

Mobile Enterprise

2004 EDITORIAL CALENDAR

Month	MOBILESERVICE	MOBILESALSALES	MOBILEPROFESSIONAL	MOBILE CAMPUS	BONUS DISTRIBUTION
January ☆ Special ad section: Corporate Profiles	●Scheduling & dispatch solutions	●New Tablet PCs	●Vertical Focus: Mobile & wireless in finance	●The best wireless corporate campuses	■ Consumer Electronics Show ■ Eyefortransport ■ Frost & Sullivan's Sales & Mktg. 2004-West ■ Interlog Winter Show
February ☆ Special ad section: Wireless Data Solution Providers	SPECIAL ISSUE: WHAT'S NEW IN WIRELESS DATA?				■ Demo 2004
March	●Rugged devices	●Vertical focus: Pharma sales	●Vertical focus: Physicians	●WLANs in retail and POS	■ CTIA Wireless ■ DCI's CRM Conference & Exposition ■ Frost & Sullivan's Medical Devices 2004 ■ Fusion One User Event ■ Gartner's Symposium/IT Expo ■ Gartner's Wireless & Mobile Business Summit 2004 ■ Wi-Fi Planet World Tour
April	●Vertical Focus: Utilities	●Hot handheld devices	●Executive notebooks	●WLANs in Government	■ EyeforWireless ■ GITA (Utility Show) ■ Wireless Security Forum
May ☆ Special advertising section: ROI Case Studies	SPECIAL ISSUE: RETURN ON INVESTMENT				■ DCI's CRM Conference at CeBIT America ■ Gartner's Government Conference (G-Con) ■ Mobile and Wireless World ■ Mobile Showcase ■ WBR-Field Service Show
June ☆ Special supplement: Who's Who in Wi-Fi	●Picking the right systems integrator	●Mobile conferences and training	●Productivity and travel tools for the mobile manager	●WLANs in hospitals and healthcare	■ Gartner IT Security Summit 2004 ■ Interlog Summer ■ Wi-Fi Planet World Tour ■ Yankee Group's Wireless Leadership-East
July	●M2M & DRM strategies	●Vertical focus: CPG and route sales	●Professional PDAs and smartphones	●802.11x: What's next?	■ Frost & Sullivan's Sales & Mktg. 2004-East ■ iWireless World ■ WowGao's Wireless & Mobile World Expo
August	SPECIAL ISSUE: 2004 MOBILIZER AWARDS				■ DCI
September	●Vertical focus: Public Safety	●Portable projectors	●RIM handheld solutions	●WLANs in Education	MOBILIZE 2004 <i>Mobile Enterprise</i> magazine and Frost & Sullivan special event ■ CDMA Congress ■ DemoMobile 2004 ■ Expo Comm Wireless Russia ■ Frost & Sullivan's Leveraging Emerging Technologies for Growth ■ Gartner IT Asset Mgmt. & TCO Summit 2004 ■ Interlog Medical
October ☆ Special advertising section: Who's Who in Mobile Security?	SPECIAL ISSUE: MOBILE AND WIRELESS SECURITY				■ AFSMI International ■ CTIA Wireless IT and Entertainment ■ Fusion One User Event ■ Gartner Symposium/IT Expo ■ In-Building Wireless 2004
November	●Wearable computers ●Speech-enabled Apps	●Device management solutions	●Wireless e-mail/PIM solutions	●Voice-over-WLAN solutions	■ Comdex/Enterprise IT ■ Gartner's Healthcare Bus. & IT Summit ■ WowGao's IT WorldExpo
☆ December Annual Buyer's Guide	●The supply chain goes mobile	●Mobile and wireless CRM solutions	●America's most effective Mobile Professional	●WLANs in warehousing/shipping	■ Wi-Fi Planet World Tour ■ Yankee Group's Wireless Leadership-West

For more show information, go to www.MobileEnterpriseMag.com/services/events.asp

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