

4YFN

At Mobile World Congress
27 February - 1 March 2017
Barcelona

Partnership Opportunities



An event of





We Launch
www.4yfn.com
MOBILE

4YFN
We Connect
We Launch

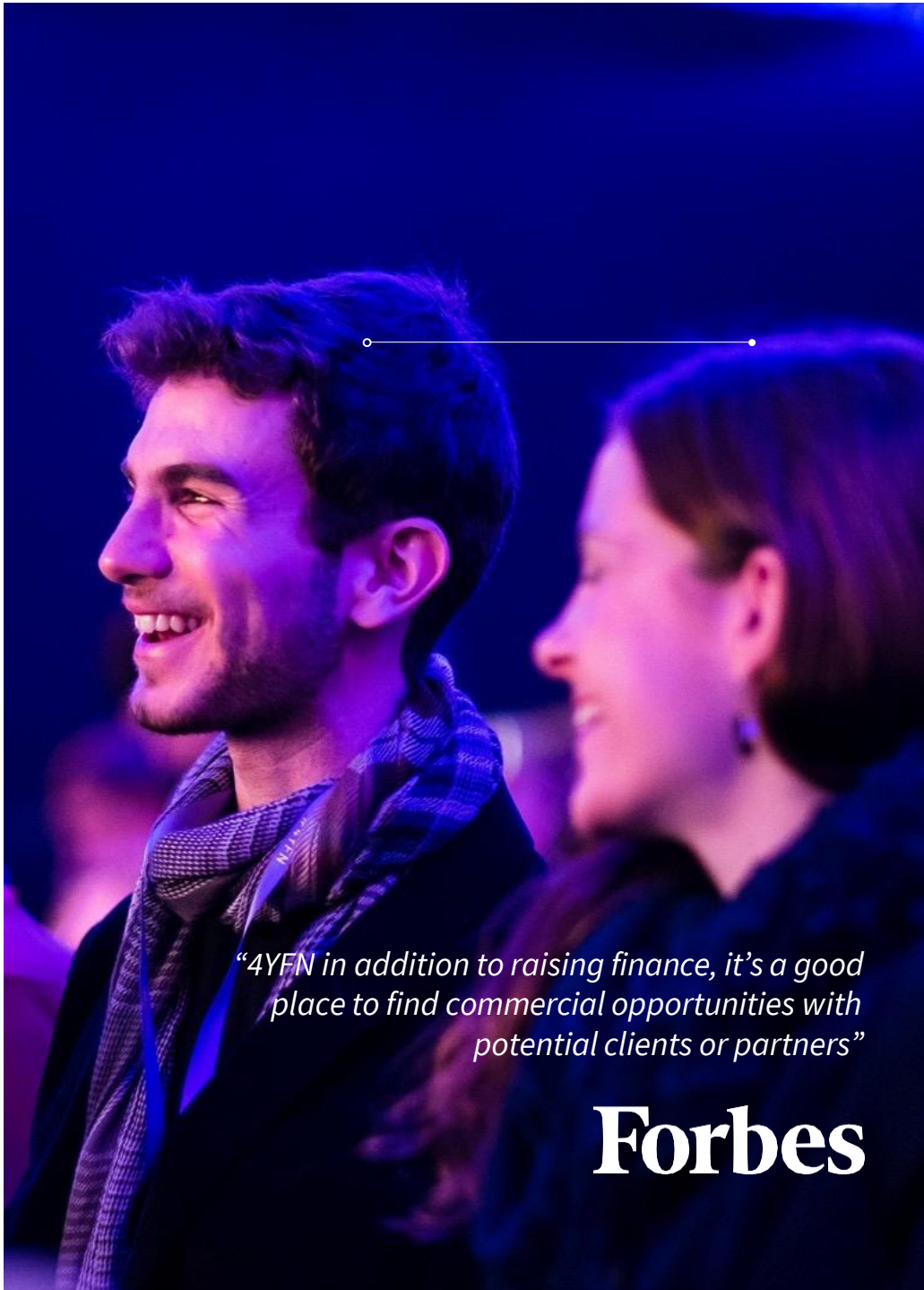
4YFN

REALSPEAKER
LIMITED

stormbootcamp

Storm





“4YFN in addition to raising finance, it’s a good place to find commercial opportunities with potential clients or partners”

Forbes



“The best part of the show was 4YFN - Four Years From Now - the pavilion that housed start-ups...little companies with an idea and a dream, and the bet is that we will see some of them in the big halls at MWC in four years or less. Worth your time to peruse”

**THE
HUFFINGTON
POST**

CONNECTING *STARTUPS*

4YFN [Four Years From Now]

brings together mobile technology that can change the way we do business and focuses on how these changes will impact our daily lives.

CONNECTING *PEOPLE & IDEAS*



*FOUNDERS &
INVESTORS*



*GOVERNMENTS &
INDUSTRIES*



*COMPANIES &
ENTREPRENEURS*



*MEDIA &
INNOVATION*

4YFN is the fastest growing digital startup event in the world!

The perfect place to discover disruptive innovation in the mobile digital space.

4YFN is the home of the growing global tech startup community, creating lasting connections among startups, investors and corporations.

