

PEERING INTO THE FUTURE

NORTHEAST
DAS
& small cell
ASSOCIATION

SPRING 2015 IN-BUILDING WIRELESS SUMMIT NEW YORK CITY • MARCH 31, 2015

The Northeast DAS and Small Cell Association's (NEDAS) Third Annual Spring In-Building Wireless Summit brings together leading industry executives, vendors, service providers and end-users for learning, sharing, collaborating and presentations on cutting-edge DAS, Wi-Fi, and small cell technology solutions. The Third Annual Spring 2015 Summit takes place March 31, 2015 in New York City. Industry executives, providers, end-users, IT managers, network engineers, architects, vendors and more attend and take part in pre-event training sessions and panel discussions that explore the evolving landscape of in-building wireless solutions and technologies. This event explores through a collaborative and open environment solutions that will support the convergence of wireline and wireless technologies inherent in today's hybrid wireless systems (a.k.a. heterogeneous networks).

ANNUAL SPONSORS

PLATINUM



GOLD



SILVER



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EMBRACING THE FUTURE OF DAS AND SMALL CELLS:

With the growing demand of enterprises requiring always on, always accessible content, Mobile Experts see the in-building wireless industry as a \$55 Billion opportunity. In-building wireless solutions enable a ubiquitous mobile experience from nearly any device. According to iGR, spending for DAS in the U.S. will total \$29.5 billion over the next 5 years. This expected growth and fervent demand for ubiquitous wireless coverage from any building, anywhere, is driving new business opportunities that will re-shape today's mobile infrastructure. The NEDAS Third Annual Spring In-Building Wireless Summit will explore the surge in demand for ubiquitous wireless access and the new business models, technologies and network designs that are enabling communications within buildings, arenas, stadiums, hospitals, casinos, high-rises, universities, campus environments, municipalities and more.

Imagine a world without interference, where access to any type of IP-enabled device is available no matter how far down in the ground you are or how many people you're surrounded by. Imagine this experience is the same, if not better, than if you were directly connected to a high-speed Internet connection from your high-speed desktop computer. There's no longer time in the day wasted on troubleshooting, problem solving, re-booting, or re-loading. This is the world we want to help create by fostering creative thinking, open discussions and introducing new technologies and designs that will shape a better future for communications.

WHY SHOULD YOU ATTEND?

More than 250 attendees will converge at the Third Annual Spring 2015 Summit in New York. Pre-conference programming will provide deep dive training sessions on a variety of technologies while day-of participants will enjoy panel discussions, educational seminars and vast networking opportunities. Panel sessions are carefully selected to bring cutting-edge content that will foster creative thinking, problem-solving and solution implementations for a wide-variety of in-building wireless and municipality needs. Throughout the day, breaks provide attendees opportunities to network among table-top exhibitors, enjoy light refreshments and discuss business opportunities. The in-building wireless summit is designed to encourage and educate attendees about the challenges, trends and concerns associated with adopting in-building solutions and to present a variety of avenues for attendees to explore how they can leverage these technologies to serve the needs of end-users each day. Be among the Northeast region's in-building wireless community experts to learn, discover and find products and services to support the exploding demand that continues to drive communication network solutions indoors.

WHAT ATTENDEES AND SPONSORS SAY ABOUT NEDAS:

"Thanks for your leadership bringing the DAS community together so we can collectively become more knowledgeable and prosper."

TOM, ADRF

WHO SHOULD ATTEND?

