



Wireless Enterprise Symposium 2007

ORLANDO, FLORIDA MAY 8-10

Conference Updates

We've made some program enhancements this year in order to maximize value for both attendees and sponsors:

- **Location:** Wireless Enterprise Symposium 2007 will take place at the Orlando World Center Marriott.
- **Solutions Showcase:** This year's showcase has grown again offering greater visibility and more room for attendees to network, mingle and relax.
- **Venue Size:** Based on last year's feedback and this year's buzz, we are expecting more than 3,000 attendees at the Wireless Enterprise Symposium 2007, making everything bigger than ever.
- **Solutions Theater:** Silver sponsors can run live product demonstrations in the brand-new Solutions Theater. The theater's central location – right outside the Solutions Showcase – provides even more opportunities for brand exposure.

It's the Largest BlackBerry Event of the Year!

The Wireless Enterprise Symposium is the premier event for today's wireless enterprise leaders. Unparalleled networking opportunities will put you in touch with over 3,000 participants, including leading IT decision-makers, managers, developers and solution providers from North America, Europe and Asia.

Now in its sixth successful year, the Wireless Enterprise Symposium is the best way to get in front of thousands of BlackBerry® customers who attend to share key learning experiences and find new and innovative solutions that leverage their BlackBerry investment.

What Does this Mean to Your Company?

Becoming a Wireless Enterprise Symposium sponsor introduces you to your target audience - established and successful companies that want to learn about your BlackBerry compatible products and services. You will be able to capitalize on an array of networking, branding and prospecting activities with companies that are already qualified!

“ I found that the Solutions Showcase was an excellent way to meet with potential partners and customers ”

Heather Hum, Impatica, Inc.

“ After spending three days at the Wireless Enterprise Symposium I came away absolutely confident that WES is a world class event at which to get the latest market and technical information on wireless. ”

Gavin McClement, BT Global Services

Sponsorship Benefits



- **Promote Your Solution to a Targeted Audience:** Exhibiting in the Solutions Showcase is the best way to give your solution the high profile exposure it deserves. The Showcase is the most popular attraction at the Wireless Enterprise Symposium where numerous events are held, including the consistently well-attended Welcome Reception that kicks off the entire Symposium on Monday evening. Lunch breaks are also held in the exhibit hall daily, guaranteeing high traffic for your booth.
- **Forge Business Relationships:** Interact and network with key solution providers and industry influencers.
- **Have Your Message Heard:** The Wireless Enterprise Symposium presents several ways to convey your organization's value proposition: during breakout sessions, online communications and handout collateral.
- **Build Brand Awareness:** Place your company logo and identity in front of a highly targeted audience. Opportunities vary by sponsorship level.

Join The Growing Number Of Sponsors

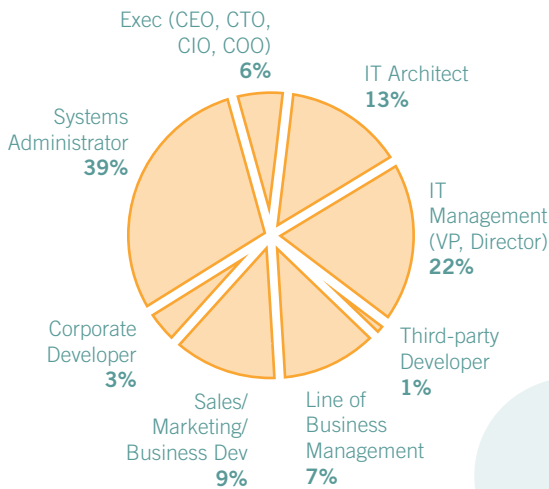
Past Sponsors Include:

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Software Spectrum
Salesforce.com
Vaultus Mobile
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Vetro
Idokorro Mobile
AppForge
Bell Mobility
Regard Corporation
Sybase
Telmap
Telecommunication Systems
Avaya
BrightStar
BlackBerry

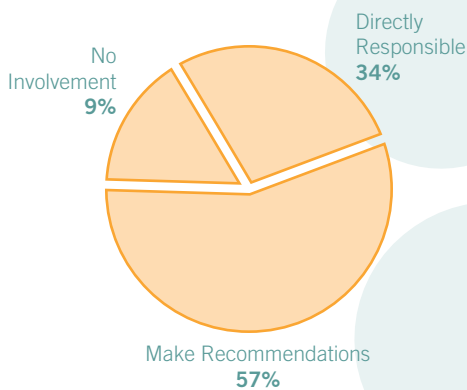
Attendee Demographics Attendees by Geography (2006)

Our 2006 attendees included delegates from 57 countries around the world.

