

MetaPlaces 2009

- *Beyond Location & Context*

September 22nd-23rd, 2009
Crowne Plaza Hotel
San Jose
USA

Sponsorship & Exhibition Prospectus



www.thewherebusiness.com/metaplaces/

Conference Overview

MetaPlaces is a two day business and strategy conference and expo for the **location platform and service providers** as well as **wireless carriers** and **device manufacturers**.

The key areas discussed at the show will revolve around:

- How **location data democracy** will accelerate the location market opportunities
- **Web as a platform**; Geo enable the mobile app and services
- How **privacy issues** will affect LBS Business Models
- LBS **channels to market**, app shops and the carriers role change
- Get new models for how **context enabled content** is distributed, consumed and monetized
- Investigate the service models and resulting information that will **benefit the advertisers**

MetaPlaces IS different


Get the Key web, platform, device and network players that focus on location under one roof!

- Mingle with around **200+ attendees**
- **55** top names speaking
- Get **24 hours** of intense presentations and debate
- **10 hours** of possible networking time
- Meet the **key names** of the big brands
- Network before and after the show using the show's exclusive **Online Networking Centre**
- Dare **speed networking** and reap the rewards
- Supported by the key industry analysts

Who will make up the audience?

Who will you get in front of?

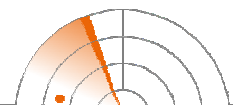
- **The Location Service Providers**
- **The GeoContent providers**
- **The web tools guys**
- **The Mobile guys**
- **The Enablers**
- **The consumer web guys**
- **The infrastructure guys**
- **The location technology guys**
- **The connectivity guys**



“Another great event bringing together the right blend of companies building content, hardware, software, and systems driving future generation mobile location services and devices.”

Intermap

MetaPlaces 2009 offers sponsors and exhibitors an ideal platform to get the attention of 200+ senior level personnel from a wide range of companies and demonstrate to them their areas of expertise. Where else could you possibly get in front of all the following, under one roof, for 2 intensive networking days?



Our History

TheWhereBusiness is the next evolution of Telematics Update. We've moved with the times to create a community and portal for everyone in the location ecosystem. Through high end B2B conferences we connect the right people, provide market leading intelligence and enable companies to capitalize on emerging business opportunities in:

- Location Based Services
- Navigation
- Location intelligence
- The Geoweb
- Tracking
- Advertising and the media

"A great place for networking and a strong variety of themes."

Samsung

Basically, anything that involves location, context or maps!

Through an unusually high level of support from leading companies we provide opportunities to connect with typically unobtainable executives. In 2008 we've brought together senior execs from companies such as Google, Yahoo!, Nokia, Mozilla, Microsoft VE, T-Mobile, AT&T, TomTom and any other company you can think of!

But we're more than a conference company...

Through continuous independent research with hundreds of companies, and dedicated journalists, our news portal keeps you one step ahead of an industry in flux. We truly believe that location is the future enabler of everything. So, if you work with Mobiles, the Web, Cars, Maps, Advertising, Media, Tracking, Retail, Travel, Real Estate or the Government – this is the place for you!

So you are kept fully up to date and can also have your say follow us on:

LinkedIn



"These conferences provide an excellent opportunity to engage with key market players and gain an insight into, and explore, emerging LBS business opportunities." **Nokia**

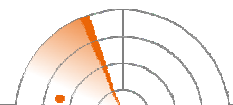
For an idea of our past events click on the following links to see the types of topics that were discussed, the speakers, sponsors and also the delegates that attended:

Navigation & Location Europe 2009 – www.telematicsupdate.com/naveurope/

Navigation Day @ CeBIT 2009 – www.telematicsupdate.com/cebit2009/

Navigation INDIA 2008 – www.telematicsupdate.com/navindia/

Navigation & Location USA 2008 - www.telematicsupdate.com/navUSA2008/



Venue

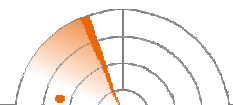
Crowne Plaza Hotel

282 Almaden Blvd
San Jose
California, 95113

MetaPlaces 09 will take place at the **Crowne Plaza Hotel San Jose**. It's located in beautiful downtown San Jose, accessible to all major freeways, adjacent to light rail and train stations.