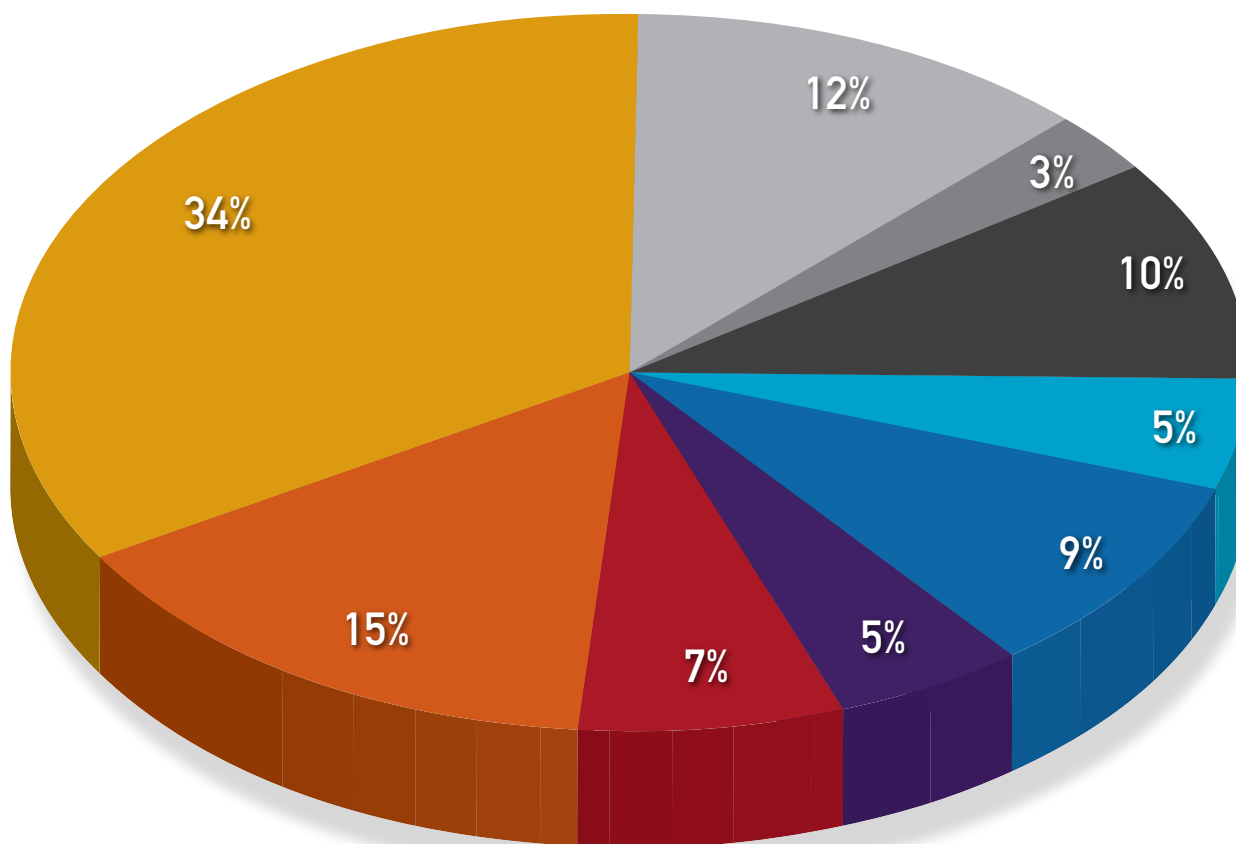
The Third Annual Spring 2015 Summit is one of the largest congregations of in-building wireless and heterogeneous network professionals and end-users. Attendees receive first-class access to content, leading-companies, cutting-edge solutions and information to solve key in-building wireless issues. The NEDAS Spring Wireless Summit is where telecom and technology architects, real estate owners and managers, government and city officials, arena and stadium infrastructure managers, consulting engineers, public safety officials, builders, health care technology officers, university information officials, wireless carriers, and telecommunications vendors come together to expand their knowledge as well as network with colleagues throughout the industry.

WHAT ATTENDEES AND SPONSORS SAY ABOUT NEDAS:

"Thanks again for a terrific venue."

GREGG, ANRITSU

NEDAS NYC 2014 TYPES OF COMPANIES



WHAT CAN YOU EXPECT?

Pre-event training sessions are followed by a full day of moderated, thought-provoking panels comprised of a cross-section of functional roles involved with implementing hybrid wireless systems. Participants will discuss case studies involving the Return on Investment (ROI) of DAS and small cell network deployments; Request for Proposal (RFP) guidelines, Challenge resolution, Planning Advice, as well as implementation solutions for municipalities and public works projects; The new network design and the role of data centers in the HetNet ecosystem; solutions for deploying technology to enable residential high-rise communications; and more.

NETWORKING RECEPTION

Following our series of educational sessions, a meet and greet networking cocktail event provides the perfect opportunity to share thoughts and insights and develop a collaborative ideas with fellow attendees and industry experts.

WHAT ATTENDEES AND SPONSORS SAY ABOUT NEDAS:

"Thank you for an amazing event yesterday. I enjoyed my time at the event and I believe that we had a great turn out."