4YFN is the startup event of **Mobile World Capital Barcelona** and **GSM4 Mobile World Congress**, the premier event for the global mobile industry:

101,000 Attendees
5,000 CEOs
2,200 Exhibitors

The Startup event of



3 Full days of inspiring talks, interactive workshops, unique networking opportunities...and FUN!

4YFN 2016 AT A GLANCE

12,500

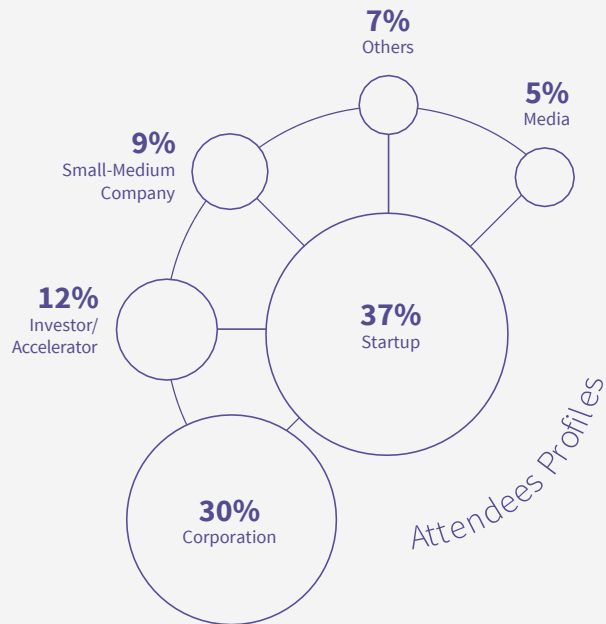
Attendees 4YFN 2016

8,000

Attendees 4YFN 2015

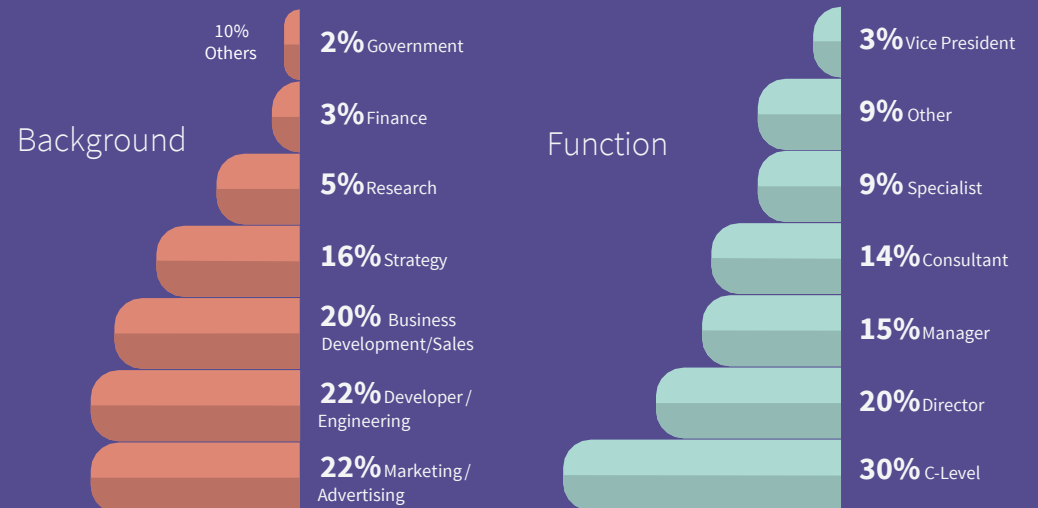
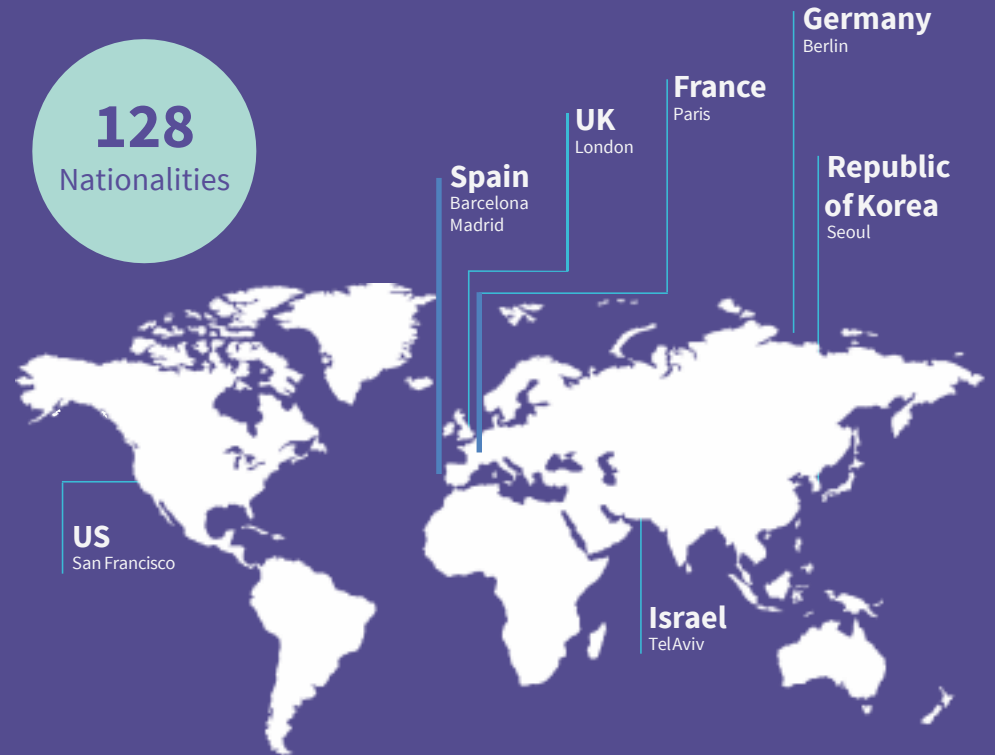
2,300

Attendees 4YFN 2014



18,000 sqm	12,500 attendees	500 exhibitors
150+ hours of content	275 speakers	60+ workshops
3 startup competitions	600 startup entries	500+ investors

TOP REPRESENTED COUNTRIES



4YFN 2016 TOP SPEAKERS



RICH MINER
*Investment
Partner*
Google Ventures



**BRACKEN
DARREL**
CEO
Logitech



**NICOLA
MENDELSON**
VP Sales EMEA
Facebook



**DIRK
AHLBORN**
CEO
Hyperloop



**ANDREW
BOLWELL**
Chief Disrupter
Hewlett-Packard



ISRAEL RUIZ
Executive VP
MIT



**WERNER
VOGELS**
VP and CTO
Amazon



**AMIR
FAINTUCH**
*Senior VP & GM
Engineering*
Intel Corporation



**JIMMY
WALES**
Chairman
Wikipedia



“4YFN in Barcelona is a room positively bristling with crazy ideas and potentially world changing innovations”



