



Red Herring Wireless World Sponsor Program

May 28-30, 2007 Beijing, China

Themed “Beyond Voice: Mobile Services for the next billion”, Red Herring Wireless World Summit will be held on May 28-30, 2007 in Beijing, it would focus its lens on innovation, investment and disruption in a crucial industry at a critical time. It will assemble established international leaders and their challengers. The whole value chain from telecom carriers, networks, equipments, handset manufacturers and chip designs, value-added services, securities and content providers, regulators to investors will participate totaling 400 people from 45 countries.

Red Herring Wireless World Summit will come online just as 3G finally becomes reality in the world’s largest mobile market. Strategists from the two big carriers will be present with insights. The event will cover a wide range of topics including strategies for getting India’s poor connected, how internet based television (IPTV) business models are gaining traction in Asia, market by market comparisons of gaming and mobile social networking services, the impact of leapfrog WiFi / WiMax in the developing world and more!

Wireless World Summit will follow Red Herring’s winning interactive format, featuring keynote speeches, company presentations, roundtables and meet the money sessions. The event will coincide with a special edition of the magazine dedicated to the issues and trends in the wireless sector. Red Herring will highlight the achievements and challenges of Global’s most advanced and exciting companies.

- Facilitate exchange among Asian, American and European firms.
- Provide exposure to growing companies in search of visibility and new opportunities.
- Disclose to CEO’s new international technological developments outside of their conventional areas of contact.
- Give insights into business model arbitrage opportunities.
- Accelerate access to the decision makers of large, established firms.

PERFECT AUDIENCE

From inside and outside of China, venture capitalists, entrepreneurs, CEOs, and executives from wireless companies will form a two-day global wireless market where people shop for the best ideas and concepts. There is no better place to learn from the insights of others and to share your own technology and ideas. The whole value chain from telecom carriers, networks, equipments, handset manufacturers and chip designs, value-added services, securities and content providers, regulators to investors will participate totaling 400 people from 45 countries.

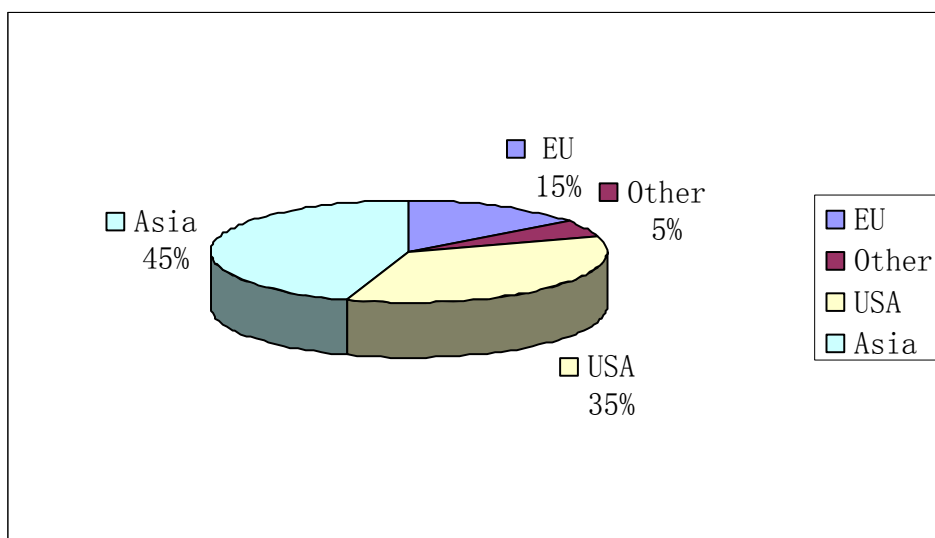
DEEP IMPACT

Wireless World is for companies that are providing or about to provide innovative wireless hardware, content or services. In particular, this event will focus on market-to-market comparisons across different geographies in Asia, the US and EU. This is not a government, standards or theoretical gathering, it is a venue for decision makers to meet, share technology and see what is happening in other markets.