ALI, ATEC WIRELESS

ATTENDEE FEES

	Attendee	End-User
Regular Registration Price	\$350	FREE
Early Registration Savings (\$50 value!)		
Until March 4, 2015	\$299	FREE
Continental Breakfast	X	X
Conference Panel Discussions	X	X
Break-Out Training Sessions	X	X
Lunch Break	X	X
Coffee Break	X	X
Exhibit Interaction	X	X
Evening Cocktail Reception	X	X
Post-Conference Access to Educational Material	X	X
Networking Cocktail Reception ONLY	\$99	FREE

CONTACT: info@northeastdas.com

SPONSORSHIP OPPORTUNITIES

NEDAS is a unique association, founded by a community of industry experts in order to facilitate and educate end-users, vendors, integrators, providers, and others about in-building wireless solutions. Sponsoring a NEDAS event provides companies the unique opportunity to gain access to some of the industry's most forward thinking professionals while gaining branding opportunities across a wide-array of industry specialists and of course among end-users eager to learn more about heterogeneous technologies. NEDAS hosts summits, networking receptions, training sessions and educational programs across the U.S. and Canada.

Getting your organization involved with NEDAS provides you unparalleled branding exposure that no other organization in the space provides. NEDAS is professionally managed by iMiller Public Relations, a leading telecom PR, Marketing and advisory firm. It is this unparalleled experience that garners your company numerous marketing benefits:

- **Branding exposure to over 4,500 industry professionals through electronic direct mail campaigns**
- **Social media shout-outs on Twitter, LinkedIn, Facebook, Google+ and more**
- **Recognition at NEDAS events (annual sponsors are recognized at all events)**
- **Photo opportunities**
- **Speaking opportunities at NEDAS events and NEDAS partner events throughout the industry**
- **Table top displays**
- **And more**

WHAT ATTENDEES AND SPONSORS SAY ABOUT NEDAS:

"This conference & the Hotel setting were exceptionally GREAT!!!"

PETE. GALTRONICS

The key reasons companies choose to sponsor NEDAS events are to increase your company's brand recognition, gain exposure to 10,000's of end-users including those in the real estate verticals, stadiums/ arenas, healthcare, hospitality, education, government, telecom sectors and more while gaining new connections with like-minded industry professionals.

NEDAS offers both Annual Sponsorship plans as well as individual event sponsorship options.

Sponsorship provides your company with increased exposure amongst your preferred market audience. NEDAS reaches over 25,000 people within the DAS and small cell communities through our extensive marketing efforts and collaboration with industry partners. Our reputation and industry breadth grows with each passing event and social reception.

As a sponsor, we encourage you to participate in workshops, events, and socials as well as gain exposure online where you can submit news, white papers, case studies, infographics and more that are shared among the community via the Northeast DAS and Small Cell Association's website, Telecomnewsroom blog and a variety of social media channels including Twitter, Facebook and targeted LinkedIn groups. The collaborative effort between sponsors and industry professionals looking to learn and connect help all participants gain insights into how the industry could pursue better networks for commercial real estate, hospitals, higher education, stadiums and arenas, and municipal infrastructure.

Current and Past Event Sponsors Include:

ADRF, Amrit, American Tower, Anritsu, ATEC Wireless, Axell Wireless, Blue Stone, Cellular Specialties, Corning, Cuddy & Feder, CSI, Connectivity Wireless Solutions, Crown Castle, DAS Directions, Dewberry, EdgeConneX, Goodman Networks, iBwave, INOC, Inritsu, Isotrope, Metro Network Services, Optec, PCTel, Primus Electronics, Prince Lobel, RAI, RCG, RF Industries, Ruckus, SOLiD, Snyder & Snyder, Superior Essex, Stealth, TE Connectivity, Telnet, TESSCO, Transit Wireless, Walker and Associates, Inc., Zayo, and more.

2015 INDIVIDUAL CONFERENCE SPONSORSHIP OPTIONS

Exclusive Lunch Networking Sponsorship (1 Total)

- Prominent logo visibility on projection screens stating that your company is sponsoring lunch for all 250+ conference attendees
- Ability to distribute limited marketing materials at lunch tables
- Public acknowledgement at event that your company is hosting lunch networking break
- Your company name and logo in conference materials
- Social media blasts before and after event acknowledging your company
- Table top display included
- Three (3) complimentary passes to the conference (\$900+ value)

Sponsorship Rate: \$4,000.00

NEDAS OFFICIAL TRAINING SESSION (4 Total)

- Official sponsor of a training session
- Prominent logo placement on screen during the training session
- Your company name and logo in conference materials
- Social media blasts before and after event acknowledging your company
- Your hyperlinked logo on the Northeast DAS & Small Cell Association web site
- Four (4) complimentary passes to the conference (\$1,000+ value)