4YFN 2016 MEDIA COVERAGE

WALL STREET
JOURNAL

Forbes



Bloomberg

TC TechCrunch

techEU

THE
HUFFINGTON
POST



MIT
Technology
Review



AP

TNW
THE NEXT WEB

INFORMILO

VICE

Herald Sun

EL PAÍS

RUDE
BAGUETTE



EL MERCURIO

Handelsblatt



The 4YFN business platform has the same role as FC Barcelona's football academy but within the business field: creating the ideal atmosphere to help promising companies dive into the first league in this case, the Mobile World Congress

ABC

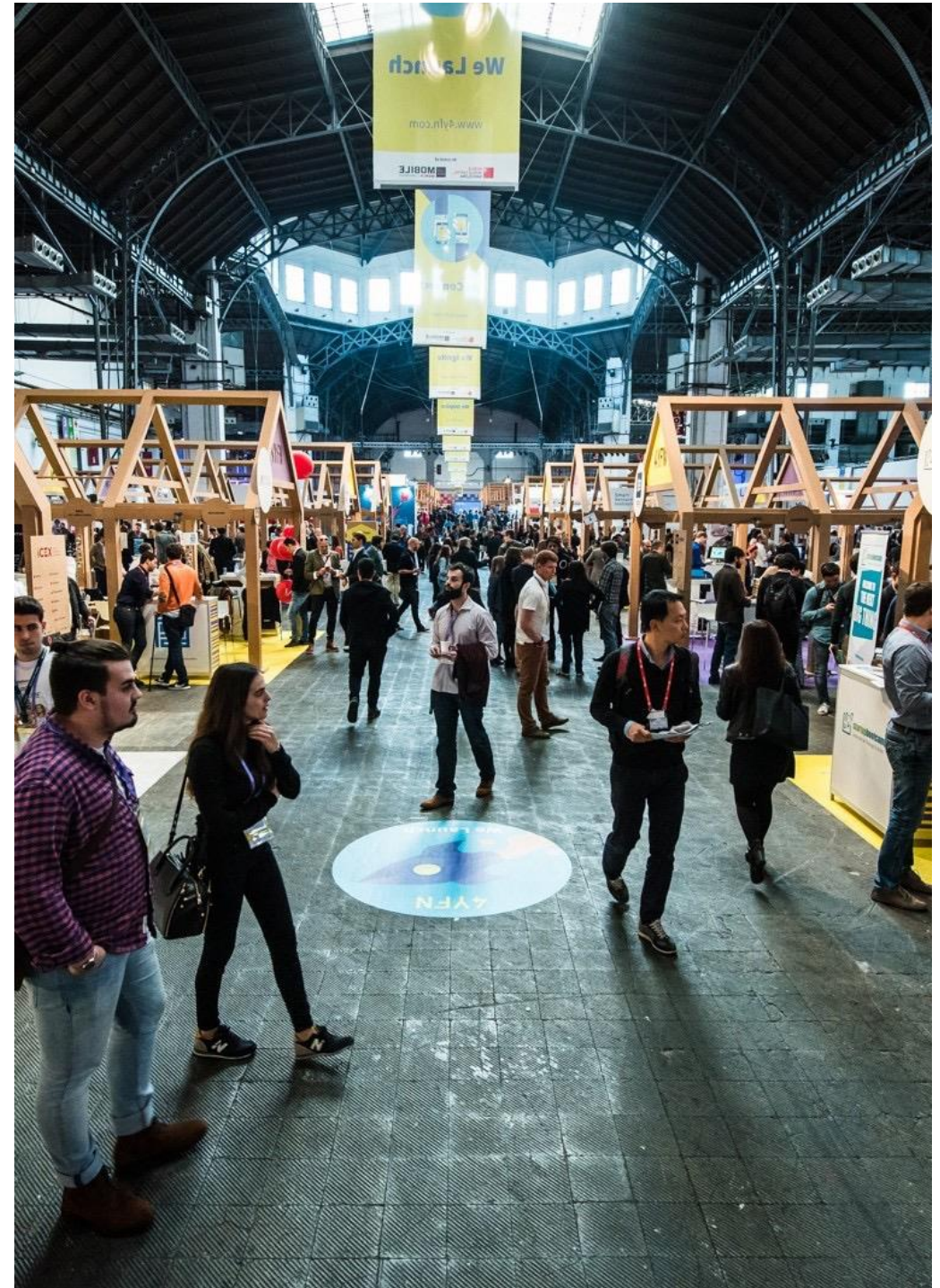
4YFN



INNOVATION MARKET

8,600+ sqm of exhibition area with a selection of the best mobile startups from all over the world.

It is an opportunity to see what's coming, catch up on the latest innovations showcased to 16,000 attendees.





WORKSHOPS

Hands-on Learning Experiences

Our workshop programmes host a diverse range of hands-on activities centered around the knowledge necessary to improve the way business is conducted.



KEYNOTES

Envision the Future

At our three main stages take place talks and discussions centering around the challenges that Digital Media, Internet of Things, Disrupted by Mobile are imposing on every economic activity in order to get a glance on what is coming next.



BUSINESS MEETINGS

Access to Partners

Our event brings together leading startups in the Founders & Investors programme in a place where they can network and unite with future investors and business partners.

NETWORKING

Connecting People

4YFN holds afternoon and evening networking programmes and drinks at some of the hottest venues in Barcelona during Mobile World Congress.



