



## The New Zealand Wireless & Broadband Forum

### Terms and Conditions

1. All fees are exclusive of GST.
2. Membership status and category is subject to the approval of the Executive. The Executive reserves the right to accept or decline any application based on the above criteria. Members are expected to advise the Wireless Forum of any change in membership status.
3. Associate membership is at the discretion of the Wireless Executive.
4. Full membership allows any employee to take advantage of member benefits.
5. Wireless Forum membership cancellation will only be accepted in writing and at the end of the current membership year.
6. Wireless Forum membership is for 12 months and to collect member benefits the member must be financial.

### “Growing the Wireless & Broadband Industry through Education & Networking”

#### Contact:

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### What does it cost?

The following table shows the 2007 annual fees payable for each membership category:

Membership Type	No. of employees	Fees
Key Sponsor		\$5,000.00
Corporate	Greater than 40	\$2,500.00
Small to Medium Sized Enterprise (SME)	Between 6 – 39	\$1,500.00
Small Office Home Office (SOHO)	Between 1 – 5	\$ 450.00
Associate		\$ 150.00

I would like to join - please contact me:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

\_\_\_\_\_

Key Sponsors:



Key Sponsors:



## 2007 Member Value Proposition

### Introduction

### “Growing the Wireless & Broadband Industry through Education & Networking”

The New Zealand Wireless and Broadband Forum is an independent industry association, which aims to foster a vibrant and commercially successful NZ industry for communication solutions enabled by Wireless and Broadband technologies.

Our members include software developers, integrators, VAR's, distributors, service providers, and infrastructure vendors. Our family of sponsors comprises a who's who of the region's largest wireless Service Providers and Vendors.

Key Sponsors:





## Membership Benefits

WBF membership provides an opportunity to participate in the premier NZ association for Wireless & Broadband technologies which strives to stimulate the growth of Wireless & Broadband Industry through Education and Networking. WBF provide an action-oriented approach that clears obstacles to market development, establishes standards and best practices for sustainable growth, and evangelizes the wireless & broadband channel for use by businesses, consumers and third party content providers.

Additional benefits for all members include:

- Providing an industry forum to meet, discuss, plan and work cooperatively to resolve key industry issues
- Bringing together industry-wide, global and regional work groups that focus on industry initiatives
- Providing representation for the NZ industry
- Fueling peer-to-peer interaction through seminars, conferences and events
- Providing the value and effectiveness of communication solutions enabled by Wireless and Broadband technologies to advertisers, agencies and consumers
- Serving as the key advocate on behalf of the Wireless & Broadband industry
- Opportunity to network and meet potential customers and partners, as well as learn from the

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leaders in the space on how to better add communication solutions enabled by Wireless and Broadband technologies to your cross media marketing initiatives.

- Ability to lead in the development and execution of guidelines and best practices.
- Access to WBF conducted primary and secondary research that provides education and insight into the Wireless & Broadband channel and its use for marketing.
- Discounts for industry events and research reports.
- Sponsorship, programming and advertising opportunities.
- Thought leadership to NZ Businesses.

## What's in it for My Business?

Membership in the wireless forum is your opportunity to introduce yourself and get to know to the key people in the NZ telecommunications industry. Members include all of the most significant operators and vendors in the NZ telecommunications space along with host of smaller companies. If you want to do business in the NZ telecommunications space or leverage the experience of others to expand into overseas markets then membership is a must.

- **Networking events:** Free participation at our monthly wireless networking events (Auckland and Wellington).
  - ◊ Finger food and refreshments provided. Speakers present key industry trends or members share what they have learnt in building their business.

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- **Other events:** Invitations to participate in WBF and WBF supported events World wide. Events include, but are not limited to;

- ◊ WBF Convergence Exhibition
- ◊ Wireless World
- ◊ Wireless Wednesday
- ◊ IDC Events
- ◊ VC Bootcamp

- **Brand Affiliation** (Subject to terms and conditions.)

- **Website listing:** A listing on our website including your logo, contact details, and a 150 word company profile.
  - ◊ Our website is visited by more than 400 people per month during the quiet months, and visitors stay for an average of 15mins!

- **Newsletter:** Twice yearly, members are able to show a segment or bio in our monthly newsletter which goes out to more than 3000 subscribers.
- **Member news:** News articles relating to members can be posted on our website as they come to hand.
- **Case Studies:** Access to an experienced writer to compile case studies of your business.
- **Media:** The opportunity to have your case study published in our chosen partner for printed media.

Key Sponsors:

