Houston Market Place
Mobile Web Division
Presents

Houston's Mobile Web Guide Sponsorship Package

Ring Tones
Mobile Games
Events
Shopping
Entertainment
Biz Connection
My Community
Mobile Web Links

Featuring the new Mobile Web Guide for

The Greater Houston Area

Powered by:

i2GO.NET
MOBILE WEB DIRECTORY

832-265-3077 • P.O. Box 321125, Houston, TX 77221 • www.i2go.net • Email:hmp20@i2go.net

Houston Market Place
Mobile Web Division

Be a sponsor of the new Houston's Mobile Web Guide available to over 2 million cell phone subscribers locally!

About Us:

Houston Market Place Mobile-Web Division and i2go.net proudly presents Houston's Mobile Web Guide. If you haven't notice, just about everyone has a cell phone. Many consumers are using their cell phone to download music, watch Tv, access the web or send text messages. WAP which stands for Wireless Application Protocol is use to view web content on mobile phones. Most companies do not have a site for mobile web users therefore missing millions of viewers. Our company creates mobile content, sends text alerts and maintains one of the fastest growing mobile directories for the U.S. Our job is to make it easy for businesses and consumers to stay connected to Houston's happenings, news, entertainment and much more.

We're looking for sponsors to help us educate and produce public awareness about Houston's new mobile web guide. Houston mobile web guide will feature ring tones, mobile games, events, shopping, entertainment, biz connection, my community, helpful links, live traffic and much more. Houston's Mobile Web Guide, will be promoted through media, press releases, posters, movie ads, scrolling billboards, t-shirts, promotional giveaways, e-blast, text messaging, community meetings and seminars. As a sponsor you will be promoted to millions of mobile users who visit i2go.net. Depending on what level of sponsorship you choose, your company may advertise on Houston's Mobile Guide, be featured under a shopping category or have a four page business profile. For more details please review our sponsor options.

Market Report Worldwide – Males comprise 72 percent (6.5 million) of the Internet users who access the Internet via a cell phone or PDA, while women comprise 28 percent (3.4 million). This compares to the total Internet population, where 48 percent (45.3 million) are male and 52 percent (48.3 million) are women. Persons age 18-34 represent 53 percent (5.3 million) of online users who access the Internet via cell phone or PDA, while persons 35-54 represent 42 percent (4.2 million) and persons 55 and older represent four percent (400,000). This compares to the total Internet population, where 40 percent (37.6 million) are 18-34; 46 percent (42.8 million) are 35-54; and 14 percent (13.2 million) are 55 and older. For more detail reports and statistics visit www.i2go.net on-line.

Our Categories:

Ring tones – Featuring all types of new and old ring tones for any type of mobile phone.
Mobile Games – Links to multiple games and other sources for non-stop fun.
Events –Stay up-to-date with events while on the go. Never miss an event because you forgot or didn't know.
Shopping – Keep up with new sales and savings on the go. Get access to discounts, coupons and special promotions.
Entertainment – Get the latest info on movies, sports, events, and much more.
Biz Connection – Get the latest on news, stocks, business vendor's profiles and other resources.
You're Community – Your community can now stay connected and access public information on the go.
Mobile Links – A comprehensive list of helpful links and resources like, taxi, wrecker service, 411info, traffic, and much more.

Benefits of being a sponsor:

Reach your target market as consumers come to one place for mobile content.
Be featured as a sponsor for consumers to shop from.
Make it easy for consumers to know what your company offer via cell phone.
Your marketing campaign will be even more effective by utilizing a tool most people already have.

Terms of Service
Clients of Houston Market Place & i2go.net agree to the following. All sales are final. All advertisement, wap content or text alerts must be truthful and correct. We do not send spam or sell consumer contact information. Any interaction with consumers are for the purpose of service and for consumers who opt in database to accept content or who have visited wap site. For best results use mobile marketing with current advertisement, commercials and other campaigns. Use of our services constitute that the user and client agree to the terms of service and disclaimer. For more information on terms of use and privacy policy visit www.i2go.net

Disclaimer
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FOR MORE INFORMATION CONTACT: Call Lee at 832-265-3077 or visit www.i2go.net

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Content developer: **Houston Market Place** **Mobile Web Division**

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Sponsor Options for the New
Houston's Mobile Web Guide
Announced to the Public October 30, 2006

$500.00 – Promotional Sponsor - Graphic Design for 1 banner ad included.

- We place your company logo, web link and phone number on post cards featuring "Houston is mobile" Mobile Web Directory.
- Your company logo featured on all promotional posters.
- 1 Text link as sponsor to your mobile advertisement or business profile page on Houston Mobile Web Guide – (Your company listed as a feature link under a category for 1 month.)
- 1 Business profile page on Houston's Mobile Web for 3 months featuring your company logo, contact info, 1to3 photos, company description, and direct call link option for consumer to call instantly.
- Also be featured in our press release as a new addition to the worldwide mobile web directory.

$1,000 – Level 1 Sponsorship - Graphic Design for 1 banner ad included.

- We place your company logo and web link on our post cards featuring "Houston is now mobile".
- We place your logo as a sponsor on our posters and t-shirts for public awareness at Gas Stations, Libraries, Schools, Restaurants, Hotels, Hospitals, and surrounding businesses.
- 1 Large Banner Ad placed on our Mobile Web Directory under 1 shopping category for 3 month. (To exchange banner for a new one every week is free. Graphic design of a new banner ad is included for the month.)
- 1 Text Link under category as sponsor to your ad or business profile page– (Posted as a feature link under main category for 1 month.)
- 1 Business profile page for 3 months featuring your company logo, contact info, 1to3 photos, company description, and direct call link option for consumer to call instantly.
- Also be featured in our press release as a new addition to the worldwide mobile web directory.

$3,000 – Level 2 Sponsorship - Graphic Design for 1 banner ad included.

- Your company logo as sponsor on 10,000 post cards featuring "Houston is now mobile" Mobile Web Directory.
- 1 Large Banner Ad placed on Houston Mobile Web Directory under 1 shopping category for 6 months.
- (A New banner is exchangeable for each month or week with graphic design included.)
- 1 Text Link as sponsor to your Ad or Wap site profile for 6 months, featured under a category.
- 1 Business profile page for 6 months.
- You company acknowledge as a sponsor on our radio commercial.– powered by i2go.net (radio station and time may very)
- Your logo featured as sponsor on 200 promotional T-shirts – (Giving away at events, through radio prizes, from sales team, and other vendors.)
- Also featured in our press release as a new addition to the worldwide mobile web directory.

$5,000 – Level 3 Sponsorship - Graphic Design for 1 banner ad included.

- Your company logo as sponsor on 10,000 post cards featuring "Houston is now mobile" Mobile Web Directory.
- 1 Text Link as sponsor to your Ad or Wap site profile for 6 months, featured under a category.
- 1 Large Banner Ad Space under shopping category for 6 months (Banner is exchangeable for each month only)
- Your Logo or Mobile Site address added to our indoor scrolling billboard ad featuring your company as our sponsor. (Location may very, also depends upon industry. Scrolling ads or placed in malls, restaurants, and major companies. Ask for more information if needed. Ad will be placed for 3-6 months.) (Sample wording: Visit Houston's Mobile Web Guide on your cell phone-featuring.)
- 1 Advertisement banner place as first page before entering our mobile web directory. (Up to two sponsors per month. You receive maximum exposure.
- 1 Business profile page for 6 months
- 1 to 10 basic page wap sites hosted for 6 months. (Maintenance not included.)
- Also be featured in our press release as a new addition to the worldwide mobile web directory.

$10,000 – Level 4 Sponsorship - Graphic Design for 1 banner ad included.

- You receive everything that Level 3 offers and the following.
- 1 indoor scrolling Ad featuring your new mobile site or business as a sponsor. (Location may very, also depends upon industry. Scrolling Ads or placed in malls, restaurants, and companies. Ask for more information if needed. AD POSTED FOR 3 TO 6 MONTHS)
- 1 Business profile page for 12 months
- 1to 20 page wap site. Hosting included for 12 months. (Maintenance not included.)
- Also be featured in our press release as a new addition to the worldwide mobile web directory.

For more details or answers to your questions please call us.

The main objective as a sponsor is to help you maximize your advertisements by reaching your market with instant results. This means a consumer can get information, shop faster, participate in promotional campaigns or respond quicker by cell phone. Consumers don't have to use a computer, wait in line, or try to remember a 60 second commercial in detail.

