



Broadband World Forum Europe Marketing Partners Program

The Broadband World Forum Europe Marketing Partners Program is a new program designed to reward our exhibitors and sponsors that actively promote the Broadband World Forum Europe. To qualify for the program, Marketing Partners are required to complete at least one task in each category:

Customer/Staff Invitations

- Send out your customized, electronic Exhibits Pass to your customer database inviting your prospects to attend the exhibition at no charge, or to enjoy a 30% discount off of the paid conference programming
- Include information about the Broadband World Forum Europe in a customer newsletter with a link to your customized Exhibits Pass and/or the event Web site (<http://www.iec.org/events/2007/bbwf/>)
- Distribute an internal memo to your company including information on the Broadband World Forum Europe with a link to your customized, electronic Exhibits Pass

Web site Recognition

- Include the conference logo or a banner ad from the Broadband World Forum Europe Logo Library on your company Web site with a link to your customized, electronic Exhibits Pass or to the event Web site (<http://www.iec.org/events/2007/bbwf/>)
- Include a listing for the Broadband World Forum Europe on your company Web site's calendar of events
- Include the conference logo or a banner ad from the Broadband World Forum Europe Logo Library on your company Intranet with a link to your customized, electronic Exhibits Pass or to the event Web site (<http://www.iec.org/events/2007/bbwf/>)

Public Relations Efforts

- Issue a press release outlining your involvement in the Broadband World Forum Europe
- Issue a media invite to your press contacts to attend the Broadband World Forum Europe
- Provide the IEC with press contacts so that we can issue a press invitation

In exchange, your company will be recognized as a Broadband World Forum Europe Marketing Partner and will receive the following benefits:

- **3 additional rebook points, which will increase your company's overall point listing giving you an earlier time to choose your space for the 2008 event**
- **1 additional complimentary full conference registration for use by one of your customers or a colleague**
- **Logo recognition as a Marketing Partner on the event Web site and during the Keynote thank-you announcements on-site at the event**

For more information on the Marketing Partners program, please contact Michelle Klein at +1-312-559-3861 or mklein@iec.org.



Marketing Partners Program Application

Name

Company

Phone

Email Address

To qualify for the marketing partners program, you must complete one task in each category. Please check the task that you have completed and provide a sample where applicable.

Once complete, please fax this form to Michelle Klein at +1-312-559-3308.

Customer/Staff Invitations

- Sent customized, electronic Exhibits Pass to customer database
(Date Sent _____)
- Included information about the Broadband World Forum Europe in a customer newsletter
(Date Sent _____)
Please attach sample newsletter for reference
- Distributed an internal memo to my company including information on the BBWF Europe and a link to Exhibits Pass
(Date Sent _____)
Please attach sample memo for reference
- Other _____

Web site Recognition

- Included conference logo or banner ad on Web site with link
(Date Posted _____)
Please provide Web URL for reference
- Included a listing for the Broadband World Forum Europe on my company Web site's calendar of events
(Date Posted _____)
Please provide Web URL for reference
- Included the conference logo or banner ad on company Intranet with link
(Date Posted _____)
Please provide a print out for reference
- Other _____

-continued on following page-

Public Relations Efforts

- Issued a press release outlining company's involvement in the Broadband World Forum Europe
(Date Released _____)
Please attach Press Release for reference
- Issued a media invite to press contacts to attend the Broadband World Forum Europe
(Date Sent _____)
Please provide sample invitation for reference
- I am providing IEC with a list of press contacts so that IEC may issue a press invitation to attend the BBWF Europe
Please attach contact list
- Other _____

In exchange for these efforts, I understand my company will be recognized as a Broadband World Forum Europe Marketing Partner and will receive the following benefits:

- 3 additional rebook points, which will increase my company's overall point listing and provide me with an earlier time to choose my space for the 2008 event
- 1 additional complimentary full conference registration for use by one of my customers or colleagues
- Logo recognition as a Marketing Partner on the event Web site and during the Keynote thank you announcements on-site at the event.

Signature

Date

Please fax your completed form to Michelle Klein at +1-312-559-3308.