

What is IWCE?

The International Wireless Communications Expo is the **ONE place where all industries and all communications professionals** come together to share thoughts and ideas on wireless communication technologies. Five days of conference sessions and workshops, 340 exhibiting companies, and networking opportunities make IWCE the largest gathering of wireless communication professionals.

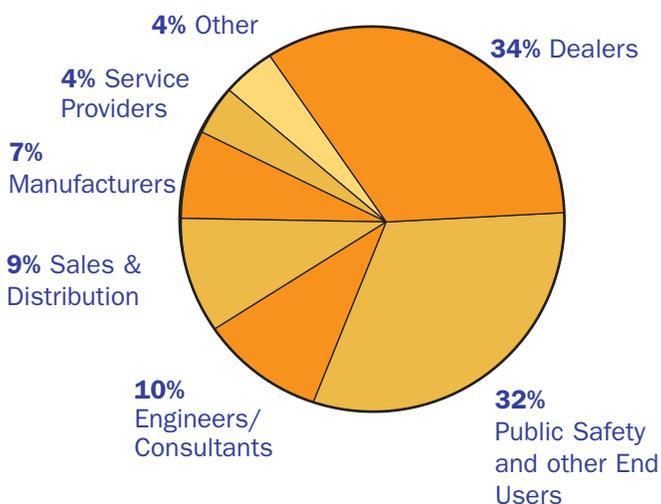
Who will I meet at IWCE?

Specialists from all facets of the wireless communications industry. Over **4,100 qualified buyers** attended IWCE 2007. In total, over **6,200** people participated in the event including exhibitors, speakers and press.

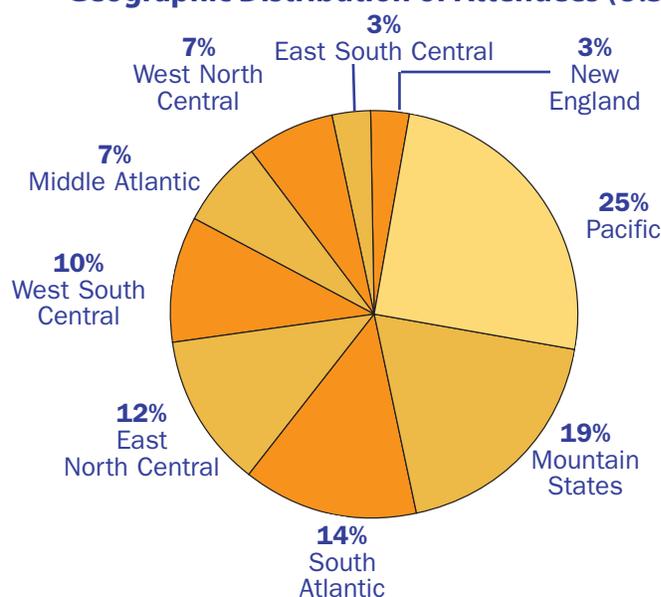
IWCE Attendee Demographics

Attendees' Primary Business*

*Source: 2007 Attendee Survey Demographics



Geographic Distribution of Attendees (U.S.)**



**Source: 2007 Registration Demographics

IWCE Quick Facts

- **32%** first time attendees came to IWCE 2007 - bringing you more prospects than ever before.*
- **40%** of IWCE attendees do not attend any other trade show - IWCE is the only place to get in contact with these prospects.*
- **89%** of IWCE 2007 participants are involved in the selection of products/services for their company. 53% of these people make the *final* purchasing decision.
- **99%** of attendees took action while visiting IWCE.* The top actions taken were:
 - Researching new products (85%)
 - Evaluating products/suppliers for future purchases (84%)
 - Meeting with current suppliers (82%)
 - Viewing products up close (80%)
- **70%** of attendees purchased or plan to purchase products/services as a result of IWCE 2007. These attendees plan to spend a median of \$175,000 with IWCE vendors over the next 12 months.*

IWCE 2007 attracted over 562 international buyers.**

Top non-US countries represented (in order of participation) were:

| | |
|--------|-------------|
| Canada | South Korea |
| Mexico | Taiwan |
| Brazil | Colombia |
| Japan | |

56 publications and organizations supported IWCE 2007.

911 Magazine, Access Control & Security Systems, AGL, American City & County, American School & University, Antenna Systems & Technology, APCO, Business VoIP Report, Battery Power Products & Technology, Commercial Radio Alliance, Communications Marketing Association (CMA), Emergency Management, Emergency Number Professional, EMS Magazine, EMS Product News, Equipment Protection, Fierce Wireless, Fire Chief, Fleet Owner, Government Security, GSN Government Security News, Government Technology, HSToday, IT Wireless, Law & Order, Law Enforcement Product News, Law Enforcement Technology, Lockard & White, Microwave Journal, MissionCritical, mobile iP, MRT, NATE, NENA, Officer.com, Opt-in Wireless, PCIA, P25, Part-15.org, Public Safety IT, Radio Resource International, RCA, RCR Wireless News, Remote Site & Equipment Management, Rescue International, The SDR Forum, SIA, Spectrum Coalition, Telephony, T&D World, UTC, voip monitor.net, Waste Age, Wireless Dealer Magazine, WIMAX Trends, WINS, and Xchange.

See page 2 for entities present at IWCE 2007

End users in all sectors including transportation, utilities, public safety and radio dealers attend IWCE. Here is a sample of attendees from these segments:

Utilities

American Power Conversion
Anadarko Petroleum Corp
Angstrom Power
Arizona Public Service Co
Arkansas Western Gas Co
AT&T
Atco Gas
Basin Electric Power Corp.
Battelle Energy Alliance
BC Hydro
Centerpoint Energy
Chelan County P.U.D.
Chevron
Cingular Wireless
City of Chicago Utilities
Coachella Valley Water District
Colorado Springs Utilities
Dairyland Power Cooperative
DTE Energy
Duke Energy
El Paso Natural Gas Co
Florida Power & Light Co
Golden State Water Co
Great River Energy
Hawaiian Electric
Idaho Power
Innergy Power Corp
LA Dept of Water and Power
Las Vegas Water District
Logic Energy
MCI
Metropolitan Water District
Nebraska Public Power District
Nevada Power Company
NY Power Authority
Pacific Bell
Pacific Gas and Electric Co
Peninsula Light Co
Progress Energy
PSE&G
Questar Gas
Rural Utilities Service
San Diego Gas & Electric
SBC California
Shell Canada Ltd
Sierra Pacific Power Co
Solis Energy
Southern California Water Co
Southern Star Central Gas
Southwest Gas Corp
Sprint Nextel
Tacoma Power
Tecom Power
Tennessee Valley Authority
Terasen Gas Inc
Texas Gas Transmission, LLC
Turlock Irrigation District
Twin Power
Utah Power
Verizon

Transportation

AAA Texas
Air Canada Jazz
Alaska Airlines
Alaska Railroad Corp
American Airlines
Atlanta Department of Aviation
Auto Club of S. California
Bay Area Rapid Transit
BC Ministry of Transportation
Bigelow Aerospace
BNSF Railway
Boeing
Chicago Transit Authority
Clark County Automotive
Coacho Valley Transit
Continental Airlines
Crown Disposal Company, Inc
Dallas Area Rapid Transit
Delta Airlines
Department of Aviation
Department of Transportation
FAA
FedEx
GE Transportation Rail
Los Angeles Transit Authority
McCarran Int'l Airport
Metro Washington Airports
Nevada Dept of Transportation
Northern Border Pipeline Co
Northrup Grumman
Northwest Airlines
Paf Transportation
Park N Fly
Port of Los Angeles
Port of Seattle
Seattle Tacoma Int'l Airport
Skywest Airlines
United Airlines
UPS
US Airways
Utah Transit Authority
WA Dept of Transportation
Wyoming Dept Transportation

Public Safety/Government

Alberta Provincial Government
American Red Cross
Arizona Div. of Emergency Mgmt
Aspen Police Department
Atlanta Police Department
Austin Police Dept
Banff National Park
Bayonne City Police Dept
Beverly Hills Police Department
Boston EMS
Brazil Police
Bureau of Indian Affairs
Bureau of Land Management
Bureau of Prisons
Bureau of Reclamation
Calgary Fire Department
California Dept of Corrections
California Department of Justice
California State Parks
Canada Border Services
Canadian Coast Guard

City of Boulder
City of Edmonton
City of Honolulu
City of Houston
City of Irving
City of Logan
City of Los Angeles
City of Minneapolis
City of New York
City of Oakland
City of Phoenix
City of San Diego
City of San Francisco
City of Saskatoon
City of Tampa
Civil Air Patrol
Colorado Springs Fire Dept
Connecticut State Police
County of Monterey
County of San Bernardino
County of San Diego
Customs & Border Protection
Dallas Fire Rescue Dept
Department of Aviation
Department of Commerce
Department of Defense
Department of Foreign Affairs
Department of Interior
Department of Justice
Department of Homeland Security
Department of Public Health
Department of Treasury
FBI
Federal Reserve Board
Fresno Police Dept
Grand Canyon National Park
Las Vegas Metro Police
Los Alamos Fire Dept
Maui Police Dept
Miami Dade Police
Ministry of Foreign Affairs
Mt Rainier National Park
NASA
Nat'l Nuclear Security Agency
National Park Service
NE Emergency Mgmt Agency
Policia DE Tijuana
Royal Canadian Mounted Police
State of California
State of Florida
State of Hawaii
State of Nevada
State of New Hampshire
State of New York
State of Oregon
State of Virginia
US Air Force
US Army
US Border Patrol
US Coast Guard
US Federal Emergency Mgmt
US Forest Service Radio Dept
US Marine Corp
US Marshal Service
US Navy
US Postal Inspection
US Postal Service
Yosemite National Park

Other End Users

Abbott Laboratories
Abix Telecom
ACD Telecom
Advanced Wireless Telecomm Inc
Argonne National Labs
Arizona State University
Armada Labs
Astro Oilfield Services
Bally's Las Vegas
Bank of America
Battelle Idaho National Lab
Brigham Young University
Chambersburg Hospital
Cisco Systems
Clemson University
College of Eastern Utah
Costco Wholesale
Dell
Dew Labs
Dixie State College
Drew University
Duke University
Dupont
E comm 9 1 1
Emory University
Fiberdyne Labs
Ford Motor Company of Canada
Fountainebleau Resorts
Gaming Laboratories International
General Dynamics
General Electric
George Washington University
Global Telecom Group
Golden Gate Bridge
Greenpeace
Harris Methodist Hospital
Honeywell
IBM Corp
Idaho State University
Joliet Junior College
Lawrence Berkeley Lab
Leeward College
Lockheed Martin
Loma Linda Univ Medical Center
Nestle
Pfizer
Pitney Bowes
Primm Valley Casino Resorts
Progressive Insurance
Providence Health System
Sandia National Labs
Sentry Alarm Systems
Sony Music Group
St. Lukes Hospital
Target Stores
Texas A&M University
Turner Broadcasting Inc
UCSF Medical Center
University of Alabama
University of California
University of Denver
University of Las Vegas
University of New Hampshire
Vail Resorts
Venetian Resort
Waldorf Astoria Hotel
Wells Fargo
Wyle Laboratories

To find out more about exhibiting at IWCE 2008 contact Stephanie McCall at 913-981-6146 or Stephanie.McCall@penton.com

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