



T-Mobile Wireless Technology Leadership Forum

Hosted by DASpedia on June 11, 2018 at the Cosmopolitan of Las Vegas



Attendance & Sponsorship/Exhibitor Prospectus

www.daspedia.com

info@daspedia.com

Tel: 310 845 6458

What?

We at DASpedia strive to provide professional development and networking opportunities for in-building and wireless technology professionals while promoting excellence in our industry. Our goal is to provide highly effective regional events for wireless professionals.

Let's Learn, Share, and Prosper!

DASpedia's T-Mobile Wireless Technology Leadership Forum will focus on indoor cellular coverage and capacity for commercial real estate, campuses, venues, hospitals, malls, casinos, hotels and stadiums. Reliable in-building wireless coverage is rapidly becoming a top priority for tenants and landlords alike, and is often a line-item requirement in the lease along with electrical and plumbing. The T-Mobile ACS team addresses the demand with its Build Your Own Coverage (BYOC) program, which helps building owners, operators and commercial developers who are ready to invest in their own wireless infrastructure, by designing the right indoor wireless network and bringing the radio signal to the door.

Who, When, and Where?

We're expecting between 150 to 200 attendees. The attendee list will include:

- T-Mobile Region/Market and National ACS/BYOC Teams
- Vendors and System Integrators
- Commercial Real Estate and Enterprises Customers

Date: June 11, 2018

Time: 8:00 am – 7:30 pm

Location: The Cosmopolitan of Las Vegas – Level 2 – Condesa Ballroom 3/4

Event Agenda

The event will also highlight T-Mobile's progress toward delivering on its nationwide 5G network in time for the launch of the first 5G smartphones early next year. We will discuss T-Mobile's multi-spectrum strategy for initial rollout in New York, Los Angeles, Dallas, and Las Vegas, and the planned build-out in 30 cities in 2018.

This event is hosted by DASpedia, T-Mobile's Las Vegas, San Diego, and Hawaii market teams, and T-Mobile's Alternative Coverage Solutions (ACS) team. It's open to all T-Mobile vendors and DASpedia members/sponsors.

8:00 am – 9:30 am – T-Mobile Breakfast (TMO Employees Only)

9:30 am – 11:45 am – T-Mobile Area Leadership Summit Meeting (TMO Employees Only)

12:00 pm – 1:00 pm – Networking Lunch

1:00 pm – 1:10 pm – Conference Starts

1:10 pm – 2:00 pm – TMO Area Market Team Time Slot

2:30 pm – 4:00 pm – TMO ACS or BYOC Team Time Slot

4:00 pm – 5:00 pm – DAS Vendors / Enterprise Customers Time Slot

5:30 pm – 7:30 pm – Networking Reception

DASpedia Annual 2018/2019 Membership & Sponsorship

DASpedia Annual 2018-2019 Sponsorship/Membership	Rate
Individual DASpedia Member - Annual	\$1,750
Corporate DASpedia Member - Annual	\$2,500
Basic Annual Sponsor	\$8,500
Main Annual Sponsor	\$14,500

June 11th, 2018 – TMO Event Only Sponsorship & Exhibit Opportunities

Exclusive Event Sponsorship	Rate
Main Networking/Reception Sponsor	\$12,500
Networking Luncheon Sponsor	\$9,500
TMO Breakfast Summit Meeting Sponsor	\$7,500
Event Co-Sponsorship Opportunities	Rate
Charging Station Sponsor	\$3,750
Networking Table Co-Sponsor	\$2,975
Networking Coffee & Refreshment Break	\$1,750
Event Exhibit Opportunities	Rate
Table Top Exhibit Space	\$3,500
Training Session/Meeting Room Host	\$3,500
Event Marketing Sponsorship Opportunities	Rate
Lanyard Sponsor	\$4,570
Tote Bag Sponsor	\$4,570
Wi-Fi Sponsor	\$3,250
Notepad Sponsor	\$2,750
Pen Sponsor	\$1,950
Tote Bag Inserts	\$1,750
Pre OR Post Event Attendee Email Blast	\$1,250
Business Card Distribution	\$975
Event Agenda Advertisement	\$975
Sign or Banner Placement	\$975

DASpedia Annual 2018/2019 Sponsorship & Membership Detail

DASpedia hosts 4 (four) In-Building Wireless Technology events per/year. Your annual sponsorship or membership guarantees admission to all DASpedia hosted events within 1 (one) year from date of purchase.