Sponsorship Rate: \$3,500.00

PLATINUM NETWORKING RECEPTION SPONSOR (2 Total)

- Title sponsor for post conference two (2) hour networking reception for up to 175 attendees
- Complimentary appetizers & ultra-premium (top shelf) open bar for all attendees
- Logo(s) prominently projected on multiple screens during reception
- Public acknowledgement to audience that your company is sponsoring the happy hour
- Your hyperlinked logo on the Northeast DAS & Small Cell Association web site
- Social media blasts before and after event acknowledging your company
- Your logo in conference materials
- Table top exhibit included!
- Four (4) complimentary passes to the conference and happy hour (\$1000+ value)

Sponsorship Rate: \$3,000.00

DRONE RAFFLE SPONSOR

- Includes the cost of the Helicopter Drone (with video capabilities)
- Opportunity to announce and present the Helicopter Drone to winner
- Names of all raffle participants
- Logo(s) prominently projected on multiple screens during reception
- Your hyperlinked logo on the Northeast DAS & Small Cell Association web site
- Social media blasts before and after event acknowledging your company
- Your logo in conference materials
- Two (2) complimentary passes to the conference and happy hour

Sponsorship Rate: \$3,000.00

EXCLUSIVE BREAKFAST NETWORKING SPONSORSHIP (1 Total)

- First event of the day
- Prominent logo visibility on projection screens stating that your company is sponsoring breakfast for all 300+ conference attendees
- Ability to distribute limited marketing materials at breakfast
- Public acknowledgement at event that your company is hosting breakfast networking break
- Your company name and logo in conference materials
- Social media blasts before and after event acknowledging your company
- Two (2) complimentary passes to the conference (\$600+ value)

Sponsorship Rate: \$2,500.00

GOLD NETWORKING RECEPTION SPONSOR (2 Total)

- Title sponsor for post conference two (2) hour networking reception for up to 175 attendees
- Complimentary appetizers & ultra-premium (top shelf) open bar for all attendees
- Logo(s) prominently projected on multiple screens during reception
- Public acknowledgement to audience that your company is sponsoring the happy hour
- Your hyperlinked logo on the Northeast DAS & Small Cell Association web site
- Social media blasts before and after event acknowledging your company
- Your logo in conference materials
- Table top exhibit included!
- Three (3) complimentary passes to conference and happy hour (\$900+ value)

Sponsorship Rate: \$2,000.00

NEDAS OFFICIAL CONFERENCE PANEL SPONSOR (4 Total)

- Official sponsor of a conference panel
- Prominent logo placement on screen(s) during panel
- Your hyperlinked logo on the Northeast DAS & Small Cell Association web site
- Your company name in conference materials
- Social media blasts before and after event acknowledging your company
- Two (2) complimentary passes to conference (\$600+ value)

Sponsorship Rate: \$2,000.00

EXCLUSIVE LANYARD SPONSOR (1 Total)

- Exclusively branded lanyards for all 250+ participants
- Prominent logo placement on screen during the conference
- Your company name and logo in conference materials
- Social media blasts before and after event acknowledging your company
- Lanyards ordered and paid for by NEDAS as part of the sponsorship
- Two (2) complimentary passes to the conference (\$600+ value)

Sponsorship Rate: \$2,000.00

MARKETING TABLE TOP EXHIBITS (Limited to 25)

- A marketing table top display on the main floor of the conference
- Your company logo in conference materials
- Social media blasts before and after event acknowledging your company
- One (1) complimentary pass to conference (\$325 value)
- Already sponsoring? Discounts for add-on exhibiting available

Sponsorship Rate: \$1,750.00

EXCLUSIVE PEN AND NOTEPAD SPONSOR

- Increase your company's visibility with a branded pens and notepads available for the panel discussions
- Have your presence noted at the conference with prominent logo signage
- Your logo in conference materials
- Social media blasts before and after event acknowledging your company
- One (1) complimentary pass (\$325 value)

Sponsorship Rate: \$1,500.00

COFFEE BREAK SPONSORSHIP (1 morning / 1 afternoon)

- Select either morning or afternoon Coffee Break sponsorship
- Prominent logo visibility on projection screens stating that your company is sponsoring our coffee break for all 300+ conference attendees
- Ability to distribute limited marketing materials at coffee areas during your sponsored break time
- Public acknowledgement at event that your company is hosting the coffee break
- Your company name and logo in conference materials
- Social media blasts before and after event acknowledging your company
- One (1) complimentary pass to the conference (\$325 value)

