

TEXAS
WIRELESS
SUMMIT 2011



ati wireless
incubator
THE UNIVERSITY OF TEXAS AT AUSTIN



Texas Wireless Summit
AT&T Conference Center
October 25, 2011

EVENT OVERVIEW & SPONSORSHIP PROSPECTUS

The Texas Wireless Summit is the premier conference for industry leaders to discuss and plan for the business models and disruptive technologies that will define the future of the wireless industry.

www.twsummit.com

Hosted by the Austin Technology Incubator's Wireless Incubator and the Wireless Networking and Communications Group (WNCG) at The University of Texas at Austin.

2011 TWS Event Overview – Fast Facts

What	2011 Texas Wireless Summit		
Hosts	The Austin Technology Incubator's Wireless Incubator and the Wireless Networking Communications Group at The University of Texas at Austin		
When	Monday, October 24, 2011: 7:00pm to 10:00pm, TWS Executive Dinner Tuesday, October 25, 2011: 8:30am to 5:30pm, Summit Program		
Cost to Attend		Early Bird: Jul 1 - Sept 16	After Sept 16
	General Public	\$150	\$175
	Students	\$75	\$100
Target Attendees	Target 250 senior executives, leading researchers, investors, startups and top government officials who help drive the wireless industry nationally and globally.		
Theme	The 2011 Summit will highlight the emerging technologies from industry, startups and academic research groups that will enable the continued explosion of innovation in the mobile ecosystem.		
Speakers	<p>Full agenda still under development, the following speakers have confirmed:</p> <ul style="list-style-type: none"> • Roberto Padovani, CTO, Qualcomm • Jerry Pi, Director, Samsung Telecommunications • Brian Modoff, Senior Telecommunications Technology Analyst and Managing Director, Deutsche Bank Securities. 		
Objectives	<p>The Summit is designed to:</p> <ul style="list-style-type: none"> • Bring together business, government and academia to drive innovation and business growth. • Facilitate networking and discussions between speakers and attendees. • Provide an opportunity for early stage wireless startups to showcase themselves with investors and wireless industry executives. 		
Format	The Summit format is designed around keynote and panel discussions on timely and relevant topics. These topical discussions will be followed up by an interactive Q&A session with the speakers. Additionally, select early stage wireless companies will present their innovations and investors will provide guidance on emerging solutions.		
Summit Contacts	<p>Kyle Cox Director ATI University Incubator +1 512.305.0011 kcox@ati.utexas.edu</p>	<p>Jeff Andrews Director WNCG +1 512.471.6500 jandrews@ece.utexas.edu</p>	
www.twsummit.com			

2011 TWS Event Overview – Prior Year Speakers

2010 Speakers Included:

Dr. Tom Richardson	VP, Corporate R&D	Qualcomm
Prof. Jeffrey Reed	Willis G. Worcester Professor in ECE	Virginia Tech
Paul Hsiao	Partner	NEA
Nagraj Kashyap	VP, Qualcomm	Ventures Qualcomm
Sundeep Rangan	Co-Founder, Flarion Technologies, Professor	NYU-Polytechnic
Dr. Reinaldo Valenzuela	Director of Wireless Research	Alcatel-Lucent Bell Labs
Khurram Sheikh	Chief Product & Development Officer, Chairman, Technical Advisory Board	Powerwave Technologies, Inc.

2009 Speakers Included:

Frank Bernhard*	Managing Principal, Telecom Practice	Omni Consulting Group
Dr. Thomas Cellucci*	Chief Commercialization Officer	DHS
Alan Gatherer*	TI Fellow, CTO High Performance Multicore Processors	Texas Instruments
Liam Quinn*	Director and CTO Business Client and SMB Groups	Dell
John Stupka*	Chief of Staff	AT&T Mobility

2008 Speakers Included:

Michael Bayle*	Senior Director, Global Mobile Advertising	Yahoo Inc.
Arun Bhikshesvaran*	Vice President Strategy & CTO North America	Ericsson Inc.
John Donovan*	Chief Technology Officer	AT&T
Anthony A. Lewis*	Vice President, Open Development	Verizon Wireless
Mark Louison*	President	Nokia, Inc.
Yoram Solomon*	Senior Director of Worldwide Standards & Technology Strategy	Texas Instruments

2007 Speakers Included:

Ali Afrashteh*	Vice President of Access Technologies	Sprint Nextel
Jeff McDowell*	Vice President, Global Alliances	Research In Motion
Alan Pritchard*	VP of North American Wireless Account Develop.	Nortel Networks
Kristin Rinne*	Senior Vice President for Architecture & Planning	AT&T
Sumit Sadana*	Senior Vice President, Strategy & Business Development	Freescale Semiconductor
Paul Trowler*	Senior VP of North American Sales	RealNetworks
Robert Vrij*	President and CEO	Openwave

2006 Speakers Included:

Meredith Atwell Baker	General Counsel	NTIA
Sandeep Chennakeshu*	Senior VP & GM, Wireless & Mobile Systems Group	Freescale Semiconductor
Sanjay Jha*	President, QUALCOMM CDMA - Technologies Group	QUALCOMM
Dick Lynch*	Executive VP and CTO	Verizon Wireless
Rasoul Safavian	CTO North America	Bechtel Telecommunications
KP Wilska	Venture Partner	Austin Ventures

2005 Speakers Included:

Dr. Bob Scholtz	Director, Ultralab	USC
Edward Salas*	Vice President, Network Planning	Verizon Wireless
Steve Largent*	President and CEO	CTIA, Wireless Assoc.
David Perkins*	Executive Vice President	Freescale Semiconductor
Paul Struhsaker*	Vice President, Engineering Platforms, Mobile Devices Technology	Motorola
Devabhaktuni "Sri" Srikrishna	Founder and CTO	Tropos Networks
Roger Dorf	President and CEO	Navini Networks
Juan Valencia	Vice President, Infrastructure Solutions	Ericsson

2011 TWS Sponsorship Fact Sheet

Where	AT&T Conference Center, 1900 University Ave, Austin, Texas 78701 USA
How do I Register with Sponsor Code?	As a benefit for being a sponsor, you will receive complimentary passes for guest attendees to register for the Summit. The conference organizers will work with you to register your guests.
Overnight Room Reservations	Contact the AT&T Center directly at 512-404-3600 or 1-877-744-8822. Tell them you are booking a room for Texas Wireless Summit to secure the discounted rate of \$159.00 per night. Book your room early to ensure that you get a room at the conference hotel. Book early once the room block is full the rate will increase.
Shipping Instructions	If shipping materials directly to the hotel please use the following address: AT&T Conference Center Attention: <i>Put the person's name who will pick up the package (they will need to show ID when they pick up the package)</i> TWS – Oct 25 / Amphitheater Rm 201 1900 University Ave Austin, Texas 78701 USA
Location	Amphitheater, Room 201
Check In	Upon Arrival please check in at the registration desk located in the lobby of the 2 nd floor conference area
Sponsor Hall Schedule	Set up on October 24, 2011 access from 5:30 PM – 10:00 PM or the morning of October 25, 2011 from 7:00 AM – 8:00 AM. The Conference Room is open for viewing on October 25, 2011 from 7:30 AM – 5:00 PM. Tear down on October 25, 2011 at 6:00 PM
Sponsor Table Details	Sponsor space will center on a 6ft skirted table with 2 chairs and a waste basket. Please let us know if wireless internet or electrical access will be needed at your table so that proper arrangements can be made ahead of time with the hotel. To order audio visual equipment for your table please contact the AT&T Center directly to place your order.
Questions & RSVP to:	Kyle Cox, ATI – U Director Office - 512.305.0011 or mobile phone - 678.612.9553 kcox@ati.utexas.edu

2011 TWS Sponsorship Levels

BENEFITS	Title (\$20K)	Platinum (\$10K)	Gold (\$5K)	Silver (\$3K)	Bronze (\$1.5K)	Exhibitor (\$500)* startups only
Complimentary Summit Passes	10	5	3	2	1	1
Company name listed on website	✓	✓	✓	✓	✓	✓
Company name listed in Summit program	✓	✓	✓	✓	✓	✓
Logo on Summit signage	✓	✓	✓	✓	✓	
Logo and hotlink on Summit website	✓	✓	✓	✓	✓	
Literature distributed to the attendees at the Summit	✓	✓	✓	✓		
Logo on Summit marketing materials	✓	✓	✓	✓		
Table top display (6ft. draped table)	✓	✓	✓			✓
Copy of the Summit Attendee list (name, title & address)	✓	✓				
Recognition at VIP Dinner	✓	✓				
VIP Luncheon	✓					
Ad in Summit Brochure	Full Page	Full Page	Full Page	½ Page	¼ Page	

*\$500 Sponsor is reserved for startup companies with less than \$2M in funding and 20 employees. This sponsor level must be approved by the Summit Steering Committee.

