It's time for a better approach to reach wireless buyers
How This New Approach Benefits You

• A lead generation website used by business and government buyers of wireless products & services
  – Educationally-focused, offering more information about your company than a simple buyer’s guide

• Purpose
  – Buyers: find solutions for their business. Find new vendors.
Reach More Buyers

• Influence buyers who view your company’s profile and content (white papers, product information, articles, case studies, etc.)
• Reach your target buyer and educate them with your branded content
• Get included in RFIs/RFPs through EWA
  – EWA members and customers seeking assistance
• Drive traffic to your website
• B2B prospects shifting their research methods
  – Seeking more detail than simple buyers guides
    • All text in your collateral drives the search results produced when site visitors search by key words
  – Online search means you need greater exposure
    • B2B search has increased 139% *
    • 52% of small businesses start first with online search*
    • Search marketing requires digital asset optimization, being found on multiple websites

* Business Marketing Association
Join These Industry Leaders

<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bearcom</td>
<td>World’s Largest Wireless Equipment Dealer</td>
</tr>
<tr>
<td>Critical RF</td>
<td>Unified Communications</td>
</tr>
<tr>
<td>ICOM</td>
<td>Analog and Digital Solutions, Right Now</td>
</tr>
<tr>
<td>Kenwood USA Corp., Communications Sector</td>
<td></td>
</tr>
<tr>
<td>Lockard &amp; White</td>
<td>Connecting our Customers since 1984</td>
</tr>
<tr>
<td>M4D</td>
<td>The new face of dealer co-op marketing</td>
</tr>
<tr>
<td>Motorola</td>
<td>North America Government &amp; Commercial Markets</td>
</tr>
<tr>
<td>Mobilcomm, Inc.</td>
<td>Pre-configured IP video &amp; alarm systems</td>
</tr>
<tr>
<td>Radio One</td>
<td>Motorola solutions for enterprise &amp; government</td>
</tr>
<tr>
<td>Raytheon Network Centric Systems</td>
<td>Customer Success Is Our Mission</td>
</tr>
<tr>
<td>SpaceData</td>
<td>Taking ingenuity to new heights</td>
</tr>
<tr>
<td>Day Wireless</td>
<td>Voice, Video, and Data Since 1969</td>
</tr>
<tr>
<td>TuWay Communications</td>
<td>Always make it work.™</td>
</tr>
</tbody>
</table>

Partial list
A trade association known for helping enterprises and government agencies of all sizes with their wireless spectrum needs

- An advocate before the FCC and Congress for enterprises, sales/service providers, and technology vendors and manufacturers
- Trusted authority for spectrum licensing, frequency coordination, and wireless solutions enablement

Over 5,000 companies rely on EWA, including:

**Transportation**
- Delta
- Amtrak
- SuperShuttle

**Government**
- State of California
- L.A. Metro Transp. Authority

**Education**
- Yale University
- Florida State University

**Energy**
- PG&E
- ExxonMobil
- Chevron

**Retail**
- Home Depot
- Target
- Costco

**Hospitality**
- Marriott
- Four Seasons Hotel

**Entertainment**
- NBC/Universal
- Warner Brothers

**Construction**
- Bechtel
- Readymix

**Healthcare**
- University of Michigan Hospital

**Manufacturing**
- Alcoa
- Georgia Pacific

**Agriculture**
- Del Monte
- Cargill

**Telecom**
- AT&T
- Sprint/Nextel
1. Vendors sign up with EWA
   - Eligible vendors provide wireless applications, technologies, products, and/or services for business and government users.
   - Vendors chose 1 of 3 participation levels (increasingly more visibility).
   - Vendors provide content such as white papers, case studies, articles, product info, etc., plus information about their companies.

2. Buyer needs a wireless solution
   - Buyer is looking for a better way than a buyer’s guide to learn about and discover solutions, vendors, and service providers.
   - Solution search may be for one of dozens of wireless applications or technologies.
   - Buyer may search also by industry, e.g., construction, education, government, healthcare, transportation, utilities, etc.