2018/2019 DASpedia Main Sponsor - \$14,500 per year - Includes all 4 events

- The main annual sponsor will be announced to the entire audience and receives maximum brand exposure during all DASpedia events, DASpedia website, and social media channels.
- This sponsorship allows **1** speaking or training session opportunity per/year at event of your choosing (*based on availability*).
- Guaranteed table top exhibition space at **3** (three) DASpedia hosted events of your choosing.
- A seat on DASpedia's annual advisory board meeting.
- Sponsor supplied branding/promotional signs are placed at every DASpedia event.
- Distribution of your Press Releases at DASpedia web site and social media channels.
- Sponsor supplied marketing materials are distributed at all events.
- Prominent logo & marketing message visibility during each event.
- Social media blasts before and after each event acknowledging your brand.
- Your company logo is placed on DASpedia's web site and social media outlets.
- Access to DASpedia's Job Board to announce your company's career opportunities.
- Main sponsorship includes **3** (three) complimentary passes and **3** (three) discounted admissions to all DASpedia hosted events within 1 (one) year from date of purchase.

2018/2019 DASpedia Basic Sponsor – \$8,500 per year – Includes all 4 events

- This sponsor will be announced to the entire audience and receives maximum brand exposure during all DASpedia events, DASpedia website, and social media channels.
- Guaranteed table top exhibition space at **2** (two) DASpedia hosted events of your choosing.
- A seat on DASpedia's annual advisory board meeting.
- Sponsor supplied branding/promotional signs are placed at every DASpedia event.
- Distribution of your Press Releases at DASpedia web site and social media channels.
- Sponsor supplied marketing materials are distributed at all events.
- Prominent logo & marketing message visibility during each event.
- Social media blasts before and after each event acknowledging your brand.
- Access to DASpedia's Job Board to announce your company's career opportunities.
- Your company logo is placed on DASpedia's web site and social media outlets.
- Basic sponsorship includes **2** (two) complimentary passes and **2** (two) discounted admissions to all DASpedia hosted events within 1 (one) year from date of purchase.

2018/2019 DASpedia Corporate Membership - \$2,500 per year– Includes all 4 events

- Our corporate annual membership entitles your organization up to **2 (two) complimentary passes** and **2 (two) discounted admissions** to all DASpedia hosted events within 1 (one) year from date of purchase. DASpedia hosts 4 (four) events per/year. 2 (two) of your company representatives will be guaranteed admission.
- Your company representative will be invited to attend DASpedia’s annual advisory board meeting.
- Member supplied branding/promotional signs are placed at every DASpedia event.
- DASpedia’s corporate annual membership provides vendors and organizations opportunities to increase their brand appeal to DASpedia’s audience (13,000+) via its newsletters and social media channels.
- Your company will be announced as a corporate member to all attendees at each DASpedia event in form of email blast or visual display. They will be encouraged to visit a common Membership display during our events. Marketing materials supplied by your company will be displayed at a common membership area OR distributed to every attendee at each event.
- All participating companies will receive full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

2018/2019 DASpedia Individual Membership - \$1,750 per year– Includes all 4 events

- DASpedia’s individual annual membership entitles you to **1 (one) complimentary pass to all** DASpedia hosted events within 1 year of date of purchase. We host 4 events per/year and you will be guaranteed admission at each event.
- You will be invited to attend DASpedia’s annual advisory board meeting.
- Your business cards are distributed to every attendee of each DASpedia event (*You must supply your business cards or use our printing service*).
- You will be announced as a DASpedia member to all attendees at each DASpedia event in form of visual display. Our event attendees will be encouraged to visit a common Membership display during our events. Marketing materials supplied by you will be shown at a common membership area OR distributed to every attendee.
- All members will receive full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

DASpedia's June 11th TMO Event Only Exclusive Sponsorship Opportunities

The following sponsorship opportunities only apply to DASpedia's TMO Wireless Technology Leadership Forums to be held on June 11, 2018 at The Cosmopolitan of Las Vegas.