Partnership Packages and Opportunities

Overall Event

Gold Partner	€100,000
Founders & Investors Partner	SOLD
Women4Tech Partner	€85,000
Silver Partner	€50,000
Bronze Partner	€20,000

Custom Programmes

Standard Workshop	€8,000
Premium Workshop	€12,000
Speaking Slot 20min	€10,000
Speaking Slot 40min	€16,000
Speaking Slot 60min	€20,000

Brand Opportunities

Main Stage Naming	SOLD
Stage Naming Three Available	POA
Workshop Room Naming Two Available	€20,000
VIP Lounge Partner	SOLD
Working Areas Partner Three Available	€28,000
Lanyards	SOLD
4YFN Awards Partner Three Available	€25,000

Networking

Chairman's Reception Partner	SOLD
Official 4YFN Party Partner	€25,000
Afterwork Networking Drinks Partner 1 SOLD 2 Available	€12,000
Exclusive Coffee Provider	SOLD
Coffee & Lunch Break Hosting	€6,000

Advertisement

Main Entrance Outdoor banner	POA
Outdoor flags Two Available	POA
Indoor Flags	POA

Bespoke Packages

Work with 4YFN to create a bespoke package tailored to meet your objectives. Engage with attendees through innovative, experimental packages assigned to fit your brand

Contact Us!

Partners@4yfn.com

www.4YFN.com

GOLD PARTNER

€100,000

Two Available

FOUNDERS & INVESTORS PARTNER

SOLD

SILVER PARTNER

€50,000

Five Available

BRONZE PARTNER

€20,000

Eight Available

OVERALL EVENT



GOLD PARTNER

€100,000

Hospitality

- 62 4YFN event badges
- 8 4YFN event badges with access to VIP Networking Lounge
- 2 MWC Silver passes
- 4 MWC Exhibition Visitor passes
- 4 Invitations to the 4YFN Chairman's Reception
- 8 Invitations to the 4YFN Official Party

Content Opportunities

- 1 Corporate session (20 min), to feature company executive as the main keynote speaker
- 2 Branded workshops (45 min each)
- 20 minute slot reserved on stage for a Product/Services presentation
- Agendas included on the 4YFN Website for each session or workshop
- Session titles, times, locations included on the site agenda and signage listed within the overall 4YFN agenda

Exhibition

- Up to 50sqm in the exhibition area (production not included)
- 100-word corporate profile on the 4YFN website
- 100-word corporate profile on the MWC 2017 website in the online exhibition listings
- 100-word corporate profile included in the 2017 MWC Exhibition Catalogue under the 4YFN Section

Brand Awareness

- 4YFN Stage Naming
- 4YFN Venue: Logo on Badges (front-side), directional signage and photo-call boards
- Logo on 4YFN assets: Website, newsletter, communications, press releases and emails
- Editorial content highlighting partnership in 4YFN social networks and press communications
- Brand video broadcasted on oversized screens on 4YFN main stages (6 per day)
- In addition, the brand will be featured on MWC communication materials (Website, eBrochure and the Exhibition Catalogue)



SOLD

FOUNDERS & INVESTORS *PARTNER*

Hospitality

- 24 4YFN event badges
- 4 4YFN event badges with access to VIP Networking Lounge
- 5 4YFN staff badges
- 1 MWC Silver pass
- 2 MWC Exhibition Visitor passes
- 2 Invitations to the 4YFN Chairman's Reception
- 4 Invitations to the 4YFN Official Party

Exhibition

- Up to 12sqm in the exhibition area (production not included)
- 100-word corporate profile on 4YFN web
- 100-word corporate profile on the MWC 2017 web in the online exhibition listings
- 100-word corporate profile included in the 2017 MWC Exhibition Catalogue under the 4YFN Section

Brand Awareness

Content Opportunities

- Branded workshop(45min)
- 20 minute slot reserved on secondary stage for Product/Services presentations
- Agendas included on the 4YFN Website for each session or workshop
- Session titles, times, locations included on the 4YFN website agenda and signage listed within the overall 4YFN agenda

- 4YFN Venue: Logo on badges and directional signage
- Logo on 4YFN digital assets: Website, newsletter, communications, press releases and emails
- Editorial content highlighting partnership in 4YFN social networks and press communications
- Brand video broadcasted on oversized screens on 4YFN main Stages (2 per day)
- Use of 4YFN logo in company promotional and communication activities
- In addition, the brand will be feature on MWC communication materials (Website, eBrochure and the Exhibition Catalogue)

WOMEN4TECH PARTNER @4YFN

€85,000

Hospitality

- 35 4YFN event badges
- 6 4YFN event badges with access to VIP Networking Lounge
- 2 Invitations to the 4YFN Chairman's Reception
- 4 Invitations to 4YFN Official Party

Content Opportunities

- 3 Branded Interactive workshops (45min / 50pax)
- Agendas included on 4YFN Website for each session or workshop
- Women4Tech "Hack D Gap" global challenge including pre-event visibility and onsite Finale
- Session titles, times, locations included in on site agenda signage listed within overall agenda's of 4YFN

Space

- Women4Tech "Hack D Gap" global challenge branded Startup Corner for 6 Finalists
- 100-word corporate profile on 4YFN website
- 100-word corporate profile on the MWC 2017 website in the online exhibition listings

Brand Awareness

- 4YFN Venue: Logo on badges and directional signage
- Logo on 4YFN digital assets: Website, newsletter, communications, press releases and emails
- Editorial content highlighting partnership in 4YFN social networks and press communications
- Use of 4YFN logo in company promotional and communication activities
- In addition, the brand will be featured on MWC communication materials (Website, eBrochure, and the Exhibition Catalogue)



* Nicola Mendelsohn, VP Sales EMEA Facebook

SILVER PARTNER

€50,000

Hospitality

- 30 4YFN event badges
- 4 4YFN event badges with access to VIP Networking Lounge
- 1 MWC Silver pass
- 2 MWC Exhibition Visitor passes
- 2 Invitations to the 4YFN Chairman's Reception
- 4 Invitations to the 4YFN Official Party