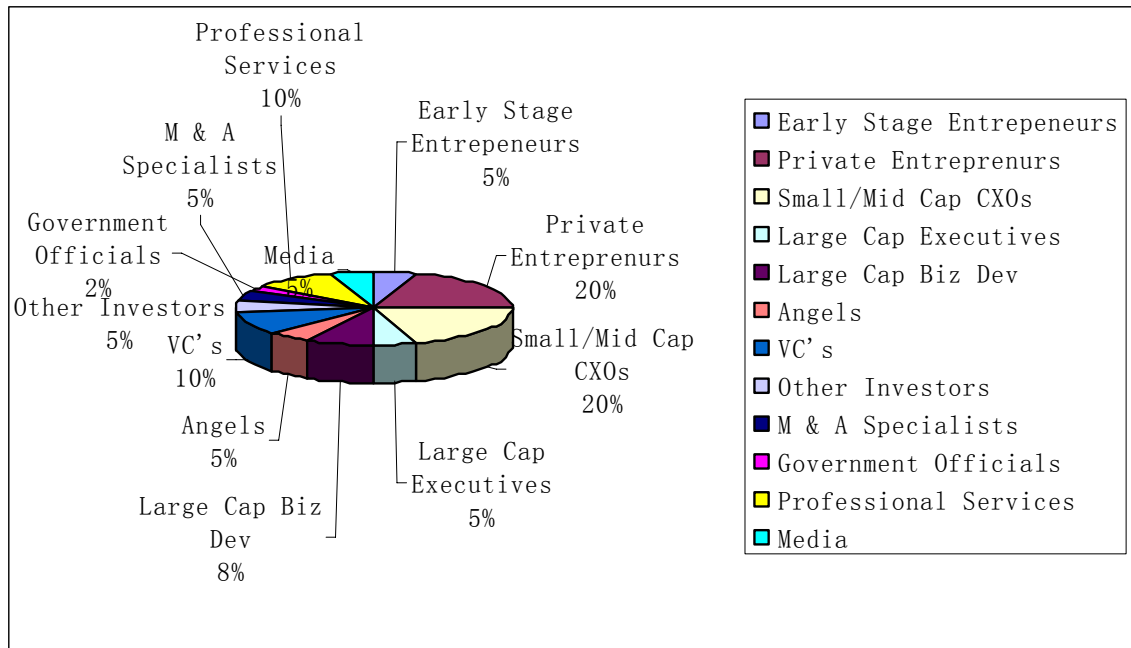
Red Herring Wireless will not only be reported by Red Herring magazine, but will also be covered by other local and international news media because of its established credibility across the continents. Attending the conference will give you the opportunity to be seen and heard by a wide and influential audience. Please visit us at www.redherringwireless.com to submit the application and a Red Herring associate will answer any questions about application procedures.

