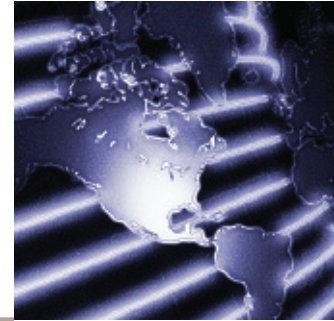


Mobile Enterprise

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: Hardware
MOBILESALES: Software
MOBILEPROFESSIONAL: Middleware
MOBILECAMPUS: Networks

BONUS DISTRIBUTION:
 ■ Demo 2005

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
 ■ DCI's CRM Conference & Exposition
 ■ Fusion One User Event
 ■ Gartner's Symposium/IT Expo
 ■ Gartner's Wireless & Mobile Bus. Summit
 ■ IDC
 ■ Logicon 2005
 ■ Wi-Fi Planet World Tour

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
 ■ GITA (Utility Show)
 ■ Wireless Security Forum

SPECIAL ADVERTISING SECTION:
ROI Case Studies

May

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

BONUS DISTRIBUTION:
 ★ MOBILE ENTERPRISE WORLD CONGRESS
 ■ DCI's CRM Conf. at CeBIT America
 ■ Gartner's Government Conf. (G-Con)
 ■ Mobile and Wireless World
 ■ Mobile Showcase
 ■ WBR-Field Service Show

SPECIAL ISSUE:
EMERGING TECHNOLOGIES

June

MOBILESERVICE: Scheduling and dispatch
MOBILESALES: Vertical focus: realtors
MOBILEPROFESSIONAL: Summer travel: 6 ways to remain productive while traveling
MOBILECAMPUS: Wi-Fi, WiMax, WLAN hardware solutions

BONUS DISTRIBUTION:
 ■ Gartner IT Security Summit 2005
 ■ Interlog Summer
 ■ 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
 ■ FieldService 2005

SPECIAL ISSUE:
2005 MOBILIZER AWARDS

September

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

BONUS DISTRIBUTION:
 ■ CDMA Congress
 ■ DemoMobile 2005
 ■ Expo Comm Wireless Russia
 ■ Gartner IT Asset Mgmt. & TCO Summit
 ■ Interlog Medical

October

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

BONUS DISTRIBUTION:
 ■ AFSMI International
 ■ CTIA WIRELESS I.T. and Entertainment
 ■ Fusion One User Event
 ■ Gartner Symposium/IT Expo
 ■ In-Building Wireless 2005
 ■ TECHXNY

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
 ■ Yankee Group's Wireless Leadership—West

SPECIAL ADVERTISING SECTION:
Buyer's Guide

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

2005