Content Opportunities

- Branded workshop (45min)
- 20 minute slot reserved on secondary stage for Product/Services presentations
- Agendas included on the 4YFN Website for each session or workshop
- Session titles, times, locations included on the 4YFN website agenda and signage listed within the overall 4YFN agenda

Exhibition

- Up to 24sqm in the exhibition area (production not included)
- 100-word corporate profile on 4YFN website
- 100-word corporate profile on the MWC 2017 website in the online exhibition listings
- 100-word corporate profile included in the 2017 MWC Exhibition Catalogue under the 4YFN Section

Brand Awareness

- 4YFN Venue: Logo on badges and directional signage
- Logo on 4YFN digital assets: Website, newsletter, communications, press releases and emails
- Editorial content highlighting partnership in 4YFN social networks and press communications
- Brand video broadcasted on oversized screens on 4YFN main Stages (2 per day)
- Use of 4YFN logo in company promotional and communication activities
- In addition, the brand will be featured on MWC communication materials (Website, eBrochure and the Exhibition Catalogue)





BRONZE PARTNER

€20,000

Hospitality

- 18 4YFN event badges
- 4 4YFN event badges with access to VIP Networking Lounge
- 2 MWC Exhibition Visitor passes
- 2 Invitations to the 4YFN Chairman's Reception
- 4 Invitations to 4YFN Official Party

Content Opportunities

- 1 Branded workshop (45min)
- Agendas included on the 4YFN Website for each session or workshop
- Session titles, times, locations included on the site and agenda signage listed within overall the 4YFN agenda

Brand Awareness

- 4YFN Venue: Logo on badges
- 100-word corporate profile in 4YFN website
- Logo on 4YFN digital assets: Website, newsletter, communications, press releases and emails
- Editorial content highlighting partnership in 4YFN social networks and press communications
- Use of 4YFN logo in company promotional and communication activities
- In addition, the brand will be featured on MWC communication materials (Website, eBrochure and the Exhibition Catalogue)

CUSTOM PROGRAMMES



	Duration (min)	Capacity (pax)	Passes	Prices
Workshop	45	40	25	€8,000
		80	50	€12,000

	Duration (min)	Capacity (pax)	Passes	Prices
Speaking Slot	20	180	50	€10,000
	40		75	€16,000
	60		100	€20,000

Includes

- Pass Allocation
- Lead Retrieval
- Pre Event Promotion
- On-site Logistics

Ideal for running content and product demonstrations

State-of-the-art rooms & stages equipped to seat 40 to 180 pax capacity.

The perfect tool to deliver custom-crafted thought leadership, product roadmaps, service demonstrations, startup pitching competitions or workshops to your targeted audience.