RED HERRING WIRELESS DEMOGRAPHICS

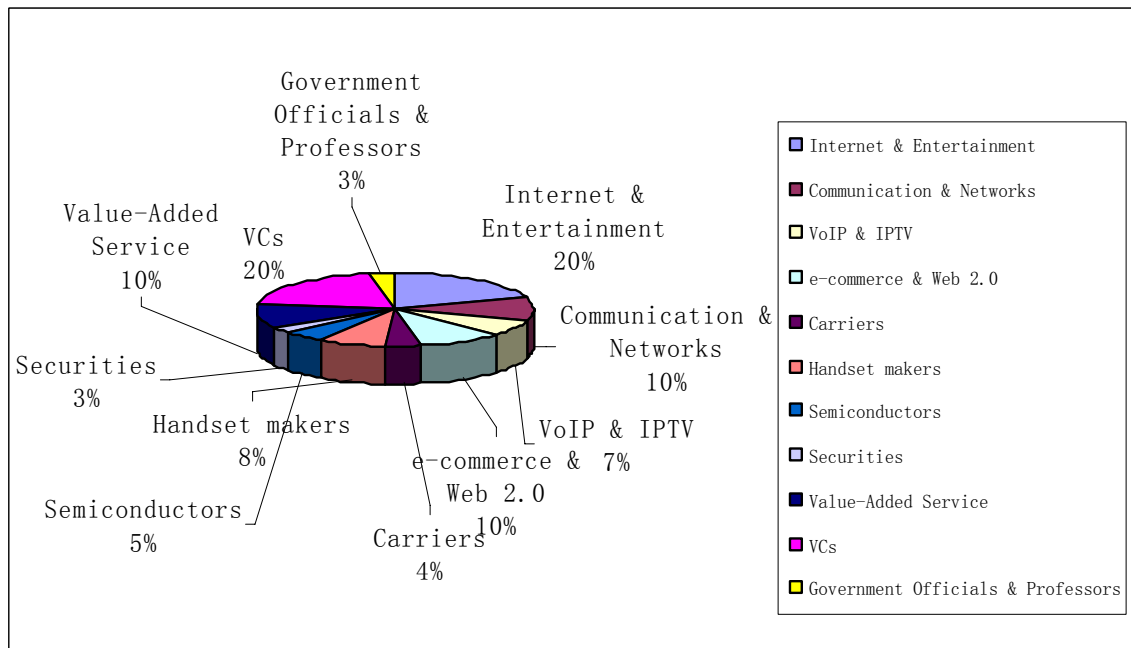
Sample chart ----Geographic Breakdown



Sample chart -Attendees by Type



Sample chart -Industry by Type



SPONSORSHIP OPTUNITIES

PLATINUM; \$60,000

- . Two four-color, full-page ads placed in Red Herring magazine
- . Four-color spread in the event book, with recognition as platinum sponsor
- . Two week ads in the Red Herring weekly e-mail newsletter
- . Opening Reception sponsorship recognition on the first day
- . Onsite signage
- . A literature desk with sponsor-provided information placed on desk
- . Sponsor-produced CD to be inserted in every attendee bag
- . Banner ad on the conference web site
- . Platinum logo placement on the event guide's sponsor recognition page
- . Platinum logo placement on the conference web site's sponsor page
- . Platinum logo placement on direct material (subject to deadline)
- . Platinum sponsor recognition in email to pre-registered conference attendees
- . Four complimentary conference registrations

GOLD: \$45,000

- . One four-color, full-page ad placed in Red Herring magazine
- . Four-color spread in the event book, with recognition as gold sponsor
- . Cocktail sponsorship recognition
- . Onsite signage
- . A literature desk with sponsor-provided information placed on desk
- . Sponsor-produced CD to be inserted in every attendee bag
- . Gold logo placement on the event guide's sponsor recognition page
- . Gold logo placement on the conference web site's sponsor page
- . Gold logo placement on direct material (subject to deadline)
- . Gold sponsor recognition in email to pre-registered conference attendees
- . Three complimentary conference registrations

SILVER: \$25,000

- . Lunch sponsorship recognition
- . Onsite signage
- . A literature desk with sponsor-provided information placed on desk
- . Logo placement on the event book's sponsor recognition page
- . Logo placement on the conference web site's sponsor page
- . Logo placement on direct material (subject to deadline)
- . Silver sponsor recognition in email to pre-registered conference attendees
- . Two complimentary conference registrations

VISIBILITY PACKAGE: \$15,000

Open to all Wireless technology firms:

- . Booth placement in the featured Tech Room
- . One page ad in the event book
- . Logo placement on the event book's sponsor recognition page
- . Logo placement on the conference web site's sponsor page
- . One complimentary conference registration

MAGAZINE AD PACKAGE : \$9,000

- . One four-color, full-page ad placed in Red Herring magazine
- . One complimentary conference registration

TECH SHOW TABLE PACKAGE: \$9,000

- . Booth placement in the featured Tech Room
- . One complimentary conference registration

EVENT AD PACKAGE: \$4,000

- . One four-color, full-page ad placed in Red Herring Wireless Who's Who Book
- . One complimentary conference registration

RESERVE YOUR OPPORTUNITY!

More sponsorship information please contact:

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