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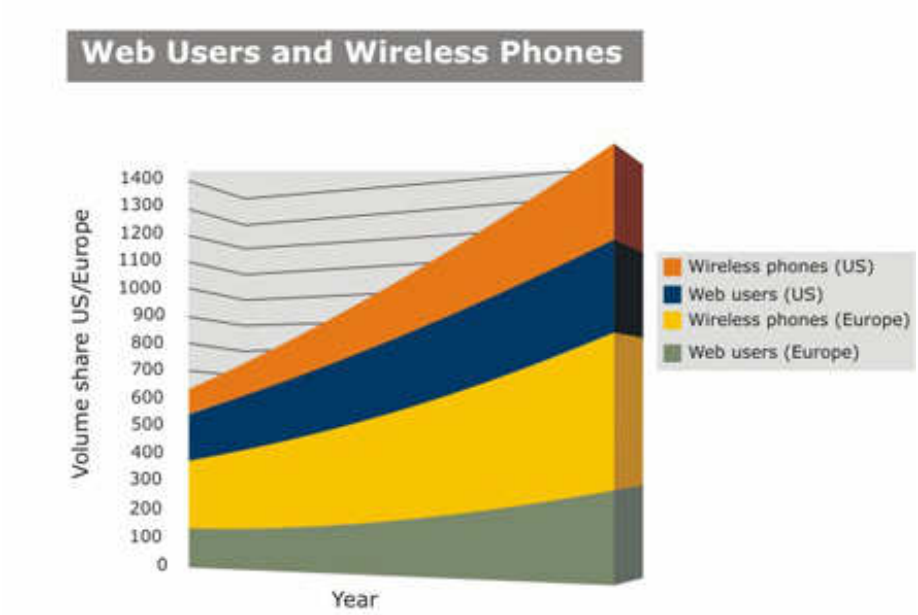
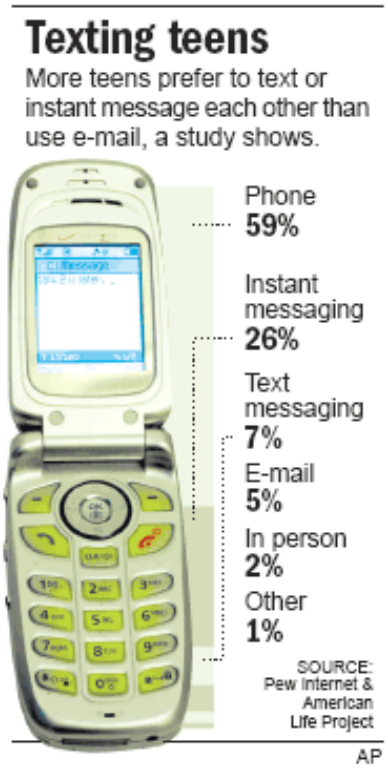
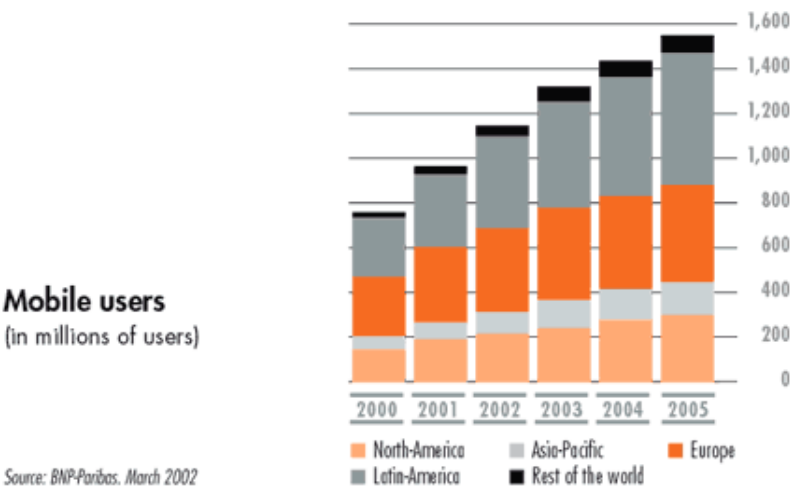
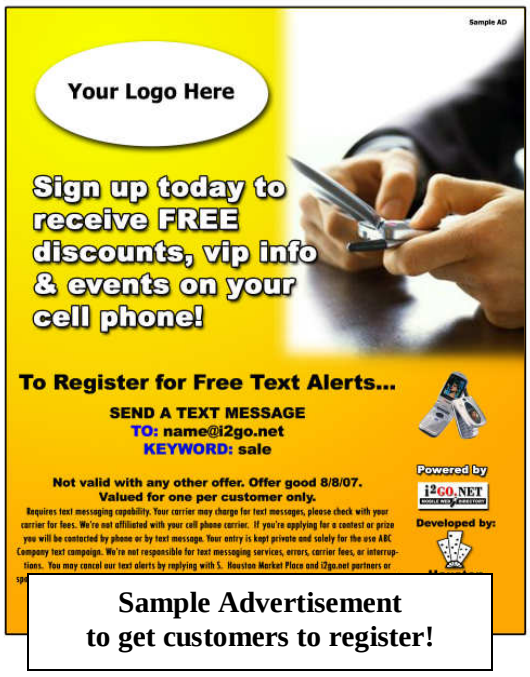
Marketing Reports and Sample Advertisements









