CORPORATE PATRON PROGRAM

Partnering With Engineering Excellence

For information on IEEE Communications Society Corporate Patron Packages and benefits, contact Eric Levine, e.levine@comsoc.org, 1-212-705-8920

09/2010
Dear Industry Leader:

The **IEEE Communications Society (ComSoc) Corporate Patron Program** provides a compelling opportunity to reach out to the influential global communications engineering community through exposure across our web site, publications, conferences, and online programs.

IEEE Communications Society services and products are known for their high quality information on technology, its applications and related standards, along with insight into future trends. The **IEEE Communications Society Corporate Patron Program** delivers your image and product messages to current and potential customers. The program provides immediate return on your investment by providing customer contact information to you.

**The Corporate Patron Program** also provides education and training -- valuable products and services to keep your technical staff and management up-to-date with trends and technology in next generation communications design. These benefits include free or discounted access to select IEEE Communications Magazine online content, conference attendance, and onsite training benefits that could cost tens of thousands of dollars.

This brochure and schedule of benefits provides general descriptions of the **IEEE Communications Society Corporate Patron Program** based on various patron levels. IEEE Communications Society can customize each package to emphasize benefits of most interest to you.

This is an exciting opportunity. We look forward to working with you to develop a patron package to match your goals!

Byeong Gi Lee
President, IEEE Communications Society
The IEEE Communications Society Corporate Patron Program enables companies to reach out to a global audience of the communications industry's most influential managers and engineers.

Your participation provides extensive benefits for both corporate branding and the introduction of specific technologies and products to new and existing customers. Corporate patrons also receive valuable education and training benefits for your company's technical staff.

**BENEFITS INCLUDE:**

**IEEE COMMUNICATIONS SOCIETY CONFERENCE PATRONAGE**
Extensive benefits include patron recognition at IEEE GLOBECOM, the IEEE Communications Society's premier annual conference. Benefits are based on patron level and may include speaking opportunities, exhibit space, literature distribution, complimentary registration(s), company logo and ad in conference programs and attendee bags, and additional on-site patron recognition.

**FULL PAGE ADVERTISEMENTS IN IEEE COMMUNICATIONS MAGAZINE**
Receive full-page advertisements in *IEEE Communications Magazine*, reaching a global audience of 50,000 influential managers and engineers throughout the communications industry. *IEEE Communications Magazine* is well respected for in-depth, world class quality peer reviewed articles on next-generation communications design and emerging standards. Image or branding advertising messages in *IEEE Communications* will send a message of your commitment to quality and technical excellence in communications. Product advertising messages will be read by influential engineers and reach new customer prospects.

**IEEE COMMUNICATIONS WEBINAR SPONSORSHIP**
Opportunity to host a live webinar, co-branded by your company and the IEEE Communications Society, providing unique credibility as a technology leader and building webinar attendance. Select a webinar topic or technology relevant to you and your customers, and then participate in both session development and the live webinar panel discussion. Corporate patrons receive significant recognition during advance webinar promotions and the live webinar itself. Webinar attendee registration information is also provided for your use.

**ONLINE TUTORIAL PROGRAM SPONSORSHIP**
Create and post a voice-over-power point tutorial on the IEEE Communications web site, or select from a list of tutorials presented during a recent IEEE Communications Society conference. Engineers viewing the recorded tutorial will see your sponsor banner throughout the entire presentation. Tutorial attendee registration information is provided for your use.

**LOGO ON WEB SITE AND IEEE COMMUNICATIONS MAGAZINE DIGITAL EDITION**
Patron recognition includes visibility of your logo on the IEEE Communications Society web site and in the digital edition of our widely subscribed flagship publication, *IEEE Communications Magazine*.

**COPIES OF IEEE COMMUNICATIONS MAGAZINE FOR PATRON USE**
IEEE Communications Society will bulk ship copies of *IEEE Communications Magazine* to your corporate office for distribution to engineers, managers, and customers.

**EDUCATION & TRAINING BENEFITS:** Includes free or discounted access to select IEEE Communications Society online content, conference attendance, and onsite training.

Refer to Patron Benefit Schedule for details.
REACHING COMMUNICATIONS AUDIENCES IN THEIR PROFESSIONAL MAGAZINE OF CHOICE

Corporate patrons receive advertising exposure in our flagship publication, through full page ads in print and digital editions, along with banner messages in digital edition.

