

# Mobile Enterprise

The new name for *Field Force Automation* magazine

## BUYER'S GUIDE 2004

NEW Special Rates  
NEW Special Sections  
NEW Look and Feel  
BONUS Show Distribution  
PUBLISHED IN OUR DECEMBER 2003 ISSUE

To secure your listing in the Buyer's Guide 2004 complete this form by **October 13, 2003.**

Welcome to the 1st annual *Mobile Enterprise Buyer's Guide*. Your product or service listing will be seen year-round in our December Buyer's Guide issue by 40,000 decision-makers at leading organizations. Technology buyers turn to our Buyer's Guide for information on where to find: Portable hardware, wireless hardware, mobile software, wireless Internet and data services. We have expanded our reach, so make sure you see all six pages attached.

### FIVE OPTIONS to ensure your company is listed in the December Buyer's Guide issue for the year 2004.

- 1. FREE LISTING:** Your company name, address, telephone, fax, e-mail, and Website in a category of your choice. (See the list of categories and sub-categories on page 5.)
- 2. YOUR COMPANY LOGO & ADDITIONAL LISTINGS:** Place your logo above your FREE listing for just \$295. Additional listings available in additional categories at \$65 each. Additional logos only \$95 each.
- 3. EXPANDED LISTING:** Includes your company logo above your listing **at no charge**. Your company name in color. Plus address, telephone, fax, e-mail, Website, contact person, and up to 100 words on the products and services offered by your company. Cost only \$795. Additional expanded listings in additional categories, only \$295.
- 4. HALF-PAGE DISPLAY AD:** Your half-page ad in four-color (to appear in the December issue) only \$4,500 net. Logo and expanded listing an additional \$395 (\$400 savings). Additional expanded listings and logo only \$295.
- 5. FULL-PAGE DISPLAY AD:** Your full page ad in four-color (to appear in the December issue) only \$7,000 net. Includes expanded listing and logo **at no charge**. Additional categories with expanded listing and logo only \$195 (\$600 savings).

### Option 1: FREE Listing

#### Service Systems

147 Peachtree Street  
Atlanta, Ga. 30308-4729  
(404) 541-7070  
(404) 541-2970 fax  
info@service.com  
www.servicesystems.com

**SAMPLE**

Please fill out and return. Your signature is required.  
Please refer to the category and sub-category list on page 5.

#### FREE Listing:

Company: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip+4: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Toll Free Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Website: \_\_\_\_\_

How to fill out your product category listing information

#### EXAMPLE:

**Category:** Software Solutions

**Sub-category Code Number:** 3390

(See page 5 for categories and sub-categories)

#### Category:

Sub-category Code Number: \_\_\_\_\_

#### APPROVAL FOR OPTION 1

Signature: \_\_\_\_\_

### Option 2: Logo and Additional Listings



#### Signal Services

1810 Airport Exchange Blvd., Suite 500  
Erlanger, KY 41018  
(866) 44SIGNA  
(859) 372-4399 fax  
info@signaservices.com  
www.signaservices.com

**SAMPLE WITH LOGO**

Please include my company logo with my free listing above for \$295

(Option 2 continued on the next page)

### Option 3: EXPANDED Listing



#### MobilePlanet

9175 Deering Ave.  
Chatsworth, CA 91311  
(800) 675-2638  
(818) 718-6700  
(818) 718-4069 fax  
sales@mobileplanet.com  
www.mobileplanet.com

**SAMPLE WITH LOGO**

Contact: Tom Jones, Marketing Manager

**Area of Specialization:** One-stop mobile computing source for business and mobile professionals.

**Products/Services:** PDAs, Tablet PCs, Smartphones, GPS systems, wireless products and services, software and accessories.

**Company Statement:** MobilePlanet provides businesses with a vast selection of leading mobile computing and wireless products and services. Plus, we offer many business services, such as competitive pricing on multiple units, extended product warranties, leasing options, evaluation devices and custom quotes. Our team of mobile computing experts work directly with businesses to help them create efficient and cost-effective solutions for their mobile computing needs.

I want the expanded listing for only \$795

Please fill out and return. Your signature is required.  
Please refer to the category and sub-category list on page 5.  
You must specify a category and sub-category for each listing you want to include on page 3.

#### EXPANDED LISTING Information:

Company: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip+4: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Toll Free Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Website: \_\_\_\_\_  
Sales Contact Person: \_\_\_\_\_  
Title: \_\_\_\_\_

100 word company description: See page 6

(Option 3 continued on the next page)

## Option 2: Logo and Add'l Listings (continued)

Please fill out and return. Your signature is required.  
Please refer to the category and sub-category list on page 5.

### **ADDITIONAL LISTINGS \$65 each** **Additional logos \$95 each**

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  \$95 \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  \$95 \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  \$95 \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  \$95 \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  \$95 \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  \$95 \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  \$95 \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  \$95 \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  \$95 \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  \$95 \_\_\_\_\_

### APPROVAL FOR OPTION 2

Signature: \_\_\_\_\_

TOTAL FOR OPTION 2: \$ \_\_\_\_\_

## Option 3: EXPANDED Listing (continued)

How to fill out your product category listing information

### EXAMPLE:

**Category:** Software Solutions

**Sub-category Code Number:** 3390

(See page 5 for categories and sub-categories)

### EXPANDED LISTING Information (continued from page 2):

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  (FREE) \_\_\_\_\_

### We want the following additional expanded listing(s) for only \$295 each (includes logo)

#### ADDITIONAL EXPANDED LISTINGS (\$295 each)

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  (FREE) \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  (FREE) \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  (FREE) \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  (FREE) \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  (FREE) \_\_\_\_\_

**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_

Logo  (FREE) \_\_\_\_\_

### APPROVAL FOR OPTION 3

Signature: \_\_\_\_\_

TOTAL FOR OPTION 3: \$ \_\_\_\_\_

## Option 4

### Half-page display ad (4-color) in the December issue

- Island half-page 4-5/8" x 7-3/8"
- Horizontal half-page 7" x 4-7/8"

**\$4,500 net**

**Includes:**

1. Expanded listing at 50% discount (\$397.50), additional expanded listings at \$295 each.
2. FREE Company logo

**EXPANDED LISTING Information:**

Company: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip+4: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Toll Free Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Website: \_\_\_\_\_  
Sales Contact Person: \_\_\_\_\_  
Title: \_\_\_\_\_

- 100 word company description:** See page 6  
**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_  
Logo  (FREE)

- ADDITIONAL EXPANDED LISTINGS (\$295 each)**  
**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_  
Logo  (FREE)

**Category:** \_\_\_\_\_  
Sub-category Code Number: \_\_\_\_\_  
Logo  (FREE)

**Category:** \_\_\_\_\_  
Sub-category Code Number: \_\_\_\_\_  
Logo  (FREE)

**APPROVAL FOR OPTION 4**

Signature: \_\_\_\_\_

TOTAL FOR OPTION 4: \$ \_\_\_\_\_

## Option 5

### Full page display ad (4-color) in the December issue

**\$7,000 net**

**Includes:**

1. One FREE expanded listing
2. FREE Company logo
3. Additional expanded listings at \$195 each.

**EXPANDED LISTING Information:**

Company: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip+4: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Toll Free Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Website: \_\_\_\_\_  
Sales Contact Person: \_\_\_\_\_  
Title: \_\_\_\_\_

- 100 word company description:** See page 6

**Category:** \_\_\_\_\_  
Sub-category Code Number: \_\_\_\_\_  
Logo  (FREE)

- ADDITIONAL EXPANDED LISTINGS (\$195 each)**  
**Category:** \_\_\_\_\_

Sub-category Code Number: \_\_\_\_\_  
Logo  (FREE)