MAIN STAGE

NAMING

SOLD

STAGE NAMING

One Available

POA

WORKSHOP ROOM NAMING

€20,000

Two Available

VIP LOUNGE

OFFICIAL PARTNER

SOLD

WORKING AREAS

PARTNER

€28,000

Three Available

LANYARDS

SOLD

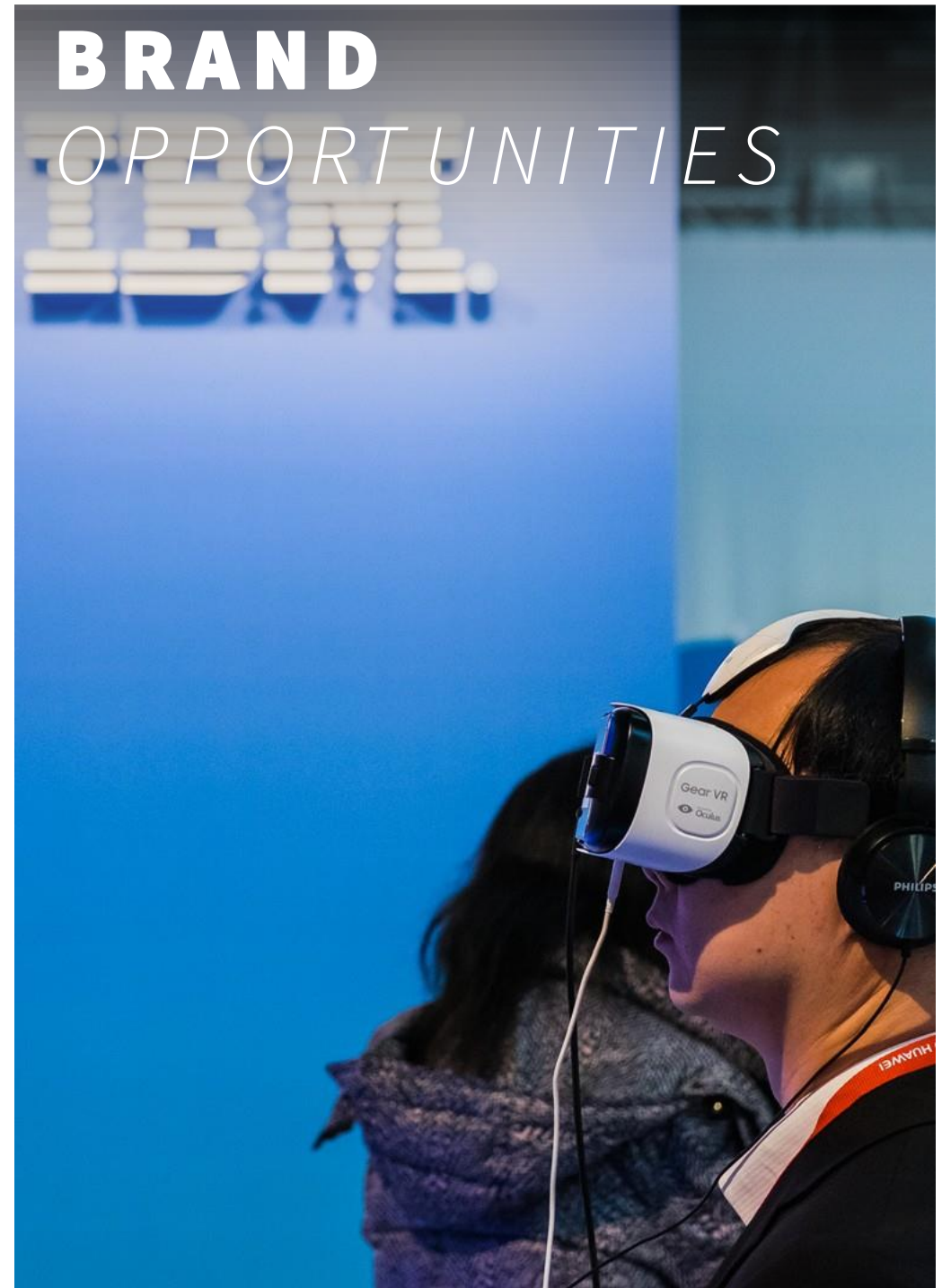
4YFN AWARDS

€25,000

Three Available

BRAND

OPPORTUNITIES





MAIN STAGE NAMING

STAGE NAMING

WORKSHOP ROOM NAMING

POA
One available

€20,000 each
Two available

85 Activities	11 Startup Pitchings	150+ Hours
40 Keynotes	60 Workshops	
26 Panels	15 Featured Programmes	200 Speakers

Showcase your brand to every attendee throughout all three days of the show with top level onsite and online exposure



VIP LOUNGE OFFICIAL PARTNER

Ensure you stand out from the busy innovation market by branding the exclusive networking lounge



WORKING AREAS PARTNER

€28,000 each
Three available

Make an impact with bespoke working areas on the show-floor, where attendees can meet and work in inspiring atmospheres



LANYARD PARTNER

Your brand worn by over 9,000 attendees for 3 days at 4YFN and 1 day at MWC



Disrupted by Mobile



Internet of Things



Digital Media

4YFN AWARDS PARTNER

€25,000 each

Three Available

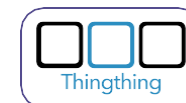
The 4YFN Awards is the world's largest startup competition on mobile technologies and business models which will benefit the lives of digital entrepreneurs and will highlight the most promising projects.

- Promote your brand and engage with the startup community
- Leverage the 4YFN Awards global media coverage pre-, during and post- ceremony
- Align your company with influential industry experts by joining the judging panel for your category
- Impress key clients and make your brand synonymous with the successes and achievements within the industry

