

BREW Conference Through The Years

BREW 2006 Conference

May 31-June 2

San Diego



BREW 2006: When & Where

- **May 31 – June 2**
- **Returning to the Manchester Grand Hyatt San Diego**
 - Sold-out with more than 2,400 attendees
 - More than 90 sponsors and exhibitors
 - 40% more breakout sessions over the course of the conference



The Value of the BREW Conference

- Interest in the BREW marketplace is expanding with a marked increase in venture capital invested in many BREW publishers and developers.
- In 2005, 93% of conference attendees found the BREW conference to be valuable. Networking remains the top reason attendees participate in the conference.
- 75% of attendees at BREW 2005 indicated that they accomplished their objectives, with the vast majority reporting increased business development opportunities as a result of the conference.

The Global Influence of the BREW Conference

- In the past two years, 15% of the total audience comes from international regions
- BREW 2006 has attracted high-level European speakers including executives from Telecom Italia and O2
- Asia, Australia & Pacific Rim participation has grown 40% since BREW 2005

Growth from BREW 2001 – BREW 2006

2001	800+ Attendees	16 Sponsors & Exhibitors	23 Sessions	1 Third-party speakers
2002	1,300+ Attendees	22 Sponsors & Exhibitors	27 Sessions	10 Third-party speakers
2003	1,400+ Attendees	34 Sponsors & Exhibitors	32 Sessions	26 Third-party speakers
2004	1,500+ Attendees	51 Sponsors & Exhibitors	41 Sessions	29 Third-party speakers
2005	2,200+ Attendees	90 Sponsors & Exhibitors	55 Sessions	47 Third-party speakers
2006	2,400+ Attendees	95 Sponsors & Exhibitors	75+ Sessions	60 Third-party speakers

Growth from BREW 2001 – BREW 2006

