



May 8 - 10, 2012 New Orleans, LA



SHOWCASE JUDGES

Include:



INNOVATION HIGHLIGHTED AT CTIA

WE MANAGE THE MARKETING, PUBLICITY & SHOW LOGISTICS. YOU JUST BRING THE COOL TECHNOLOGY!

The Telecom Council is working with CTIA Wireless to promote innovation, startups, and entrepreneurs in the wireless industry by highlighting them at this year's CTIA

Wireless Tradeshow on the show floor and with stage time.

Hundreds of applications will be received, but only a small group will be chosen by our esteemed panel of judges to participate in the showcase. Companies invited to be part of the Telecom Council's Innovation Showcase will be offered the opportunity to purchase a highly subsidized exhibitor packages including turn-key space in the pavilion, stage time, and lots marketing support from the Council and CTIA.

What will the showcasers get?

- 1 Pod on the CTIA show floor complete with graphics, stool, internet, and electricity
- 5 minutes on the main stage to demo
- 5 exhibitor passes
- Publicity in the show guide, press releases and emails to thousands of wireless professionals
- Access to CTIA press
- 2 passes to attend Telecom Council events in 2012
- The prestige and publicity that comes with being selected as a Telecom Council Innovation Showcaser

Who can apply to participate?

To be considered for this showcase, your company must be at least ONE of the following:

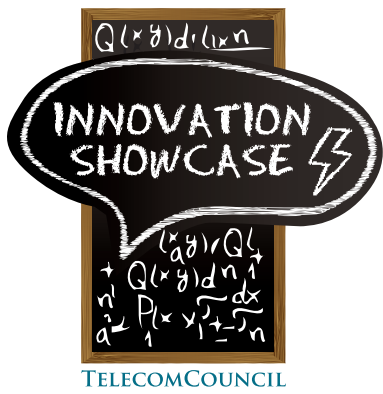
1. Younger than 3 years old
2. Fewer than 100 people
3. Funded by venture or angel capital

Wireless entrepreneurs from any segment of the ecosystem, whether you have presented to the Telecom Council or not, are invited to apply to be included in this showcase. Together with our judges from BT, NTT Docomo, Qualcomm, Ericsson, Nvidia, PARC, NVP and more we will be evaluating applications to be included in the Innovation Showcase. Applications will be judged based on standard Telecom Council criteria – innovation, momentum, viability, and management.

Deadline to apply is February 10, 2012.

IMPORTANT DATES:

- 2/10 Application Deadline
- 3/1 Acceptance Notifications
- 3/8 Contracts and Payment Deadline
- 3/16 Showcase Marketing Commences
- 5/8-10 CTIA Wireless



About CTIA Wireless:

The International CTIA WIRELESS® show is a premier wireless event representing a \$1 trillion global marketplace that brings together wireless and converged communications, wireless broadband, mobile web.

Show Facts:

- 2012 wireless show is expected to attract 40,000 service providers, manufacturers, developers, retailers, enterprise end-users and media.
- Attracts more than 1,100 press and analysts worldwide

What are past showcasers saying?

"The Telecom Council Innovation Showcase Delivers! We received great exposure, established new business relationships, and revenue opportunities through the consistency of the Telecom Council driving attendee traffic and interest to the Showcase."

"We reached the right audience and got far more traffic than we expected. We definitely agree that the showcase was a great investment for us. We also appreciated working with the Telecom Council team, who did a fantastic job with coordination, management and promotion of the Showcase."

"The Silicon Valley Telecom Council is recognized for actively building the environment and mechanism needed to spotlight telecom innovation - the Innovation Showcase allowed us to do just that. We were surprised and pleased with the turn-out, the customer leads, and the investor contacts we made."

How much does this opportunity cost?

All of the opportunities included in being an Innovation Showcaser including space on the show floor, pod graphics, stage time, publicity and more is available to selected companies in a \$5,000 Innovation Showcase Exhibitor Package.

Next Steps:

1. Applications:

Apply by **February 10th** here: <http://www.telecomcouncil.com/speakers.php>

2. Judging:

Together with our judges from BT, NTT Docomo, Qualcomm, Ericsson, Nvidia, PARC, NVP and more we will be evaluating applications to be included in the Innovation Showcase during the second week of February. Applications will be judged based on standard Telecom Council criteria – innovation, momentum, viability, and management.

3. Finalists:

After the judging is complete, finalists will receive an invitation to participate in the showcase on **March 1st**.

4. Registration:

To accept the invitation, complete the registration and commit payment by **March 8th**.

Questions?

Contact Stephanie Owyong at the Telecom Council
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More on the Telecom Council and our members at www.telecomcouncil.com