Sample Advertisement
to get customers to register!

Sample Ad for students to text in
to win an automobile.

We create sample wap demos, and advertising campaigns according to your need or ideas!

Please call to meet with a sales associate or for technical support.

832-265-3077

or visit our website: www.i2go.net

Banner & Text Messaging Advertising – Sample Screen Shots

Sample Text Alert
Coupon/Discount

Sample Text Alert
Text 2 Win

Sample Text
Announcement

Small Banner AD
1 ½ x 1

Large Banner AD
1 ½ x 1 ½

Business Directory Profile

Main Page
Snap Shot 1

About Us
Snap Shot 2

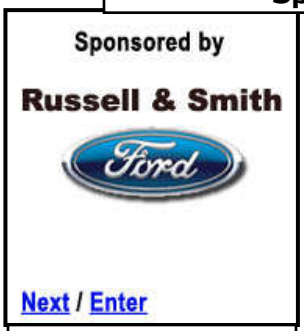
Contact Us
Snap Shot 3

Photo/Ad
Snap Shot 4

Announcement
Snap Shot 5

Sponsor Advertisement

Intro page
2 second animation



Page 2 may be a
major sponsor before
entering site.

Sponsor featured at top of
Main Menu with a link.

Animated Slide 1
3-4 seconds
May include audio

Animated Slide 2
3-4 seconds
May include audio

Example of small banner
ad under category.

Banner Ad/
Coupon - Food

Banner Ad
Education

Banner Ad
Real Estate

Banner Ad
Car Sales/ Rental

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Houston's Mobile Web Guide

Sponsorship Commitment Form

Client Representation/ Sales Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Mobile: _____ Fax: _____
Email: _____

Sponsor Commitment /Level: _____ Amount: _____

Sponsors will be acknowledged on Houston's Mobile Web Guide mobile site, during marketing events & media campaigns According to level of commitment.

Sponsor Name: _____
Sponsor Contact Person: _____ Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email Address: _____
Website: _____
Business Description: _____
_____

*** As sponsor of Houston Mobile Web Guide we agree to let Houston Market Place and i2go.net use our logo any given marketing materials for the purpose of sponsorship.**

Payment information:

Cash up to $500 only	This form and **cash** should be given directly to representative. A receipt should be made out to the sponsor immediately upon receiving sponsorship.
Check	This form and check should be given directly to representative and made out to: Houston Market Place. A receipt should be made out to the sponsor immediately upon receiving sponsorship.
Money Order	Money orders should be given directly to representative and made out to Houston Market Place. A receipt should be given to sponsor immediately upon receiving sponsorship.
Mail	Send completed registration form & payment to: **Houston Market Place** P.O. Box 321125, Houston, TX 77221
Online Credit Card Payment	For online pay contact 832-265-3077. We will send you a detail invoice using pay pal on-line. **INFORMATION CONTACT: Houston Market Place at 832-265-3077**

Our services work on the following cell phone carriers.

Content Developer

Houston Market Place
Mobile Web Division

Powered by:

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