- Paid, Audited Circulation. *IEEE Communications Magazine*’s 50,000 print and digital edition readers pay for their subscriptions, ensuring high readership.

  Subscribers are design engineers/engineering managers, system architects, and corporate level engineers in communications equipment manufacturers, service providers, government, defense and research.

- Exclusive Readership: *IEEE Communications Magazine* reaches a unique, highly qualified readership; technology leaders not easily reached.

- Ideal for delivering product messages and corporate image/branding worldwide.


- Technical decision makers influencing and purchasing products and systems for their organizations.

- Peer reviewed articles: Trusted, respected, and impartial editorial content on leading-edge communications topics, standards, and trends. In-depth, tutorial style articles cover challenges and opportunities on next generation communications design including: RF, wireless, and mobile communications, optical, consumer, military, broadband, integrated circuits, design software, sensors, standards, energy efficiency, vehicular communications, nanotechnology, ethernet, disaster recovery, signal processing, internet technology, and network testing.

CUSTOM ON-LINE PROGRAMS REACHING COMMUNICATIONS AUDIENCES

POWERFUL SPONSOR OPPORTUNITIES THROUGH IEEE COMMUNICATIONS’ ONLINE PROGRAMS:

IEEE Communications Society connects with the global engineering community providing free and paid content including online tutorials, webinars, technology specific micro sites, and email newsletters.

Corporate patron opportunities allow you to sponsor portions of the IEEE Communications web site, benefiting from promotional banners and valuable registrant contact information.

IEEE Communications drives traffic to each of our online sites. The latest online topics are promoted through ads in *IEEE Communications Magazine*, email newsletter listings, home page announcements, special email alerts, and growing community site and professional social networks.

PATRONS RECEIVE RECOGNITION IN THESE SPECIAL PROMOTIONS, FURTHER ENHANCING SPONSOR VISIBILITY!
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IEEE COMMUNICATIONS SOCIETY
CONFERENCE PATRON
BENEFITS

Your Corporate Patron Program Benefits include extensive options at the IEEE ComSoc event of your choice, including: IEEE GLOBECOM, International Conference on Communications (ICC), Consumer Communications & Networking Conference (CCNC), and the Wireless Communications & Networking Conference (WCNC).

CONFERENCE PATRON BENEFITS INCLUDE:
• Advertisements in conference final program
• Choice of exhibit space or literature distribution at the conference
• Patron recognition on conference web site, conference program, signage, and awards luncheon
• Patron recognition at Cyber Café
• Logo on conference bags
• Logo on hotel Key cards
• Complimentary conference registrations

Note: Conference benefits based on Patron Level
EDUCATION AND TRAINING

Valuable resources to keep your technical staff and management up-to-date with trends and technologies in next generation communications design.

The Corporate Patron Program includes free or discounted access to select IEEE Communications online content, conference attendance, and onsite training benefits. Exact benefits are based on patron level and include:

ONSITE FULL DAY TECHNICAL PRESENTATION BY AN IEEE COMMUNICATIONS EXPERT (EXCLUSIVE PLATINUM & GOLD LEVEL PATRON BENEFIT)

IEEE Communications works with you to develop a custom presentation on a timely communications topic, and brings the full day class to your location. An unmatched opportunity for an in-depth presentation by an industry leader.

FREE ACCESS TO IEEE COMSOC ONLINE TUTORIALS AND SELECT RECORDED CONFERENCE SESSIONS:

IEEE conferences attract peer reviewed technical presentations on state-of-the-art communications technologies. Corporate patrons receive free access to selected recorded presentations.

REGISTRATION DISCOUNTS AT IEEE COMMUNICATIONS PREMIER TECHNICAL CONFERENCES

Corporate Patrons receive discounts for unlimited number of attendees at IEEE Communications Society’s two major annual events, the International Conference on Communications (ICC), and IEEE Global Communications Conference (IEEE GLOBECOM).

WIRELESS EDUCATION & TRAINING

Special discounts for attendance at the IEEE Comsoc Wireless training courses, and discounts on the Wireless Communications Engineering Technologies (WCET) certificate exam.

COPIES OF IEEE COMMUNICATIONS MAGAZINE

Bulk sent to your technical teams. A valuable resource of in-depth, peer reviewed, tutorial style articles on next generation communications design.
For information on IEEE Communications Society Corporate Patron Packages and benefits, contact Mark David
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