

WIRELESS INNOVATION CONTEST (WIC)

You are invited

to become part of the 4th annual WIC'07 contest. Join WINBC and other industry leaders and demonstrate your firm's commitment to the success of wireless innovation in North America!

- **Targeted, year-round recognition:** In 2006, **over 53 million media impressions**, providing valuable marketing opportunities to the sponsors in the wireless community.
- A **six-month marketing campaign** that's virtual, event driven as well as print pieces. providing you with lasting, focused exposure and excellent network building opportunities.
- Increase your **profile** in both the business-to-business and consumer technology markets.
- Reach over **8 million people** in the industry worldwide, which is targeted towards Canada and the US through prominent display of your logo in print and electronic media.
- Special coverage was made possible in the **CTIA Show Guide** and **Wireless Week Show Daily** during the CTIA show these past 2 years
- **Additional Marketing exposure** to:
 - **At CTIA Wireless Spring Show**
 - Award Winners' networking dinner
 - Award ceremony and reception
 - **Case Study Booklet**
 - www.winbc.org/contest/WI_C06CaseStudies.pdf
 - Other:
 - WINBC and partner websites/event listings
 - email blasts

Contest launches **September 12, 2006**. Various sponsorship opportunities are listed below. Contact us today to learn more details on how you can be affiliated with real world wireless solutions that are making a difference.

Sponsorship Level	Benefits	
Lead Sponsor	- Seat on Judging and Mentor Panel - Full page in Case Study Publication - Name mentioned in press releases (10x) - and much more	\$ 20,000
Supporting Sponsor	- Potential seat on Judging and Mentor Panel - Half page in Case Study Publication - Name mentioned in press releases (6x) ...	\$ 10,000
Event Sponsor	- Listing in Case Study Publication - Name mentioned in press releases (4x)...	\$ 5,000

MARK YOUR CALENDARS!

Sept 12, 2006
Nov 20, 2006 – Jan 29, 2007
Mar 27 – 29, 2007

Contest Launches at Fall CTIA in LA
Call for Entries
Awards Ceremony and Reception at Spring CTIA in Orlando



For more details:
shana@winbc.org
604.602.5237
www.winbc.org/contest

RESULTS FROM WIC 06

The continual success and growth of 2006 brought a record of more than **120 entries** and over **22,000 unique website visitors** from November 2005 to April 2006!

GEOGRAPHIC SCOPE OF ENTRIES

Canada Burnaby, BC Kamloops, BC BC	Richmond, BC Surrey, BC Vancouver, BC Victoria, BC	Halifax, NS Kingston, ON Mississauga, ON Toronto, ON	2006 JUDGING AND MENTOR PANEL	<i>Key industry players were selected to provide a wide scope of interests and experience in judging the entries as well as mentoring the winners.</i>
United States Huntsville, AL Berkeley, CA Campbell, CA Castro Valley, CA Fremont, CA Irvine, CA Los Angeles, CA Los Gatos, CA Menlo Park, CA Mountain View, CA Oakland, CA Palo Alto, CA Pleasanton, CA Roseville, CA San Bruno, CA San Diego, CA	San Francisco, CA San Jose, CA San Mateo, CA San Mateo, CA San Ramon, CA Santa Barbara, CA Santa Clara, CA Santa Cruz, CA Torrance, CA Boca Raton, FL Melbourne, FL Atlanta, GA Homer Glen, IL Cambridge, MA Framingham, MA Lexington, MA Waltham, MA Annapolis, MD Bedford, MD Chanhassen, MN Eagan, MN	Durham, NC Raleigh, NC Corrales, NM Canandaigua, NY East Northport, NY New York, NY Princeton, NJ Voorhees, NJ Portland, OR Philadelphia, PA Wayne, PA Boucherville, PQ Vaudreuil, PQ Dallas, TX Deer Park, TX El Paso, TX Plano, TX Hendon, VA McLean, VA Vienna, VA Port Townsend, WA	Mike Calyniuk Global IT Procurement Partner Pricewaterhouse Coopers Ray Gilbert AVP for IT and Enterprise Collaboration Lucent Technologies Gummi Hafsteinsson Product Manager Google Lee Hancock Founder and CEO go2 Dan Keoppel Executive Director, Strategic Investments Verizon Communications	Chris Langdon Vice President, Wireless Solutions TELUS Tom Nyberg Senior Manager, Product Management Nokia Multimedia Bill Ray Industry Analyst ARC Chart Chris Shipley Founder and Executive Director Guidewire Group Oliver Starr Executive in Residence and CMO Angel Strategies and Foldera

SPONSORS AND PARTNERS

WIC'06 was made possible through the generous support of:

KEY SPONSORS



MARKETING PARTNERS

- Andrew Seybold's Outlook4Mobility
- CCN Matthews
- CTIA Wireless
- Fierce Wireless
- Forum Nokia
- IEEE
- RCR Wireless News
- SymbianOne



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