The Crowne Plaza Hotel San Jose is across from the San Jose McEnergy Convention Center, the Center for the Performing Arts, the Tech Museum of Innovation and within walking distance to the HP Pavillion (formerly San Jose Arena), 3 short miles from the San Jose Airport.

To make a reservation please click this link:
http://www.ichotelsgroup.com/h/d/cp/1/en/hotel/sjcpc?_requestid=1193716



Why Sponsor/Exhibit?

Do you have a product or service you want to launch or promote? Are you are looking for that partnership that will take you to the next level? Do you are want to ensure you are seen as an industry thought leader or do you want to capture those senior decision making contacts that will lead to greater things? Then that is your answer to why you should sponsor and/or exhibit at **MetaPlaces 2009!**

We have a list of opportunities available which will enable you to get the very most out of the event. Sponsorship enables you to:

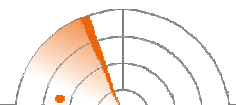
- Secure a senior level speaking presentation to demonstrate your companies level of expertise
- Promote a partnership via a case study
- Secure a speaking position on a panel that will **align you with industry leaders**
- Gain valuable **branding** not just at the event but also in the months building up to the event
- Ensure you are known as an **industry leader**
- Have the **opportunity to showcase** a product or service in the exhibition area

We have something that will fit every need and budget so take a look at the opportunities we have available and contact us today!

Selection of previous sponsors & exhibitors

| | | |
|------------|---------------|----------------------|
| Tele Atlas | Honeywell | TomTom |
| SVOX | Seagate | Intellione |
| Loquendo | QNX | SatGuide |
| Weatherbug | Garmin | Telenor Connexion |
| EB | O2 | TelMap |
| GeoSpot | Navman | MyGuide |
| Inrix | NAVTEQ | Making Virtual Solid |
| ForumNOKIA | Vodafone | Sony Ericsson |
| Nuance | Birdstep | Immersion |
| MapMyIndia | Foreca | Making Virtual Solid |
| WhataMap | AND | TomTom |
| MarkLogic | Jentro | Magellan |
| Airbiquity | Mobile Device | |

"Great speakers, interesting and lively discussions and broad coverage of the markets most relevant and actual topics!" **NAVTEQ**



Examples of Sponsorship Packages

At the **TheWhereBusiness** events we have plenty of opportunities for you to secure that speaking position, key branding and/or exhibition space. Below are the full contents of a couple of packages we have available so you can see what can be included and on the following page is the full list of packages we have available along with costs. If you do not see what you want or you have any ideas for a bespoke package please do not hesitate to contact us.

Platinum Sponsor:

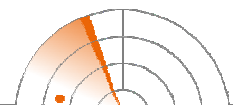
- 30 minute presentation, morning of Day-1 **PLUS** inclusion on a panel of your choice
- Your participation included in all the marketing material we will be using in the promotion of the event
- Your logo as a url link to your website on the main page of the event website
- Interview to be used as the Feature Article on TheWhereBusiness newsletter
- 5 conference passes in addition to the speaker pass
- 10ft/10ft table top exhibition space + 2 exhibitor passes (no conference entry)
- Your company logo in the most senior position on the banners used at the event
- Your company logo and overview featured in the conference show guide
- Full page advert in the conference show guide – prime position
- Access to the Online Networking Centre prior to and after the event

Gold Sponsor:

- 30 minute presentation on the main agenda
- Your participation included in all the marketing material we will be using in the promotion of the event
- Your logo as a url link to your website on the main page of the event website
- 3 conference passes in addition to the speaker pass
- 10ft/10ft table top exhibition space + 2 exhibitor passes (no conference entry)
- Your company logo featured on the banners used at the event
- Your company logo and overview featured in the conference show guide
- Full page advert in the conference show guide
- Access to the Online Networking Centre prior to and after the event

Badge Sponsor:

- Speaking position on a panel of your choice
- Your participation included in all the marketing material we will be using in the promotion of the event
- Your company logo featured on the badges worn by all delegates
- Your logo as a url link to your website on the main page of the event website
- Interview to be used as the Feature Article on TheWhereBusiness newsletter
- 2 conference passes in addition to the speaker pass
- Your company logo featured on the banners used at the event
- Your company logo and overview featured in the conference show guide
- Full page advert in the conference show guide
- Access to the Online Networking Centre prior to and after the event