**Category:** \_\_\_\_\_  
Sub-category Code Number: \_\_\_\_\_  
Logo  (FREE)

**Category:** \_\_\_\_\_  
Sub-category Code Number: \_\_\_\_\_  
Logo  (FREE)

**APPROVAL FOR OPTION 5**

Signature: \_\_\_\_\_

TOTAL FOR OPTION 5: \$ \_\_\_\_\_

## Products and Services Categories and Sub-categories

### ACCESSORIES

- 1100 AC adaptors
- 1110 Accessory cases
- 1120 Air/auto chargers
- 1130 Batteries & chargers
- 1140 Cables
- 1150 Digital cameras for PDAs
- 1160 Docking & port replicators
- 1170 Docking cradles
- 1180 Expansion packs
- 1190 Handsfree kits
- 1200 Int'l phone and power
- 1210 Inverters
- 1220 Keyboards
- 1230 Keypads
- 1240 Magnetic stripe & bar code scanners
- 1250 Mice
- 1260 Miscellaneous
- 1270 OS upgrades
- 1280 PC Card hard drives
- 1290 PDA presentation keyboards
- 1300 PDA/phone cases
- 1310 PDA-to-phone connections
- 1320 Projector accessories
- 1330 Screen protection & cleaning
- 1340 Security devices
- 1350 Solar power
- 1360 Stylus pens
- 1370 Surge protectors
- 1380 Tablet/notebook cases
- 1390 USB adaptors
- 1400 Vehicle DC to AC
- 1410 Vehicle PDA mounts
- 1420 Video capture accessories

### COMMUNICATION PRODUCTS & SERVICES

- 1600 ATM (Asynchronous Transfer Mode)
- 1610 Bluetooth
- 1620 Building-to-building connection
- 1630 Campus-wide networking
- 1640 Data networking
- 1650 Internet/Extranet/Intranet access
- 1660 WLAN (802.11x) Equipment

- 1670 WWAN Equipment
- 1680 Messaging
- 1690 Mobile voice mail
- 1700 Paging network
- 1710 PC Cards
- 1720 Remote access & services
- 1730 Satellite services
- 1740 Telecommunications
- 1750 Two-way paging/messaging
- 1780 Wide area data networking
- 1790 Wireless data services
- 1800 Wireless voice services

### COMPUTER & RELATED HARDWARE

- 2000 TV on PC converters
- 2010 Video capture accessories
- 2020 Remote controls & pointers
- 2030 Misc. multimedia solutions
- 2040 Digital cameras
- 2050 PDA presentation
- 2060 Digital cameras for PDAs
- 2070 Multimedia projectors
- 2080 Black & white printers
- 2090 Business card scanners
- 2100 Card readers & adaptors
- 2110 Carrying cases—hard and soft
- 2120 CD/DVD drives
- 2130 CompactFlash
- 2140 Document scanners
- 2150 External hard drives
- 2160 Floppy drives
- 2170 GPS hardware
- 2180 Headmount displays
- 2190 Integrated circuits
- 2200 Magnetic stripe & bar code
- 2210 Memory stick
- 2220 Mobile work stations
- 2230 Modems, wireline
- 2240 Modems, wireless
- 2250 MultiMedia (MMC) & SecureDigital (SD)
- 2260 Notebook computers/Laptop computers
- 2270 Notebook hard drive
- 2280 Notebook memory
- 2290 Pen-based/PDA/Handheld PC

- 2300 Power supply/Battery devices
- 2310 Printers
- 2320 Radio chip and applications
- 2330 Rugged computers
- 2340 Scanning devices/Systems
- 2350 Security devices
- 2360 Servers
- 2370 SmartMedia
- 2380 Storage devices
- 2390 Tablet PCs
- 2400 Test equipment - handheld
- 2410 Test equipment - laptop
- 2420 Test equipment - portable
- 2430 USB flash drives
- 2440 Vehicle PDA mounts
- 2450 Wireless/Smartphones