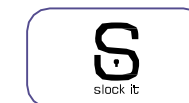


2016 Winners

Disrupted by Mobile



Internet of Things



Digital Media



CHAIRMAN'S
RECEPTION PARTNER

SOLD

OFFICIAL 4YFN
PARTY PARTNER
€25,000

AFTERWORK
NETWORKING DRINKS
PARTNER

€12,000 One **Sold** Two Available

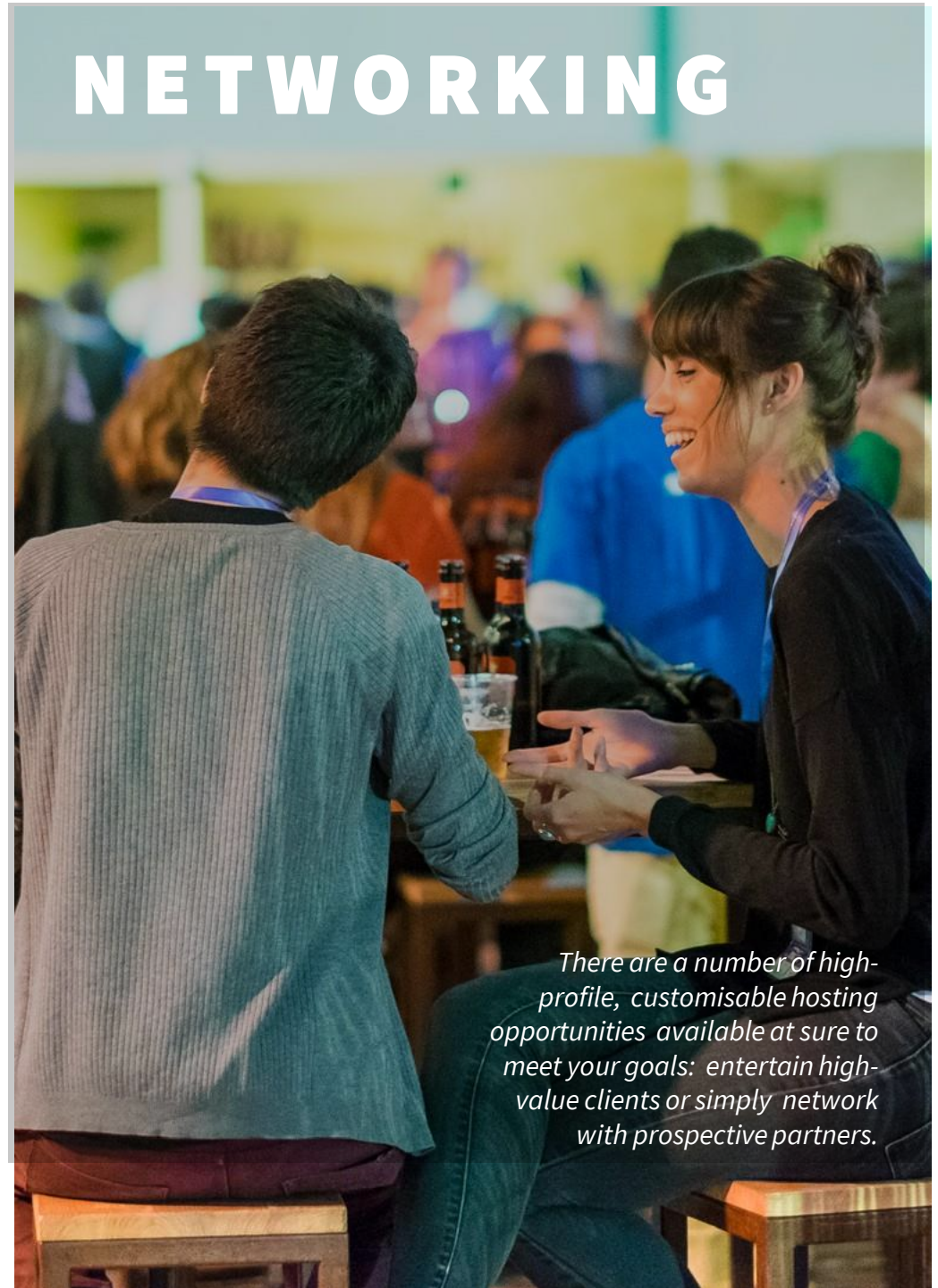
EXCLUSIVE COFFEE
PROVIDER

POA

COFFEE & LUNCH BREAK
HOSTING

€6,000

NETWORKING



There are a number of high-profile, customisable hosting opportunities available at sure to meet your goals: entertain high-value clients or simply network with prospective partners.



SOLD

CHAIRMAN'S **RECEPTION** PARTNER

Engage with the innovation ecosystem up to 450 elite guests

Starting with a Welcome Cocktail with our wine selection, followed by a selected cuisine of local tapas. The evening will end with special homemade desserts and drinks.

*Exclusive Reception hosting:
High Level Attendees, Key
Investors, Corporates & Startups.
By invitation only.*



OFFICIAL 4YFN PARTY PARTNER

€25,000

Network Hard & Party Even Harder!

Venue to be confirmed.
2 dj sessions & 4YFN visuals

1,250
Attendees

200 pax
VIP Area

Don't miss out on the opportunity to reach key influencers in a relaxed and casual atmosphere!



AFTERWORK NETWORKING DRINKS PARTNER

€12,000

One **Sold** Two Available

Afterwork Networkings Drinks take place each evening with complimentary drinks and entertainment provided. As the partner you may host attendees in an exclusive area within the Innovation area.



COFFEE & LUNCH BREAK HOSTING

€6,000

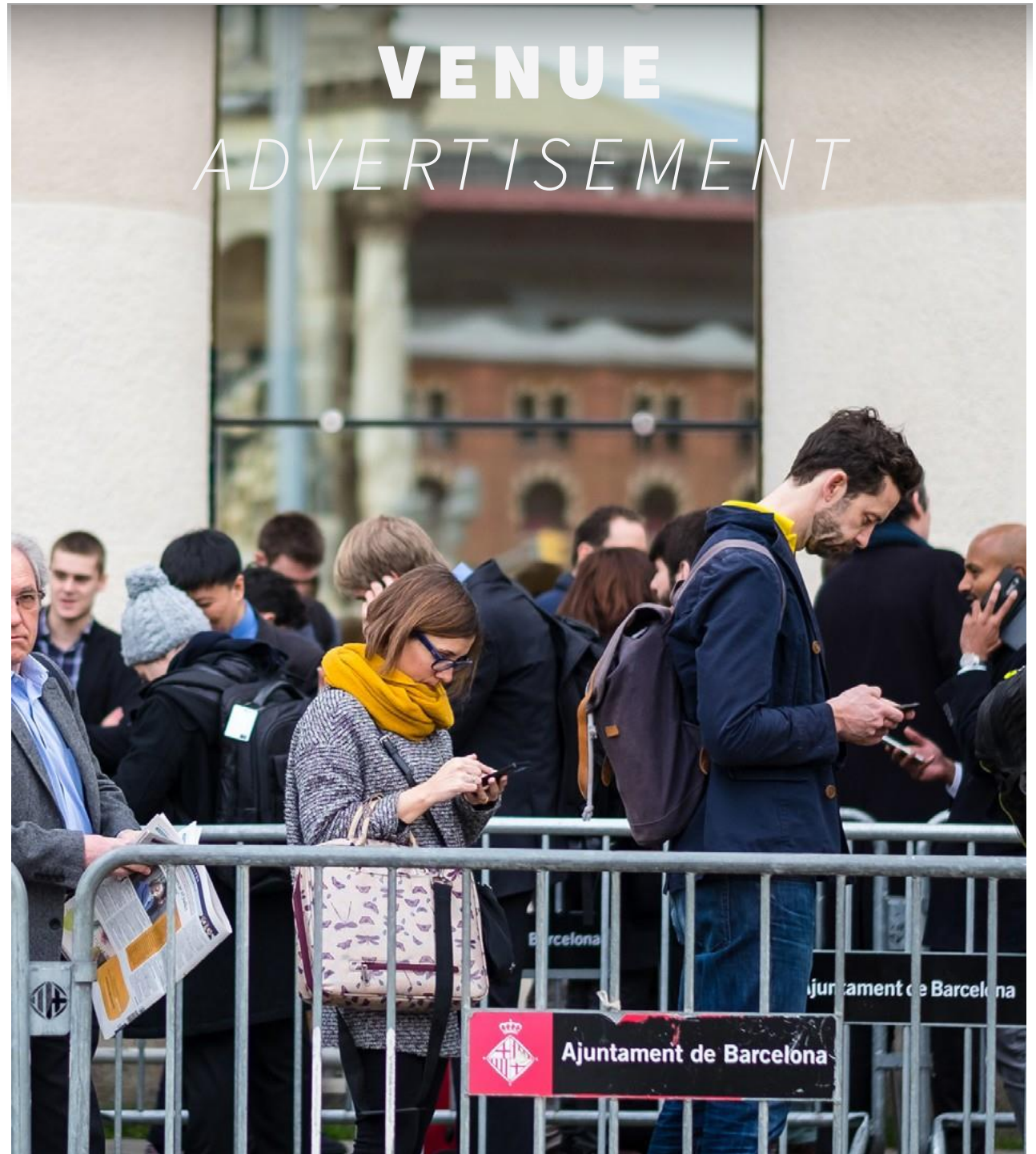
Host a targeted audience inside 4YFN. Share your event as part of the attendees agenda across our extensive database.

