



WiNOG Marketing Strategy:

Recent FCC rulings favoring deregulation and intermodal competition are forcing CLECs to "re-engineer" their businesses. CLECs have two major choices. One is to pay the increasingly higher rates to the ILEC with hopes of keeping customers while operating at thinner margins and charging higher retail prices. The second is to adopt an alternative access technology (like broadband wireless) and migrate customers on-net.

With the deadline for transitioning off legacy UNE-P contracts looming in March 2006, local resellers must have a plan in place that may include one or both of these strategies as short- and long-term solutions for serving commercial and residential customers. WiNOG will continue to target these CLECs by educating

In continuing the WiNOG **EXCHANGE** tradition, this March we will expand our forum beyond the traditional "WISP" to include CLECs, rural telephone companies, and other telecommunications carriers to learn about the "dollars and sense" of how broadband wireless technologies, Proprietary / WiFi / WiMAX / Mesh, will allow them to stay competitive.

About WiNOG:

WiNOG, the Wireless Internet Network Operators Group, is a forum for the exchange of technical information and the discussion of specific implementation issues that organizations involved in the design, deployment and operation of wireless networks face on a daily basis. This forum is dedicated to facilitate the exchange of knowledge and experience between these organizations.

WiNOG discussions are "germane" if they're of interest to people running wide-area broadband wireless networks interconnected with other networks. "Network Operations" in this context means issues related to entire networks, rather than end users.

WiNOG targets the network operator that is well beyond the startup phase in longevity of business, overall scale of business, network, and number of customers. This is a very real, but specialized market segment, and WiNOG is laser-focused to serve this segment very well. While WiNOG is an ideal conference to attend for WISPs that are intent on growing larger and have already started to endure the "pains" of growth, WiNOG's main audience is to provide peer-to-peer experience exchanges between network operators, or "Big WISPs".

The general characteristics of "Big WISPs" who attend WiNOG are as follows:

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- Big WISPs are well capitalized with bank lines of credit, leasing programs, and favorable terms from vendors and resellers
- Big WISPs have often acquired other ISPs, including dialup and wireless
- Big WISPs have more than ten employees, including dedicated administrative personnel and technical support
- Big WISPs use built-to-purpose Broadband Wireless Internet Access equipment from major vendors such as Motorola Canopy and Trango Broadband.
- While Big WISPs use systems from major vendors, they retain the ability to build special systems for special requirements.
- Big WISPs consider managing their network extremely thoroughly to be a core competency, and their resulting reliability of their networks is very high.
- Many, but by no means all Big WISPs have active marketing programs to recruit new customers, and regularly engage in proactive Public Relations activity such as Press Releases
- Some Big WISPs have been able to build out their network sufficiently to bypass the need for using Incumbent Local Exchange Carrier (ILEC) – “phone company” connectivity such as T-1 and T-3 circuits.
- Through favorable pricing and performance and good reputation with customers Big WISPs are maintaining and growing their customer base in spite of competition from DSL and cable modem offerings, including recent aggressive low-cost offerings.
- Big WISPs cannot be generalized about market size – they’re found in rural areas, urban areas, and every size of market in between.
- Big WISPs make extensive and often exclusive use of license-exempt spectrum, often all three ISM bands – 902-928 MHz, 2.4 GHz, and 5.3/5.7/5.8 GHz. Some Big WISPs have begun using licensed spectrum, especially for high-value customers and backbones. Gigabit links have become sufficiently affordable for Big WISPs.



Implementation Plan:

In addition to its usual marketing and cold-calling efforts (approximately 10,000 uniques), WiNOG has invested an additional \$20,000 in a marketing campaign with the following media organizations to better reach the CLEC / Telco audience.

Xchange Magazine:

xchange covers revenue-generating service-delivery strategies for full-service facilities-based providers -- from incumbents to competitors -- serving metro and rural residential and business communities.

Circulation:

NETWORK SERVICE PROVIDERS (Bell Company, Local Exchange Carrier, Interexchange Carrier, Internet Service Provider, Competitive Local Exchange Carrier, Facilities-Based Reseller, Public Utility Company, Cable Television Company, Cellular/PCS Carrier, Wireless, Satellite Service Provider)	34,861
MANUFACTURERS/VENDORS/DISTRIBUTORS	35
OTHER (Operator Service Provider, Agent, Billing/Information Management Systems Software, College and University, Fortune 500 Company, Interconnect/VAR/VAD, Communication Consultant, Investment Banker/Venture Capital Firm, Regulatory Agency)	104
TOTAL CIRCULATION	35,000

WiNOG Marketing in Xchange

- Top Banner Ad space (top center) on the Xchange home page web site for January & February 2006
 - o Ref: <http://www.vpico.com/telecom/xcOnline.html>
 - o Cost: \$2,660
- Full page 4 color advertisement in the February issue of Xchange Magazine to promote the Spring WiNOG event
 - o Ref: <http://www.vpico.com/telecom/xcRatecard.html>
 - o Cost: \$7,400



Broadband Wireless Business Magazine:

Since 2000, Broadband Wireless Business (BWB) has been leading the way in supporting and promoting the development of the Broadband Wireless Industry.

With an average print run of about 12,500 copies, nearly ½ of BWB's subscribers describe themselves as a part of Senior Management with direct purchasing authority or the ability to recommend products or services for purchase.

WiNOG Marketing in BWB

- Full page 4-color advertisement in the March / April issue of Broadband Wireless Business Magazine to promote the Spring WiNOG event
 - o Ref: http://www.shorecliffcommunications.com/magazine/ad_mag.asp
 - o Cost: \$4,500
- Advertisement in weekly Shorecliff Broadband Wireless Online newsletter for WiNOG Park City, UT (with hot link).
 - o Ref: http://www.shorecliffcommunications.com/magazine/ad_news.asp
 - o Cost: \$2,000
- Side banner Hot Link Banner advertisement on the Broadband Wireless Online Web Site
 - o Ref: http://www.shorecliffcommunications.com/magazine/ad_web.asp
 - o Cost: \$2,800