3. Buyer turns to EWA, found via:
   - One of 5,000 + EWA member/ client companies
   - Other organizations receiving EWA promotional material
   - Search engines
   - Trade association and technology publication ads, blogs, articles, and links
   - Trade shows

4. Signing in
   - Initially, EWA will permit unrestricted access to site by all visitors
   - Ultimately, new users will register, provide basic contact details and buyer demographics.

5. Buyer searches for, finds info
   - I need help finding the right solution: I’ll enter some keywords.
   - I know what I want: who offers it?
   - I need help preparing, reviewing RFPs, or I need help with payback analysis.
   - Vendor-supplied content is presented, can be filtered by solution type or industry.

6. Prospect contacts vendor
   - Interested prospects contact vendor directly.
   - Vendors content and links may be updated as often as desired.
   - EWA provides summary reporting to vendors about user activity and content consumption.
# Choose the Level Right for Your Company

## Information to promote your company

<table>
<thead>
<tr>
<th>Information</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company name, mailing address</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your company's name and optional mailing address.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sales contact information</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Contact details, e.g., email, phone for one Sales/Marketing person or function.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Company profile</strong></td>
<td></td>
<td>40 words</td>
<td>100 words</td>
</tr>
<tr>
<td>Company background or marketing message</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Website address</strong></td>
<td>Non-linked</td>
<td>Linked</td>
<td>Linked</td>
</tr>
<tr>
<td>Website address, option to be linked to your site.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Number of application/solution categories</strong></td>
<td>3</td>
<td>6</td>
<td>Up to max.</td>
</tr>
<tr>
<td>Associate company with up to 15 solutions categories, e.g., asset tracking, security, etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Number of industries/market segments</strong></td>
<td>6</td>
<td>9</td>
<td>Up to max.</td>
</tr>
<tr>
<td>Associate company with up to 20 industries, e.g., healthcare, retail, transportation, etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Company-branded files</strong></td>
<td>2</td>
<td>4</td>
<td>3 per cat.</td>
</tr>
<tr>
<td>Number of informational files (e.g., case studies, product info).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Company logo</strong></td>
<td>Non-linked</td>
<td>Linked</td>
<td></td>
</tr>
<tr>
<td>Logo shown on vendor profile, linked to your website.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Webinar participation</strong></td>
<td>Option</td>
<td>Included</td>
<td></td>
</tr>
<tr>
<td>Participation in one webinar per year. Additional webinars optional.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Hyperlinks to company website</strong></td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Imbed links in your company profile, e.g., to rich media files, to enable user to further research your company, products, and services.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Enhanced vendor profile</strong></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Options to display graphics/logos with your uploaded files; provide bios, photos for up to 3 executives; provide brief list of reference clients; highlight industry awards, other info. (Future feature.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Premium ranking in search results</strong></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Company information presented top of page, before Level 1 or 2. (Future feature.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Rotational banner appearance</strong></td>
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<td></td>
<td>✓</td>
</tr>
<tr>
<td>Banner ads displayed on home page on a rotational basis. (Future feature.)</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

## Annual rate:

<table>
<thead>
<tr>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>$595</td>
<td>$1,400</td>
<td>$2,900</td>
</tr>
</tbody>
</table>
Ensure prospective business and government customers find your applications, products, and services via the business solution they seek. Further highlight your offerings by specific industry/market segment.

<table>
<thead>
<tr>
<th>Industry:</th>
<th>Wireless Applications</th>
<th>Products &amp; Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry, Fishing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arts, Entertainment, Recreation</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Construction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Film/Video/Sound and Broadcasting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finance/Insur., Real Estate/Prop. Mgmt</td>
<td></td>
<td></td>
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<tr>
<td>Healthcare and Human/Social Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hospitality: Lodging and Restaurants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet Services and Online Publishing</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mining, Oil and Gas Extraction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Profit Organizations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Science &amp; Technology (engineering, consulting)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Admin. (State/local gov't, public safety)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publishing: Print and Software</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telecommunications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waste Mgmt, Business Support Svcs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Solutions:**
- Asset Tracking & Product Inventory
- Backhaul & Wide Area Networks
- Messaging: Texting, Alerts, Signage
- Point of Sale, Retailing, Payments
- Remote Monitoring, Control, Mgmt
- Security: Surveillance & Identification
- Voice, Commercial Systems
- VoIP, RoIP, & Interoperability
- Workforce Mobility Management
- Sales, Service, Engineering & Accessories
- Installation, Test, Maintenance
- Network, Infrastructure Equipment