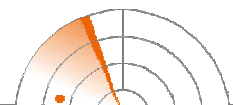


Sponsorship Options & Costs

| Package | Benefits | Cost |
|-----------------------|---|----------|
| Platinum | Be seen to be THE major player in the industry – open to only ONE company! | \$20,000 |
| Gold | Senior level package, key speaking positions and high visibility at the event and in the build up to the event – open to 4 companies MAX | \$15,000 |
| USB Key | Everyone loves a freebie in the delegate pack. A branded USB key PLUS content given to every delegate – these are kept a long time after the event. | \$10,000 |
| Folder | One of THE key branding options – your company logo featured on the folder containing the delegate pack given to every attendee | \$10,000 |
| Drinks Reception Host | It's been a long day so be the host of the reception at the end of Day-1. Great way to use the time to promote yourself and help everyone unwind. | \$10,000 |
| Wireless | What does everyone want at a conference – wireless internet! Be seen to be the company that provides it...and gain valuable leads. | \$7,500 |
| Badge | Have your company logo featured on the badges worn by EVERY attendee (inc your competitors!), speaker, exhibitor, press, etc | \$7,500 |
| Networking Break | Use the networking breaks to promote your brand and get maximum visibility during the time when everyone is open to talk. | \$7,500 |
| Workshop | Demonstrate your area of expertise by securing a 30 minute workshop – 2 only | \$6,500 |
| Lanyard | Get your company brand/logo around everyone's neck (again could be your competitor's neck!) | \$6,000 |
| Co- | The easiest way for any company to secure a speaking position on a panel of their choice while also gaining valuable promotion as part of our marketing | \$5,000 |

The grid above gives you a good idea of the packages and costs associated with securing participation at our events. We are always open to ideas and are happy to discuss putting together a bespoke package for you that will certainly get you involved with the event, get you brand awareness, inclusion on marketing and ensure that people know who you are and what you are all about.

For more details on any of the above packages, for an informal discussion on how to participate or if you have any questions at all please do not hesitate to contact me.



Exhibition Costs & Contents

If sponsorship is not right for you then we also have the opportunity to secure exhibition space at the very heart of the event. At all of our events we have the exhibition set up in the networking area which is just outside the main conference room. This is the area where all the delegates, speakers, press, etc gather prior to the commencement of the conference, where all the coffee/refreshment breaks are set up and where the Drinks Reception at the end of Day-1 is held.

We ensure you have plenty of time to network with every person that attends the conference along with the opportunity to use the Online Networking Centre so you can book appointments with anyone attending the event prior to arrival and then follow up with them or anyone you missed after the event.

We do not attract the person that will take your mints and pens and then move on! We attract only senior level, decision making personnel from companies purely focused in the arena you are working in. You could not get your product in front of a more relevant and informed audience.

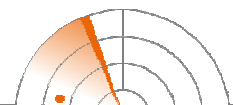
Five reasons to exhibit:

1. Strike up that new partnership or hook that big new client
2. Raise your profile in the industry and gain valuable brand awareness
3. Launch a new product and generate media interest
4. Demonstrate your product or service face to face – infinitely more powerful than any press release or website
5. Gain industry insight for future products or services

To exhibit costs \$3,500 and for that you will receive:

- 10ft/10ft table top exhibition space
- 2 exhibitor passes to man the space (access to the conference is not included)
- Lunch and refreshments are included along with invitation to the Drinks Reception at the end of Day-1.
- Your logo & company overview featured as a url link to your website on the exhibitors page of the event website
- Your logo and company overview published in the conference show guide
- \$500 discount off the full price of any conference passes required for colleagues, clients, partners, etc
- Access to the Online Networking Centre prior to and after the event

Space is strictly limited so contact me today to secure the best possible position in the exhibition!



MetaPlaces 2009

All the packages and opportunities listed above are on a first come first served basis. Do not miss out!

If you did not see something that fitted your needs or budget contact me and we can discuss putting a package together that will be right for you.

Contact me today on these details:

John Blackley

TheWhereBusiness

T: +44 (0)207 375 7157

T: 1 800 814 3459 x 7157(US only)

E: john@thewherebusiness.com

W: www.thewherebusiness.com