Main Networking & Reception Sponsor - \$12,500

- This sponsor will be announced to the entire event audience and will receive maximum brand exposure during DASpedia's T-Mobile Wireless Technology Leadership Forum event on June 11, 2018 at the Cosmopolitan of Las Vegas.
- This sponsor will be designated as a sole sponsor of Networking & Reception and is eligible for **1** speaking opportunity during the Networking Reception portion of the event. The role of the speaker and content to be set by DASpedia.
- Sponsorship includes **5** (five) complimentary passes and **3** (three) discounted admissions to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Optional 6' x 3' table top exhibit space is provided upon request.
- Sponsor supplied branding/promotional signs are placed at the event venue.
- Sponsor supplied marketing materials are distributed during the event.
- Prominent logo & marketing message visibility during the event.
- Social media blasts before and after the event acknowledging your brand.
- This sponsor receives full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

Networking Luncheon Sponsor - \$9,500

- This sponsor will be announced to the entire event audience and will receive maximum brand exposure during DASpedia's T-Mobile Wireless Technology Leadership Forum event on June 11, 2018 at the Cosmopolitan of Las Vegas.
- This sponsor will be designated as sole sponsor of the Networking Luncheon and is eligible for **1** speaking opportunity during the Networking Luncheon portion of the event. The role of the speaker and content to be set by DASpedia.
- Sponsorship includes **5** (five) complimentary passes and **3** (three) discounted admissions to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Optional 6' x 3' table top exhibit space is provided upon request.
- Sponsor supplied branding/promotional signs are placed at the event venue.
- Sponsor supplied marketing materials are distributed during the event.
- Prominent logo & marketing message visibility during the event.
- Social media blasts before and after the event acknowledging your brand.
- This sponsor receives full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

T-Mobile Employee Only Breakfast Sponsor - \$7,500

- This sponsor will be announced to a private session held by T-Mobile attendees and will receive maximum brand exposure during DASpedia's T-Mobile Wireless Technology Leadership Forum event on June 11, 2018 at the Cosmopolitan of Las Vegas.
- Sponsorship includes **2** (two) complimentary passes and **2** (two) discounted admissions to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Optional 6' x 3' table top exhibit space during the event is provided upon request.
- Sponsor supplied branding/promotional signs are placed at the event venue.
- Sponsor supplied marketing materials are distributed to all event attendees.
- Prominent logo & marketing message visibility during the event.
- Social media blasts before and after the event acknowledging your brand.
- This sponsor receives full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

DASpedia's June 11th TMO Event Only Co-Sponsorship Opportunities

The following co-sponsorship opportunities only apply to DASpedia's TMO Wireless Technology Leadership Forums to be held on June 11, 2018 at The Cosmopolitan of Las Vegas.

Charging Station Sponsor - \$3,750

- Every attendee will need to charge their mobile device during the event. Your company can be designated as a sole **OR** co-sponsor of charging stations (*provided by DASpedia*) during DASpedia's T-Mobile Wireless Technology Leadership Forum event on June 11, 2018 at the Cosmopolitan of Las Vegas.
- Sponsorship includes **2** (two) complimentary passes and **2** (two) discounted admissions to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Optional 6' x 3' table top exhibit space is provided upon request.
- Sponsor supplied branding/promotional signs are placed at the event venue.
- Sponsor supplied marketing materials are distributed to all event attendees.
- Prominent logo & marketing message visibility during the event.
- Social media blasts before and after the event acknowledging your brand.
- This sponsor receives full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

