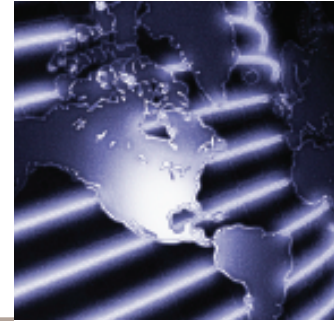


Mobile Enterprise

MOBILE ENTERPRISE MEDIA

Editorial Calendar



January

MOBILESERVICE: Vertical focus: airlines
MOBILESALES: Best hardware for sales reps
MOBILEPROFESSIONAL: WWANS, aircards and data plans for traveling pros
MOBILECAMPUS: Vertical focus: hospitality

BONUS DISTRIBUTION:

- Consumer Electronics Show
- Eyefortransport
- Interlog Winter Show

SPECIAL ADVERTISING SECTION:
Corporate Profiles

February

MOBILESERVICE: How to choose the right hardware for your enterprise.
MOBILESALES: A round-up of SFA applications and vendors.
MOBILEPROFESSIONAL: Their strengths, weaknesses and 3G network offerings.
MOBILECAMPUS: A look at middleware vendors and what role middleware plays in the mobile enterprise.

BONUS DISTRIBUTION:

- Demo 2005
- DCI
- Microsoft Windows Anywhere

SPECIAL ISSUE:
NEW PRODUCTS SHOWCASE

March

MOBILESERVICE: Vertical focus: const./PTT
MOBILESALES: Vertical focus: ins. adjusters
MOBILEPROFESSIONAL: Planes, trains and automobiles
MOBILECAMPUS: WLANs in healthcare: Is wireless good for your health?

BONUS DISTRIBUTION:

- CTIA Wireless
- Fusion One User Event
- GITA
- IQPC Fleet Management Technology
- Mobile Convergence 2005 at UCLA-WINMEC
- Wi-Fi Planet World Tour
- Wireless on Wall Street Summit

April

MOBILESERVICE: Rugged devices
MOBILESALES: Great smartphones for sales
MOBILEPROFESSIONAL: Laptops that like to travel
MOBILECAMPUS: Corporate Wi-Fi: The larger the better

BONUS DISTRIBUTION:

- EyeforWireless
- Gartner's Mobile and Wireless Summit
- InfoSec World 2005
- Wireless Security Conference & Expo

SPECIAL ADVERTISING SECTION:
ROI Case Studies

May

MOBILESERVICE: Mobile printers
MOBILESALES: POS-solutions
MOBILEPROFESSIONAL: TBD
MOBILECAMPUS: TBD

BONUS DISTRIBUTION:

- ★ MOBILE ENTERPRISE WORLD CONGRESS
- Mobile Showcase
- WBR Field Service 2005
- Wireless & Mobile WorldExpo

SPECIAL ISSUE:
EMERGING TECHNOLOGIES

June

MOBILESERVICE: Scheduling and dispatch
MOBILESALES: Vertical focus: realtors
MOBILEPROFESSIONAL: Productive travel
MOBILECAMPUS: Wi-Fi, WiMax, WLAN hrdwr.

BONUS DISTRIBUTION:

- C3 Corporate & Channel Computing Expo
- e-Gov Forum
- Gartner IT Security Summit 2005
- Gartner's Government Conf. (G-Con)
- Interlog Summer
- Logicon 2005
- Mobile and Wireless World
- Wi-Fi Planet World Tour
- Yankee Group's Wireless Leadership East

July

MOBILESERVICE: Vertical focus: utilities
MOBILESALES: Strategy feature: sales software/CRM
MOBILEPROFESSIONAL: Tablet PCs and the mobile professional
MOBILECAMPUS: Retail use of WLANs—What's next?

BONUS DISTRIBUTION:

- iWireless World
- WowGao's Wireless & Mobile World Expo

August

MOBILESERVICE: TBD
MOBILESALES: TBD
MOBILEPROFESSIONAL: Biometrics
MOBILECAMPUS: TBD

BONUS DISTRIBUTION:

- DCI

SPECIAL ISSUE:
2005 MOBILIZER AWARDS

September

MOBILESERVICE: Strategy: GPS/GIS solutions
MOBILESALES: Vertical focus: pharmaceuticals
MOBILEPROFESSIONAL: 3G technologies
MOBILECAMPUS: Managing the warehouse with WLANs & RFID

BONUS DISTRIBUTION:

- CDMA Congress
- DemoMobile 2005
- DCI
- e-Financial World Expo
- Gartner IT Asset Mgmt. & TCO Summit
- IDC
- Yankee Group's Wireless Leadership—West

October

MOBILESERVICE: Public safety
MOBILESALES: Financial transactions
MOBILEPROFESSIONAL: Security technologies
MOBILECAMPUS: Securing wireless

BONUS DISTRIBUTION:

- AFMI International
- CTIA WIRELESS I.T. and Entertainment
- Fusion One User Event
- In-Building Wireless 2005
- Interlog Medical
- TECHXNY
- WiMax World Conf. and Expo

SPECIAL ISSUE:
MOBILE AND WIRELESS SECURITY

November

MOBILESERVICE: Vertical focus: transportation and shipping
MOBILESALES: Strategy feature: managing devices
MOBILEPROFESSIONAL: Cameras and imaging for mobile pros
MOBILECAMPUS: WLANs in education

BONUS DISTRIBUTION:

- Gartner's Healthcare Business & IT Summit
- WowGao's IT WorldExpo

December

MOBILESERVICE: M2M communication and break/fix
MOBILESALES: Hot handhelds for the mobile sales team
MOBILEPROFESSIONAL: Mobile pros and the entertainment industry
MOBILECAMPUS: TBD

BONUS DISTRIBUTION:

- MIS
- Wi-Fi Planet World Tour

SPECIAL ADVERTISING SECTION:
Buyer's Guide

For more show information visit www.MobileEnterpriseMag.com/services/events.asp

2005