### PROFESSIONAL/SUPPORT SERVICES

- 2600 Application service provider (Web hosting)
- 2610 Associations & Professional Organizations
- 2620 Books & Conferences/Trade shows
- 2630 Consulting
- 2640 Data recovery services
- 2650 Field support services
- 2700 Depot repair services
- 2710 Help desk support
- 2720 Logistics & physical distribution services
- 2730 Market research devices
- 2740 Multi-vendor equipment services
- 2750 Online resources
- 2760 Other outsourcing services
- 2770 Process reengineering
- 2780 Staffing services
- 2790 Strategic planning
- 2800 System design & implementation
- 2810 System integration & network management
- 2820 Technical outsourcing services
- 2830 Third party maintenance services
- 2840 Training/Education

### SOFTWARE SOLUTIONS

- 3000 Bar coding
- 3010 CRM/PRM
- 3020 Communications software
- 3030 Conferencing/Voice/Video
- 3040 Data collection systems
- 3050 Data warehousing/Mining
- 3060 Database management systems
- 3070 Document management systems
- 3080 E-mail
- 3090 Enterprise resource management (supply chain)
- 3100 Field service automation
- 3110 Films & video
- 3120 Financial
- 3130 Forms & database
- 3140 GPS software & maps
- 3150 Imaging software
- 3160 Information protection
- 3170 Internet access
- 3180 Language applications
- 3190 Mapping/GIS
- 3200 Medical
- 3210 Merchant & POS
- 3220 Middleware
- 3230 Mobile computing solutions
- 3240 Monitor stands
- 3250 Palm OS applications
- 3260 PIM & contact management
- 3270 Pocket PC applications
- 3280 Presentation
- 3290 Productivity
- 3300 Print & communication
- 3310 Reference
- 3320 Remote access
- 3330 Sales force automation
- 3340 Security
- 3350 Software development
- 3360 Synchronization software
- 3370 Territory management
- 3380 Travel
- 3390 Utilities
- 3400 Web based customer feedback
- 3410 Word processing & spreadsheets
- 3420 Workforce management systems

## 100 Word Company Description

You may use these lines to write your 100 word company description or e-mail them with your logo directly to [phyllis@leisurepub.com](mailto:phyllis@leisurepub.com). Please specify "Mobile Enterprise Buyer's Guide" in the e-mail subject line, along with your company name and contact information.

I will be sending this by e-mail

**Area of Specialization:** \_\_\_\_\_

**Products/Services:** \_\_\_\_\_

**Company Statement:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Payment Information

I agree to pay for the following options I selected:

- Option One—Free listing only ..... Total cost \$—FREE—
- Option Two—Logo with free listing, optional additional listings ..... Total cost \$ \_\_\_\_\_
- Option Three—Expanded listing with logo, optional additional listings ..... Total cost \$ \_\_\_\_\_
- Option Four—Half-page display ad, expanded listing with logo,  
optional additional listings ..... Total cost \$ \_\_\_\_\_
- Option Five—Full page display ad, expanded listing with logo,  
optional additional listings ..... Total cost \$ \_\_\_\_\_

Please invoice me.

Please charge the total above to my credit card.

Credit card Information:

Visa    MasterCard    AmEx    Discover

Name on card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Card #: \_\_\_\_\_

Signature: \_\_\_\_\_

Today's Date: \_\_\_\_\_

## Where to send this form

Fax or mail this form to:  
Mobile Enterprise Buyer's Guide Coordinator  
ATTN: Phyllis Foster  
Leisure Publications  
4160 Wilshire Blvd, Los Angeles, CA 90010  
Phone: (323) 964-4800 ext. 174  
Fax: (323) 964-4821

Please e-mail logos, in high-resolution tiff, eps or jpeg format to [phyllis@leisurepub.com](mailto:phyllis@leisurepub.com) or you may mail your logo (on CD-Rom) to the address at left. Please specify it's for the *Mobile Enterprise Buyer's Guide* and include your company name and contact information. If you are sending both a logo and 100 word company description by e-mail, enclose both in just one e-mail.