

Submission Deadline: Wednesday, Dec. 2, 2009
Awards Ceremony: June 2010

The M2M Value Chain Awards honor the most successful adopters of machine-to-machine and the team of technology providers that made their success possible. Nominees are judged by a panel of industry analysts, and awards are given to the highest-scoring nominees in each category.

- Ⓞ The company being nominated must be an end user/corporate adopter.
- Ⓞ Technology providers cannot nominate themselves.
- Ⓞ If the nominee wins, its M2M technology providers also win as enablers.
- Ⓞ Value Chain Awards are presented at the annual M2M Connected World conference.
- Ⓞ A representative from the winning end user must attend the awards ceremony, or all awards will be rescinded for the entire value chain, including the end user.
- Ⓞ All required signatures must be provided with this entry.
- Ⓞ The cost to enter a nominee for the 2010 M2M Value Chain Awards is \$125.

***All Steps 1-4 should be answered on a separate document. The adopters signature completing Step 1 must be included for the entry to be accepted. This signature can be included on this page itself.**

STEP 1: ADOPTER NOMINEE*

The company nominated must be an end user/corporate adopter or government agency/municipality. M2M technology providers and system developers/integrators are not eligible. As listed below, please provide information about the nominee as well as a short description of the company's business model.

Company Name (for print): _____
 URL (for print): _____
 Location (for print): _____
 Industry: _____
 M2M Application: _____

Adopter Contact Name: _____
 Title: _____
 Address: _____
 City, State, ZIP: _____
 Telephone: _____
 Fax: _____
 Email Address: _____
 Public/Private: _____
 Annual Revenue: _____
 Business Model Description (50 words or less)

Signature:

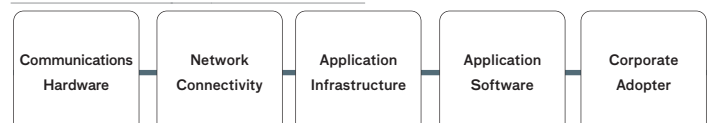
This signature must be from the company named as an adopter nominee above. By signing, the company being nominated has approved the submitted ballot. The adopter company agrees to send an attendee to the award ceremony and understands that failure to do so will result in the award being rescinded. This ballot will not be accepted without this signature.

STEP 2: TECHNOLOGY ENABLERS*

Please list all of the technology providers involved in the nominated M2M value chain. Any M2M technology provider can be nominated, including those providing hardware, network communications, middleware, application software, system integration and consulting, as well as hosting and network management services. Non-M2M technology providers are not eligible. Please indicate each company's name and their respective roles in the deployment as well as the required information listed below. Please provide this information for **EACH** enabler.

Company Name (for print): _____
 Contact Name: _____
 Title: _____
 Phone: _____
 Email: _____
 URL (for print): _____
 Location (for print): _____
 Role/Technology in Deployment: _____
 Company Description (50 words or less)

SAMPLE VALUE CHAIN



STEP 3: DEPLOYMENT SUMMARY*

Please provide a short summary (approx. 200 words) of how the nominee is using M2M technology and how M2M has improved its business. Also, please indicate the specific information requested below.

- Deployment Stage (Trial, Pilot, Deployed)
- Date of Deployment
- Type(s) of Assets Being Networked

STEP 4: DEPLOYMENT DETAILS*

Please provide a detailed synopsis of the adopter's M2M deployment, including any of the following (1,000 words max. recommended, no word count limit)

- Background information
- Business challenges that led to the company's use of M2M technology
- Technology challenges encountered during the deployment
- Return-on-investment metrics
- Business value created by the technology
- Quotes from company representatives about the deployment and its results
- Technical analysis of the deployment including architecture and data flow
- How the technology components combined to create a complete solution

STEP 5: MATERIALS

M2M magazine will publicize the winners of the M2M Value Chain Awards through its magazine, an issued press release, and at the awards ceremony. When submitting your entry, please send the following high-resolution graphic materials to mmayer@m2mmag.com.

- High-resolution company logos for the end-user nominee and all of the technology providers
 - 300 dpi, EPS, TIF, or JPG format (vector EPS preferred)
- High-resolution photo that illustrates the M2M deployment by the corporate adopter (examples below)
 - 300 dpi, JPG, TIF, or EPS format (3x3 inches or larger)
 - Photo of the actual installation
 - Photo of the type of asset/machine being networked
 - Photo that illustrates the corporate adopter's business model

STEP 6: PAYMENT INFORMATION

A \$125 application fee must accompany all submissions.

All checks should be made payable to:
Specialty Publishing Company Co.
All checks must be enclosed with the application.

Check Enclosed
 Visa MasterCard AMEX

Credit Card Number: _____

Expiration Date: _____

Cardholder Name: _____

Signature: _____

STEP 7: APPLICANT APPROVAL

Please review the following steps and initial the lines provided to ensure your entry has been completed in its entirety.

- ___ I have included payment information.
- ___ A representative from the applying company has approved the ballot.
- ___ I understand that if the applying company does not attend the award ceremony (if chosen as a finalist), no one will receive the award.
- ___ I have included with the entry the applying company's logo as well as the logo from each technology enabler, in compliance to the specifications given.
- ___ I have included each of the technology providers involved in this process.

Signature: _____

STEP 8: NOTIFICATION

Others within your organization who should be contacted if you achieve finalist status or are selected as a winner (CEO, COO, PR Department, etc.).

Name: _____

Title: _____

Phone: _____

Email: _____

STEP 9: SUBMIT NOMINATION

Entries can be submitted via mail or email. If submitted via mail, all nominations must be received, in full, by the Dec. 2 deadline, including payment information.

All nominations must include at least two signatures. The first must be from the cardholder of the credit card used for payment in Step 6. The second signature **MUST BE FROM THE CORPORATE ADOPTER.** This can be found in Step 1. The person submitting the ballot must complete and sign Step 7.

A representative of the corporate adopter must approve this ballot and all of the requirements of submission for the Value Chain Awards.

Entries that do not contain the required signatures will not be accepted. Because of this requirement, the first ballot page and this final ballot page, and **ONLY** these pages, with the appropriate signatures, may be faxed to +1 630.933.0845.

Specialty Publishing Co.
M2M magazine/Value Chain Awards
135 E. St. Charles Rd., Suite D
Carol Stream, IL 60188

Phone: +1 630.933.0844
Fax: +1 630.933.0845
Email: mmayer@m2mmag.com

DEADLINE: Wednesday, Dec. 2, 2009

FOR MORE INFORMATION:

Call Michelle Mayer at +1 630.933.0844 ext. 246.

This ballot page must be included for the entry to be accepted. If this page is not completed in full, the entry will not be submitted for judging.

For more information call Michelle Mayer at +1 630-933-0844 ext. 246. The Value Chain Awards are open to any corporate adopter, government entity, or institution. Judging is conducted by an independent panel of industry experts. Information submitted becomes the sole property of M2M magazine. In submitting this nomination, you agree to have a representative from your company on hand at an awards ceremony to accept the award if your nomination is chosen as a finalist. If the winner does not attend, the award will be rescinded. Winners will be announced at the M2M Connected World conference in June 2010. Additional fees to attend may apply.