s selected
 - Usually 30 minute slot
 - This can be used for a presentation (supported by your ppt graphics) or for a product demo via video

Product showcases:

- Your product/s (or image/s) on display in glass case on FemtoZone stand at all three events
 - FemtoZone members are invited to provide up to three relevant products or images for display in the showcases within the FemtoZone (size restrictions apply)
 - It may be possible to include further products – please contact us to discuss your requirements
 - Each product is supported by your logo and a short caption, supplied by you and produced by the Femto Forum
 - Please note that all products should be pre-agreed
 - Placement within the showcase is at the discretion of the Femto Forum
 - Security on site via locked cabinet
 - Secure storage and transportation between events possible





Visibility – on stand:

- At event/s selected
 - Opportunity to represent your company on the stand [optional]
 - Your company literature displayed on stand
 - Signposting to your company stand if appropriate
 - Visibility for your company via logo and statement on rolling presentation

Event promotion and publicity:

- FemtoZone 2011 literature
 - A4 colour brochure promoting the objectives of the FemtoZone
 - Contains profile section for each participating member company, consisting of:
 - Logo
 - 100 word company profile
 - Speaker image and profile
 - Pocket containing speaking agenda
 - Distributed at all FemtoZone events
- Series of eshots, per event, to Femto Forum database of industry members, analysts and commentators
- Programme of PR activity to support each event
- Collaboration with individual event organisers to maximise publicity
This will vary by event but will typically involve:
 - FemtoZone profile within on and offline event publicity materials
 - Promotion of FemtoZone speaker programme to delegates



Meeting rooms:

- A meeting room facility is available within the FemtoZone for use by participating companies. This can be used for company, client or press meetings to support your attendance at the event.
- Availability is dependent upon number of FemtoZone participants but typically we can offer each company two 30 minute slots during the event.
- You will be contacted and invited to select suitable slots prior to each event to help plan your event diary.

Exhibitor pass:

- 1x exhibition pass per event/s selected

Femto Forum also provides:

- Full time stand anchor / representation
- All planning, logistics and administration





Calendar of events

The FemtoZone initiative complements the existing Femto Forum events calendar (see below and <http://www.femtoforum.org/femto/events.php>).

FemtoZone 2011 comprises a package of three events selected for their scale and ability to connect us with the right audiences to meet our strategic objectives in 2011.

Event	Date & Location	Summary
1. International CES [CEA]	January 6-9 Las Vegas	The International CES is produced by the Consumer Electronics Association, the trade association promoting growth in the consumer technology industry. CEA represents more than 2,000 corporate members involved in the design, development, manufacturing, distribution and integration of consumer electronics products. With more than four decades of success, the International CES reaches global markets, connects the industry and enables consumer electronics innovations to grow and thrive. The International CES is the industry's largest educational forum to help companies expand their businesses and understand new technology.
2. Mobile World Congress [GSMA]	February 14-17 Barcelona, Spain	<p>THE event for the mobile industry;</p> <ul style="list-style-type: none"> ● A world-class thought leadership conference featuring visionary keynotes and action-provoking panel discussions ● An exhibition with more than 1,300 companies displaying the cutting edge products and technology that will define the mobile future ● An Awards ceremony and industry seminars that highlight the most innovative mobile solutions and initiatives from around the world ● And most importantly, the planet's best venue for mobile industry networking, finding business opportunities, and making deals
3. CTIA Wireless [CTIA]	March 22-24 Orlando, Florida	<p>The International CTIA Wireless show is the premier wireless event representing a \$1 trillion global marketplace that brings together the wireless and converged communications, wireless broadband, mobile web computing and data industries.</p> <p>International CTIA Wireless is where the wireless world meets each year for three days of intense business, learning and networking.</p>

*Note 1:
Participation in any events added to the programme would require additional investment.*

*Note 2:
Tier 1 FemtoZone members may be offered opportunities to take part in Femto Forum activities at further events; see list on page 12.*



Stand summary specification

(Subject to change / modification)



FemtoZone stand plan, MWC, 2010

The FemtoZone consists of a stand with seating area; approx 48sqm.

Includes:

- Micro theatre with seating for up to 20 attendees plus standing room
- Speaker platform
- Rolling multimedia screen plus externally facing screens
- Display walls (including tower or suspended branding) & graphics
- Visibility for member logos and videos
- Product Showcase areas
- Meeting rooms



Signing up (for period Jan-Dec 2011)

'Early Bird' discount of 10%: applies to bookings confirmed by June 18th, 2010, with 35% deposit paid by July 19th, 2010.

Tier 1 bonus: New Tier 1 members can register by June 18th, 2010 to take part in London 2010 press tour activity.

Sign up deadline: September 1st, 2010.

Late sign up: Requests after September 1st, 2010 will be subject to 10% cost increase.

See below for sign up deadlines for involvement in each event:

CES November 26th, 2010

MWC January 7th, 2011

CTIA February 11th, 2011

New Femto Forum members: New members to the Femto Forum are not subject to the 10% late payment charge.

Please respond to susan@femtoforum.org

Payment terms

- 35% payment required to secure booking
- Next 35% required by September 1st, 2010
- Final 30% required by December 1st, 2010

Please respond to susan@femtoforum.org





Additional Femto Forum event activity

The FemtoZone initiative complements the existing Femto Forum events calendar (see <http://www.femtoforum.org/femto/events.php>). This includes:

- Quarterly Plenaries
- Exclusive endorsement of Avren series of femto-specific events
 - Femtocells Asia 2011
March 7th-8th, 2011
 - Further 2011 events to be announced
- Endorsement of, and participation in, key public events, including:
 - LTE World Summit 2010
May 18th-20th, 2010, Amsterdam
 - Next Generation Core Networks Summit 2010
May 18th-19th, 2010, Amsterdam
 - 3GPP Seminar
May 24th, 2010, Moscow
 - WiMAX Forum Global Congress
June 16th-17th, 2010, Amsterdam
 - LTE Asia
September 7th-8th, 2010, Hong Kong
 - 2010 China Femtocell Symposium
September 8th-9th, 2010, Beijing
 - LTE North America
November 9th-10th, 2010, Texas, USA