Sponsorship Rate: \$1,250.00

SILVER NETWORKING RECEPTION SPONSOR (4 Total)

- Title sponsor for post conference two (2) hour networking reception for up to 175 attendees
- Complimentary appetizers & ultra-premium (top shelf) open bar for all attendees
- Logo(s) prominently projected on multiple screens during reception
- Public acknowledgement to audience that your company is sponsoring the happy hour
- Your hyperlinked logo on the Northeast DAS & Small Cell Association web site
- Social media blasts before and after event acknowledging your company
- Your logo in conference materials
- Two (2) complimentary passes to the HAPPY HOUR ONLY

Sponsorship Rate: \$1,000.00

EXCLUSIVE CHARGING STATION SPONSOR

- Increase your company's visibility with a branded charging station throughout the event (provided by NEDAS)
- Have your presence noted at the conference with prominent logo signage
- Your logo in conference materials
- Social media blasts before and after event acknowledging your company
- One (1) complimentary pass (\$325 value)

Sponsorship Rate: \$1,000.00

EVENT LOGO SIGNAGE SPONSOR (10 Available)

- Have your presence noted at the conference with prominent logo signage
- Your logo in conference materials
- Social media blasts before and after event acknowledging your company
- One (1) complimentary pass (\$325 value)

Sponsorship Rate: \$975.00

ADD-ON SPONSORSHIPS FOR CURRENT ANNUAL SPONSORS ONLY:

NEDAS OFFICIAL TRAINING SESSION (4 Total)

- Official sponsor of a training session
- Prominent logo placement on screen during the training session
- Your company name and logo in conference materials
- Social media blasts before and after event acknowledging your company
- Your hyperlinked logo on the Northeast DAS & Small Cell Association web site

Sponsorship Rate: \$2,000 for Gold Sponsors; No cost for Platinum Sponsors.

COCKTAIL NAPKIN SPONSOR (1 available)

- Increase your company's visibility with branded napkins at our sponsored cocktail event
- Have your presence noted at the conference with prominent logo signage
- Your logo in conference materials
- Social media blasts before and after event acknowledging your company

Sponsorship Upgrade Rate: \$750.00

2015 NORTHEAST DAS & SMALL CELL ASSOCIATION (NEDAS) SPONSORSHIP OPPORTUNITIES

Sponsorship Packages (please make selection)	TOTAL
Exclusive Lunch Sponsor – (limited to one sponsor)	\$4,000
Official Training Session Sponsor – (limited to four sponsors)	\$3,500
Platinum Networking Reception Sponsor – (limited to two sponsors)	\$3,000
Drone Raffle Sponsor- (limited to one sponsor)	\$3,000
Gold Networking Reception Sponsor – (limited to three sponsors)	\$2,000
Silver Networking Reception Sponsor – (limited to four sponsors)	\$1,000
Exclusive Breakfast Sponsor – (limited to one sponsor)	\$2,500
Official Conference Panel Sponsor - (limited to four sponsors)	\$2,000
Lanyard Sponsor – (limited to one sponsor)	\$2,000
Table Top Exhibitor – (limited to twenty-five sponsors)	\$1,750
Pen and Notepad Sponsor – (limited to one sponsor)	\$1,500
Coffee Break Sponsor – (one morning sponsor/one afternoon sponsor)	\$1,250
Charging Station Sponsor – (limited to one sponsor)	\$1,000
Event Logo Sponsor – (limited to ten sponsors)	\$975
Add-On Opportunities (Annual Sponsors Only):	
Official Conference Panel Sponsor \$2,000 for Gold Sponsors. No cost for Platinum Sponsors.	
Cocktail Napkins - (limited to one sponsor)	\$750

PAYMENT INFORMATION

Please make checks payable to: iMiller Public Relations

Mail checks to: 221 Harbor Hill, Mamaroneck, NY 10543

PayPal payments should be sent to: ilissa@imillerpr.com

Credit Card: Type _____ No. _____ Sec _____ Exp Date ____/____/____

Sponsoring Company: _____

Address: _____

Name of Authorized Representative: _____

Signature of Authorized Representative: _____

Telephone #: _____ **Email:** _____

Name of Contact Person: _____

Telephone #: _____ **Email:** _____