Networking Table Co-Sponsor - \$2,975

- This sponsorship allows vendors to have their own designated networking table that seats 8 to 10 attendees during the event where vendors can engage introductory meet/greet activities with prospective clients or use it to increase their brand awareness.
- Vendors can decorate and brand their networking table with their own marketing and promotional materials. Vendors are **not** allowed to display products at networking tables.
- Sponsorship includes **2** (two) complimentary passes and **2** (two) discounted admissions to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Sponsor supplied branding/promotional signs are placed at the event venue.
- Sponsor supplied marketing materials are distributed to all event attendees.
- Prominent logo & marketing message visibility during the event.
- Social media blasts before and after the event acknowledging your brand.
- This sponsor receives full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

Networking Coffee & Refreshment Co-Sponsor – \$1,750

- The Networking Break Co-Sponsor will be promoted throughout the event.
- Sponsorship includes **1 (one) complimentary pass** and **1 (one) discounted admission** to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Sponsor supplied branding/promotional signs are placed at the event venue.
- Sponsor supplied marketing materials are distributed during the event.
- Prominent logo & marketing message visibility during the event.
- Social media blasts before and after the event acknowledging your brand.
- This sponsor receives full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

DASpedia's June 11th TMO Event Only Exhibit Opportunities

The following exhibit opportunities only apply to DASpedia's TMO Wireless Technology Leadership Forum to be held on June 11, 2018 at The Cosmopolitan of Las Vegas.

Table Top Exhibitor - \$3,500

- Vendors can exhibit at the DASpedia's T-Mobile Wireless Technology Leadership Forum event on June 11, 2018 at the Cosmopolitan of Las Vegas with a 6 'x 3' table top space.
- Main Floor Table Top Exhibit includes **2** (two) complimentary passes and **2** (two) discounted admissions to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Sponsor supplied branding/promotional signs are placed at the event venue.
- Sponsor supplied marketing materials are distributed during the event.
- Prominent logo & marketing message visibility during the event.
- Social media blasts before and after the event acknowledging your brand.
- Exhibitors receive full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

Training Session/Meeting Room Host Sponsor - \$3,500

- Vendors can request up to **1-hour** private meeting room or training session to their own designated audience during DASpedia's T-Mobile Wireless Technology Leadership Forum event on June 11, 2018 at the Cosmopolitan of Las Vegas.
- Vendors can decorate and brand their meeting rooms with their own marketing and promotional materials (*non-exclusive, room is shared with other vendors*).
- This sponsorship includes **2** (two) complimentary passes and **2** (two) discounted admissions to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Sponsor supplied branding/promotional signs are placed at the event venue.
- Sponsor supplied marketing materials are distributed during the event.
- Prominent logo & marketing message visibility during the event.
- Social media blasts before and after the event acknowledging your brand.
- Exhibitors receive full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

DASpedia's June 11th TMO Event Only Marketing Opportunities

The following exhibit opportunities only apply to DASpedia's TMO Wireless Technology Leadership Forum to be held on June 11, 2018 at The Cosmopolitan of Las Vegas.

Lanyard Sponsor - \$4,570

- The Lanyard Sponsor receives broad exposure during DASpedia regional events.
- All DASpedia's June 11th TMO event attendees are required to wear your company branded lanyard at the event.
- Lanyards are designed and supplied by the sponsor.
- This sponsorship includes **2 (two) complimentary passes** and **2 (two) discounted admissions** to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Optional 6' x 3' table top exhibit space is provided upon request.
- Sponsor supplied branding/promotional signs are placed at the event venue.
- Access to an attendee list (*name, title and company info only; no emails provided.*)
- Sponsor supplied marketing materials are distributed during the event.
- Prominent logo & marketing message visibility during the event.
- Social media blasts before and after the event acknowledging your brand.
- This sponsor receives full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

