



**MobileCon 2013 // San Jose, CA & Las Vegas, NV
ADOBE - Super Mobility and CIO Summit**



2 Days of programming and experiential marketing of thought leadership brand amplifications

Objective: To position Adobe as the Thought leadership in the all things clouds, mobile, high-tech and virtualization (by bringing the top C-level engagement to the roundtable discussion). Keynote CIO summit session was created to engaged the decision makers to the table by sharing Adobe best practices, cloud management and design mobile responsive key products

Opportunity developed by 24Notion: We've created a robust planning through execution in an integrated manner for Adobe engagement-

- Negotiate the conference rate/engagement: reduced by 75% in fees to enter as key strategic sponsor
- Maximize the engagement by including keynote session on the CIO summit
- Executive thought leadership abstract content planning and execution on the ground
- Lead Gen Database for C-level execs and attendance mix
- Participate in the Celebrity know it all- answer bar for expert Q&A
- Round table discussions of KNIGHT
- Adobe brand exposure: side-by-side with all of the top platinum sponsors
- Support in Social media channels: trending Q&A channels
- Marketing planning and integrated strategic support for C-level execs
- In-ground support for all Adobe related engagement: social, booth, gifting and others

Results in: Adobe exposure was amplified online and offline throughout MobileCon 2013 conference.

- Operational and expense cost: 75% reduced in fee of sponsorship packets
- Top prominent exposure in the same level of platinum sponsorship packet
- 145% increased in web impressions
- 175% brand impressions & click thru on the website
- 250% increased in attendance to the CIO summit C-level execs
- 145% increased in brand exposure from exhibitor halls, conference hallways, conference social engagement, and foot traffic/participation
- 125% increased in Social media trending on amplified brand: visuals and content 2-way engagement
- Integrated Marketing Thought leadership: Event conference, Social, Thought leaders, positioning, brand amplifications= lead gen database results

Day 1: October 16, 2013 - CIO Summit engagement-experiential “thought leadership” marketing. The CIO Summit geared toward C-Level IT/Mobile/Tech professionals- addressing challenges and opportunities that mobility presents specifically to the C-Suite execs. Total of 145 in attendance (Invite only); 250% increased in overall participation and attendance. Jill Steinhour and Marc Eaman lead executive discussion.



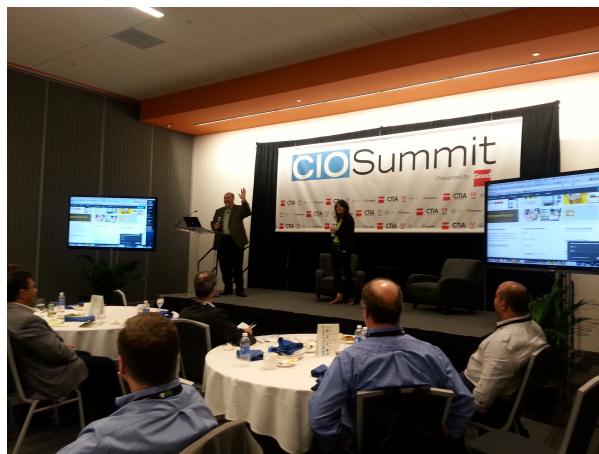
12:45 – 1:45 PM — Executive Luncheon: Mobile First (REALLY)... Without Killing Your IT Department presented by Jill Steinhour, Director, High Tech Industry Strategy at Adobe & Marc Eaman, Marketing Cloud Evangelist at Adobe



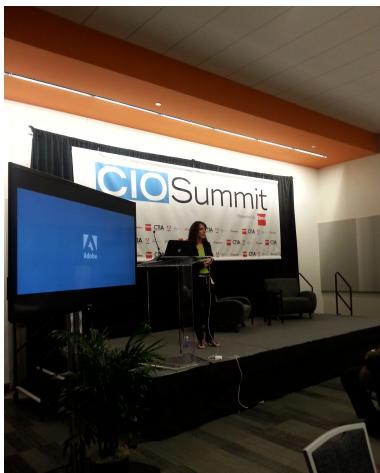
Since the introduction of the iPhone in 2007, usage and adoption of mobile has grown exponentially resulting in the need for organizations to fundamentally change their approach to marketing and engaging customers and prospects. In this session, we will look at key mobile trends and how organizations are shifting their digital strategies and technologies in light of the spectacular shifts in customer behaviors and mobile adoption. We will also examine technology advancements that allow organizations to deliver on their mobile first strategies.

Positive Feedback:

- ✓ “wow I didn't know that Adobe is state of the art. They have a good solution in mobile design responsive”
- ✓ “love that adobe is breaking out of their comfort zone
- ✓ Like the cloud, web content management system in place
- ✓ Adobe here really proves them “thinking outside of the box”
- ✓ Great “demo” preso - web content management system.
- ✓ Symantec: interested more in Adobe! We've just implemented and I'll catch up with you afterward to chat...



Creativity with flare



Q&A with C-level Execs- post presentation and demo; 145 attendance in VP and C-level execs

Marketing/Social and brand PR exposure: Onsite/Online & eblast materials/visuals/photography:

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Only 7 weeks until MobileCON!

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RSVP Now for the CIO Summit »
Attend the CIO Summit on October 16 and increase your influence at the **only** conference designated especially for IT executives like you.

Good Technology
9:30 – 10:30 AM — Executive Breakfast: Implementing a Secure Mobility Strategy the Right Way presented by John Herrera, SVP, Corporate Strategy, Good Technology

Dell Software
10:45 – 11:30 AM — Security Best Practices for BYOD presented by Tom Kendra, VP & GM, Systems Management, Dell Software

Symantec
11:45 AM – 12:30 PM — Mobility Challenge: Optimizing Mobile Devices, Protecting Your Information and Providing a Great User Experience presented by Fran Rosch, SVP, Endpoint and Mobility Solutions, Symantec

Adobe
12:45 – 1:45 PM — Executive Luncheon: Mobile First (REALLY)... Without Killing Your IT Department presented by Jill Steinhour, Director, High Tech Industry Strategy, Adobe

CTIA & B2B Present: CIO Roundtable
At this October 18 Keynote, learn from leading CIOs who have deployed mobile technology strategies to eclipse the competition.

Moderator:
Jason Hiner
Global Editor in Chief

TechRepublic

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October 16-18, 2013 | San Jose Convention Center | Silicon Valley | MobileCON2013.com

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Day 2: October 17, 2014



Answer Bar "Celebrity Know it all" experts on how to solve the most pressing mobile enterprise issues. The engagement gives a chance to receive top-notch mobile/tech/IT consulting a one-on-one chance to meet with the expert from Adobe solutions.

11:00 AM Mobile Content Bar 3 Management



**Kristen Riley,
Product Marketing
Manager, Adobe
Experience Manager**



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