2011 TWS Additional Sponsorship Opportunities

Sponsorship Opportunities	Sponsorship Investment	Date and Time	Benefits	Important Deadlines
TWS Executive Dinner	\$5K	Mon, Oct 24 7:00 – 10:00 PM	2 Dinner Invitations Signage at Event Introduction at Dinner Logo on Electronic Invite	Logo needed by Sept 30 th
Chair's Reception	\$2K	Tues, Oct 25 5:00 – 8:00 PM	2 Dinner Invitations Signage at Event Logo on Electronic Invite	Logo needed by Sept 30 th
Summit Notebook	\$2K	Tues, Oct 25 Distributed at Registration	4 Color Ad on back cover Exposure to Attendees	Full page ad needed by Sept 30 th
WNCG Research Showcase	\$1.5k	Tues, Oct 25	Signage at Showcase and Bronze Sponsorship	Logo needed by Sept 30 th
MobileMonday Austin Showcase	\$1.5k	Tues, Oct 25	Signage at Showcase and Bronze Sponsorship	Logo needed by Sept 30 th
Mid Morning Break	\$250	Tues, Oct 25	Signage at Break Station	Logo needed by Sept 30 th
Afternoon Break	\$250	Tues, Oct 25	Signage at Break Station	Logo needed by Sept 30 th
Lunch Sponsor	\$500	Tues, Oct 25	Signage at Lunch facility	Logo needed by Sept 30 th
Lanyards	Contact to Discuss if Interested	Tues, Oct 25	Logo on Lanyards Distributed at Registration	Deliver prior or by 4:00 pm, Oct 24 to hotel
Conference Giveaway	Contact to Discuss if Interested	Tues, Oct 25	Logo on Giveaway (Ex: USB, Tote, or Pen) Distributed at Registration	Deliver prior or by 4:00 pm, Oct 24 to hotel

TEXAS WIRELESS SUMMIT 2011



FAX

To: Kyle Cox	From:
Company: ATI-U	Company:
Fax: 512.305.0009	Fax Number:
Phone: 512.305.0011	Phone Number:
Number of pages: 3 (including cover)	Mobile Number:

RE: TWS Sponsorship Pledge Form

2011 TWS Sponsor Pledge Form

(Fill out and return with attached fax cover to kcox@ati.utexas.edu)

Select Your Sponsorship(s)

Please check the box(es) you wish to sponsor	Sponsorship Opportunity	Cost
	Title Sponsor	\$20,000
	Platinum Sponsor	\$10,000
	Gold Sponsor	\$5,000
	Silver Sponsor	\$3,000
	Bronze Sponsor	\$1,500
	Exhibitor Sponsor	\$500

Please check the box you wish to sponsor	Additional Sponsorship Opportunity	Cost
	TWS Executive Dinner	\$5,000
	Chair's Reception	\$2,000
	Summit Notebook	\$2,000
	Mid Morning Break	\$250
	Afternoon Break	\$250
	Lunch Sponsor	\$500
	Lanyards	Contact to Discuss
	Conference Giveaway (USB Stick, Tote, or Pen)	Contact to Discuss

*All sponsorships opportunities and booth locations are filled on a first come first serve bases.

Please submit your form and payment no later than September 15, 2011 to take full advantage of sponsorship benefits.

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2011 TWS Sponsor Pledge Form

(Fill out and return with attached fax cover to kcox@ati.utexas.edu)

Sponsor Information

Contact Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (____) _____ Email: _____

Due Immediately

Online/Electronic Logo: If eligible for online/electronic logo, please email a hi-resolution logo to Kyle Cox at kcox@ati.utexas.edu and Robin Murphy at rmurphy@ati.utexas.edu.

Due by September 15, 2011

Print Logo: If eligible for print logo, please email artwork (adobe illustrator [.AI or .EPS]) to Kyle Cox at kcox@ati.utexas.edu and Robin Murphy at rmurphy@ati.utexas.edu.

Note: We cannot accept .TIF or .JPG files for printing.

Program Ad: If eligible for a program ad, please email according to ad specifications your artwork (adobe illustrator [.AI or .EPS]) to Kyle Cox at kcox@ati.utexas.edu and Robin Murphy at rmurphy@ati.utexas.edu.

Note: We cannot accept .TIF or .JPG files for printing.

Method of Payment

Please select your method of payment and fill in the appropriate information.

____ Personal Check made payable to the Austin Technology Incubator

____ Company Check made payable to the Austin Technology Incubator

____ For Wire Transfers Contact us for Instructions

Sponsors Signature: _____ Date: _____

Send Payment to:

Austin Technology Incubator
c/o Kyle Cox
3925 West Braker Lane
Austin, TX 78759
FAX: 512.305.0009
Email: kcox@ati.utexas.edu

Date received by Summit: _____

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