Tote Bag Sponsor - \$4,570

- All DASpedia's June 11th TMO event attendees will receive a take-home tote bag branded with your company's logo and filled with promotional materials supplied by your company and other sponsors.
- Tote bags are designed and supplied by the sponsor.
- This sponsorship includes **2 (two) complimentary passes** and **2 (two) discounted admissions** to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Optional 6' x 3' table top exhibit space is provided upon request.
- Sponsor supplied branding/promotional signs are placed at the event venue.
- Access to an attendee list (*name, title and company info only; no emails provided.*)
- Sponsor supplied marketing materials are distributed during the event.
- Prominent logo & marketing message visibility during the event.
- Social media blasts before and after the event acknowledging your brand.
- This sponsor receives full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings, and whitepaper distribution.

Wi-Fi Sponsor - \$3,250

- Wireless LAN access is available to All DASpedia's June 11th TMO event attendees. Your company name will be used as credential to access the network.
- This sponsorship includes **2 (two) complimentary passes** and **2 (two) discounted admissions** to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Social media blasts before and after the event acknowledging your brand.
- This sponsor receives full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

Notepad Sponsor - \$2,750

- All DASpedia's June 11th TMO event attendees will receive a notepad branded with sponsor's logo and marketing message.
- Notepads are designed and supplied by sponsor (*the min required qty is 200 PCs.*)
- This sponsorship includes **2 (two) complimentary passes** and **2 (two) discounted admissions** to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Social media blasts before and after the event acknowledging your brand.
- This sponsor receives full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

Pen Sponsor - \$1,950

- All DASpedia's June 11th TMO event attendees will receive a pen branded with sponsor's logo and marketing message.
- Pens are designed and supplied by sponsor (*the min required qty is 200 PCs.*)
- This sponsorship includes **1 (one) complimentary pass** and **2 (two) discounted admissions** to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Social media blasts before and after the event acknowledging your brand.
- This sponsor receives full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

Tote Bag Inserts - \$1,750

- All DASpedia's June 11th TMO event attendees are given a sponsor supplied tote bag. Your company's marketing material can be inserted inside these bags. We're expecting between 150 to 200 attendees at this event.
- This sponsorship includes **1 (one) complimentary pass** and **2 (two) discounted admissions** to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Social media blasts before and after the event acknowledging your brand.
- This sponsor receives full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

Pre or Post Event Email Blast to Event Attendees - \$1,250

- We will distribute your e-newsletter to all DASpedia's June 11th TMO event registered attendees of this event via email. You must provide a pre-formatted HTML file which will be emailed at least 3 business days prior to **OR** within 5 business after the event. We're expecting between 150 to 200 attendees at this event.
- This sponsorship includes **2 (two)** discounted admissions to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.
- Social media blasts before and after the event acknowledging your brand.
- This sponsor receives full exposure at DASpedia.com and its social media outlets in the form of a directory listing, a press release promoting your brand, product announcements, job listings and whitepaper distribution.

Business Card Distribution - \$975

- All DASpedia's June 11th TMO event attendees are given a wallet style badge holder. Your business card will be inserted for each attendee to keep. We're expecting between 150 to 200 attendees at this event.
- This sponsorship includes **2 (two)** discounted admissions to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.

Event Agenda Advertising - \$975

- All DASpedia's June 11th TMO event attendees are given a printed agenda including a schedule and listed speakers/panelists. Your full-page ad will be included in the event agenda. We're expecting between 150 to 200 attendees at this event. Sponsors must supply pre-formatted digital ad files 2 (two) weeks prior to the event.
- This sponsorship includes **2 (two)** discounted admissions to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.

Sign or Pull up Banner Placement - \$975

- You may place your promotional pull up or similar marketing banners at DASpedia's June 11th TMO event venue. You can ship your banners using shipping instructions provided by DASpedia or bring them with you to the event.
- This sponsorship includes **2 (two)** discounted admissions to DASpedia's TMO June 11th event. Discounted admissions cost \$575 ea.