**Products & Services:**
- Subscriber Devices & Accessories
- Network, Infrastructure Equipment
- Wireless Applications
- Point of Sale, Vending, Payments
- Remote Monitoring, Control, Management
- Security: Surveillance & Identification
- Voice, Commercial Systems
- VoIP, RoIP, & Interoperability
- Workforce Mobility Management
- Sales, Service, Engineering & Accessories
- Installation, Test, Maintenance
- Network, Infrastructure Equipment

**Key:**
- Relevant apps for target industry

**Buyers find vendors based on the solutions and/or industries they have selected**
Find the Solution to your Wireless Needs

Find a Solution
Or
Need Help?
Learn More

Some of our Participating Vendors

Motorola
Bearcom
Kenwood
TeaWay Communications

MCD
Lockard & White
Raytheon
ICOM

Hytera
DAY Wireless Systems
MobileOne
Radionics

To view information about these and other industry-leading vendors, click the "Find a Solution" button above to get started.

Vendors - learn about the benefits of joining.
RADIO ONE

Profile What We Offer

Radio One was founded in 1996 in Orlando Florida by
David MacDonald. Radio One is a Premier Motorola
Solutions Partner providing authorized Motorola sales
and service in Florida and eastern North Carolina. Radio
One provides a nationwide two way radio rental service,
with supporting offices in Las Vegas, Dallas, and
Orlando.

Sales Info
Andy Buddehagen Director of Sales
andy@radion.com
407-352-8242
7041 Grand National Drive, Suite 116
Orlando, FL 32812 United States

Industries We Focus On
- Agriculture, Forestry, Fishing
- Arts, Entertainment, Recreation
- Construction
- Education
- Film/Video/Sound and Broadcasting
- Finance/Insurance, Real Estate/Property Management
- Healthcare and Human/Social Services
- Hospitality: Lodging and Restaurants
- Manufacturing
- Non-Profit Organizations
- Public Administration: state, local government (non-public safety)
- Public Safety: law enforcement, fire svc., emerg medical, military
- Retail
- Telecommunications
- Transportation and Warehousing
- Utilities
- Wholesale Trade
How Buyers Will Find the Enterprise Wireless Solutions Center®

- Primarily via search engines (40%) – partially via EWA paid advertising
- Referrals via other websites (20%)
  - Trade associations with whom we arrange reciprocal links
  - Technology website publishers from whom we purchase advertising
- Clicks to us directly (40%)
  - Valued EWA members and clients with whom we regularly interact via our bi-weekly newsletter, publishing relationships, email campaigns, and conferences, and webinars
  - Systems buyers seeing us in print ads
    - Trade associations
    - Technology magazine publishers
Site Visitors – a Buyer Overview

- Primarily comprised of small-medium size and large enterprise buyers (70%)
  - Including 15% government
- I.T., operations, engineering, and communications managers/directors, CIOs
- Wireless sales and service providers (25%)
  - Dealers, distributors, and manufacturers reps
  - Network and system operators
- Other solutions providers/vendors, suppliers, manufacturers (5%)
- 230,000 visits/sessions
  - 55% new visitors, 45% return visitors.
Why It Works

• Get sales leads through EWA
  – Trusted association in the business/industrial and public sector wireless space
  – Representing 5,000+ organizations seeking wireless solutions
• Reach buyers ready to learn more about your business, your company, your value proposition
• Differentiate yourself from your competition
• Ensure your products and services are found in the Enterprise Wireless Solutions Center®
• Sign up today!
  – Kyle.Kaiser@EnterpriseWireless.org, 703-797-5108