Attendees By Title Classification



Breakdown by Purchasing Role



Anguilla	Japan
Argentina	Macau
Aruba	Mexico
Australia	Netherlands
Austria	New Zealand
Bahamas	Norway
Barbados	Pakistan
Belgium	Panama
Bermuda	Peru
Brazil	Philippines
Bulgaria	Poland
Cayman Islands	Puerto Rico
Chile	Romania
China	Singapore
Colombia	Slovakia
Czech Republic	Slovenia
Denmark	South Africa
Ecuador	South Korea
Finland	Spain
France	Sri Lanka
Germany	Sweden
Hong Kong	Switzerland
Iceland	Thailand
India	Trinidad and Tobago
Indonesia	Turkey
Ireland	United Arab Emirates
Israel	United Kingdom
Italy	Venezuela
Jamaica	

Sponsorship Packages

WES 2007 Sponsorship Packages	Gold \$45,000 (limit: 10)	Silver \$25,000 (limit 15)	Bronze \$11,000 (while space lasts)	Brass \$2,500 (For Int'l Carrier Partners Only)
Pre-Conference Activities				
Press Announcement: Your company name included in Wireless Enterprise Symposium pre-show press announcement as a Premiere Sponsor.	•			
Pre-Conference Direct Marketing Activities to RIM's customer base: Logo to be included on conference email invitation, Connection & Partner newsletters and direct mail piece.	•	•		
Additional Direct Marketing Activities: Inclusion of logo in WES external advertisement opportunities.	•			
Wireless Enterprise Symposium website: Logo included on website with a link to your company website.	•	•	•	•
Advertisement in Conference Guide	Full page			
Customized Email Invitation: Your logo included in an HTML email invitation to send to your customer base. Includes a discount for your customers offering \$300 off the registration price.	•			
Discounted Registration Passes: Offer a discount of \$300 off the registration fee to your customers. Discount will be activated with a registration discount code.		•	•	•
Onsite Activities				
Turnkey Booth in Solutions Showcase: Each pedestal includes <ul style="list-style-type: none"> • One (1) work station • One (1) 17" color monitor • Identification sign featuring your company name and logo • Electrical connection • Internet connection • Carpeting • Booth cleaning • One (1) stool • One (1) waste basket 	4 pedestals	2 pedestals	1 pedestal	
Conference Registration: Full conference passes include access to the BlackBerry Partner Summit*, WES activities including general sessions, breakouts, meals and Wireless Enterprise Symposium 2007 party. Exhibit only pass includes access to Solutions Showcase and meals.	Eight full conference passes & four exhibit only	Six full conference passes & three exhibit only	Four full conference passes & two exhibit only	Two full conference passes

*Partner Summit participation is restricted to RIM partners with a current NDA in place.

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Meeting Room: A meeting room for your exclusive use from 8 a.m. Monday May 7th to 6 p.m. Thursday May 10th.	•			
Brass Sponsors Meeting Room: Use of a private meeting room to meet with potential customers and partners. Sign-up required onsite.				•
Brass Sponsors International Lounge: A lounge open throughout WES for all attendees sponsored by the International Carrier Partners. Branding opportunities throughout the lounge include signage and collateral for each sponsor				•
Track Session Sponsorship: The Wireless Enterprise Symposium conference team works with you to craft a track session, utilizing a customer testimonial or case study. Requires content contribution, participation, and presentation by a member of your organization	•			
Solutions Theater: Take advantage of our Solutions Showcase traffic by running one 15-minute product demonstration onstage in the Solutions Theater. These will be identified in the breakout session schedule. (first-come first serve) Total spots available = 18		•		
Showcase Bag Insert: One piece of collateral (8.5x11) or small promotional give-away in the Showcase bag. (Any item must be approved by Research In Motion. This opportunity is time sensitive.)	•	•		
Solutions Showcase Signage: Logo on signage in Solutions Showcase.	•	•	•	•
Onsite Conference Guide: Your logo and company description (100 words) listing in conference guide (Time Sensitive).	•	•	•	•
International Delegate Dinner: An invite to our International Delegate Dinner with your customers on May 9th. The dinner will put you face-to-face with other international delegates, RIM executives, and provide a perfect setting to network.				•

A la carte opportunities will be available in February 2007 on a first come, first serve basis based on date of receipt of signed contract.

Sponsorship Application

Please complete the following information and return it by email to wes@rim.com. You must save this PDF to your desktop prior to filling in the fields.

Note: **all fields are required**, a failure to complete this application entirely will delay your receipt of the sponsorship contract

Who is your RIM Relationship Manager? _____
Full legal name of Sponsoring Company: _____

Address: _____
City: _____
State/Province: _____
Country: _____ ZIP/Postal Code: _____
Primary Contact Name: _____
Title: _____
Email: _____
Telephone: _____

Tradeshow Coordinator (to receive ALL sponsorship information)

Name: _____
Title: _____
Email: _____
Telephone: _____ Fax: _____

Accounts Payable Billing Address

Name: _____
Title: _____
Email: _____
Telephone: _____ Fax: _____
Bill to Address: _____
City: _____ State/Province: _____
Country: _____ ZIP/Postal Code: _____

Sponsorship Package: (select one)

- Gold (\$45,000)
- Silver (\$25,000)
- Bronze (\$11,000)
- Brass (\$2,500)

Upon receipt of this fully-completed application form, a sponsorship agreement will be sent to you for signature. Upon receipt of the signed sponsorship agreement, your eligibility to participate in the Wireless Enterprise Symposium will be considered. If acceptable to RIM, RIM will sign the Agreement and send you a copy of the complete Agreement for your records.

Please return the fully completed application form by email to wes@rim.com or by fax to 519-883-4958



Note: Research In Motion Corporation reserves the right to restrict participation in the Wireless Enterprise Symposium, BlackBerry Partner Summit and all associated events.