Elevate your brand and highlight yourself as a leader and industry driver.

MAIN ENTRANCE
OUTDOOR BANNER
POA

OUTDOOR FLAGS
(4 INCLUDED)
POA
Two Available

INDOOR *FLAGS*
POA





MAIN ENTRANCE
OUTDOOR BANNER
POA

OUTDOOR FLAGS
(4 INCLUDED)
POA
Two Available

INDOOR FLAGS
POA

*Drive traffic to your stand,
generate product buzz, create
high profile company branding
and standout from the crowd*



AYEN

4YFN

Sabadell

BStartup

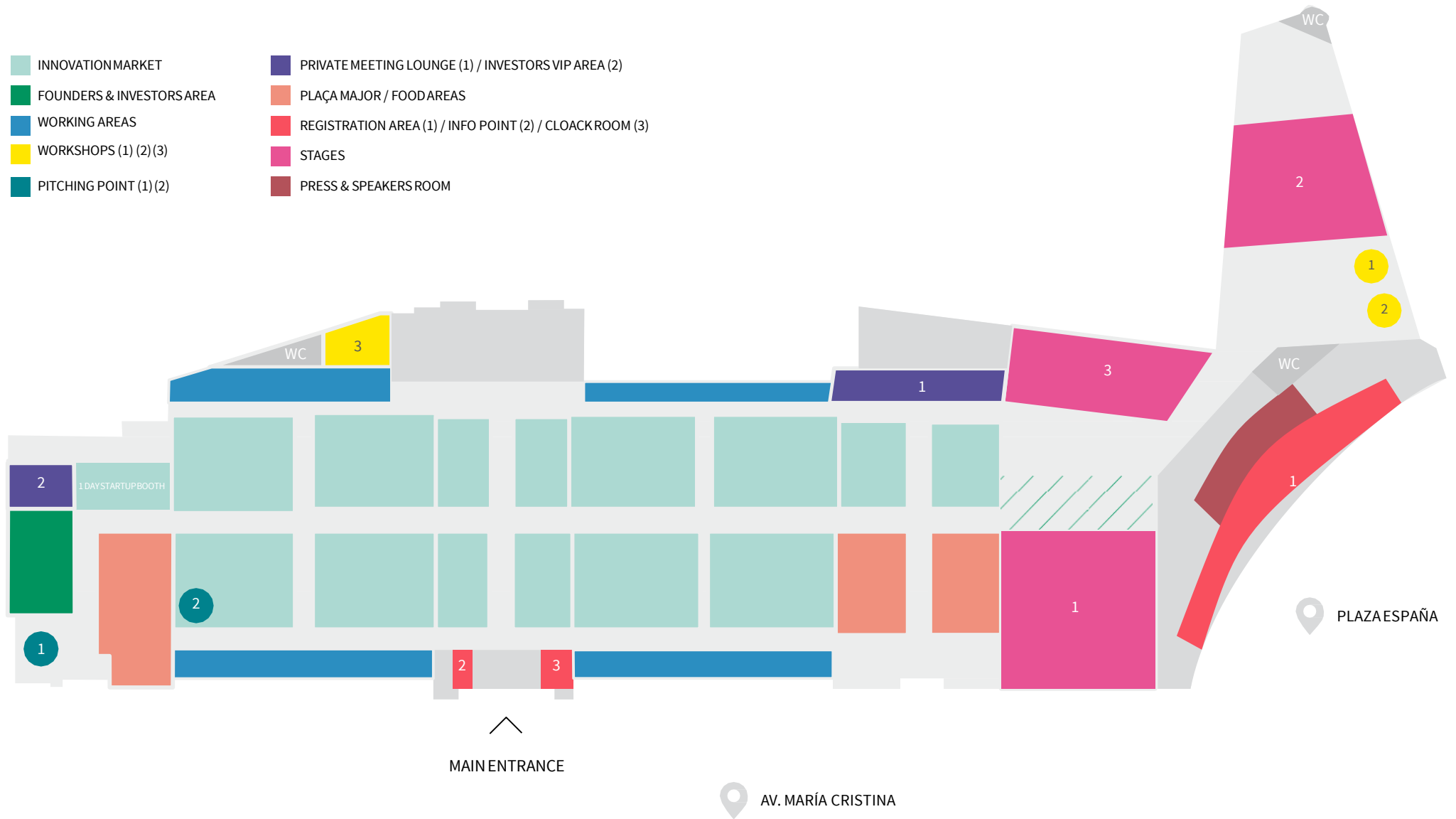
4YFN

Watson

We inspire

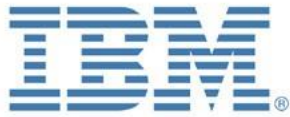
THE VENUE

- INNOVATIONMARKET
- FOUNDERS & INVESTORS AREA
- WORKING AREAS
- WORKSHOPS (1) (2) (3)
- PITCHING POINT (1) (2)
- PRIVATE MEETING LOUNGE (1) / INVESTORS VIP AREA (2)
- PLAÇA MAJOR / FOOD AREAS
- REGISTRATION AREA (1) / INFO POINT (2) / CLOACKROOM (3)
- STAGES
- PRESS & SPEAKERS ROOM



4YFN 2016 PARTNERS

Lab Partner



Gold Partners

Telefonica

OPEN
FUTURE_



Founders & Investors Partner



Silver Partners



ITRI
Industrial Technology
Research Institute



Bronze Partners



hub:raum



JAG SHAW
BAKER

HAVAS

nominalia
A DADA BRAND



About GSMA

The GSMA represents the interests of mobile operators worldwide. Spanning more than 220 countries, the GSMA unites nearly 800 of the world's mobile operators with 250 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and Internet companies, as well as organisations in industry sectors such as financial services, healthcare, media, transport and utilities. The GSMA also produces industry-leading events such as Mobile World Congress, MWC Shanghai and the Mobile 360 Series conferences.

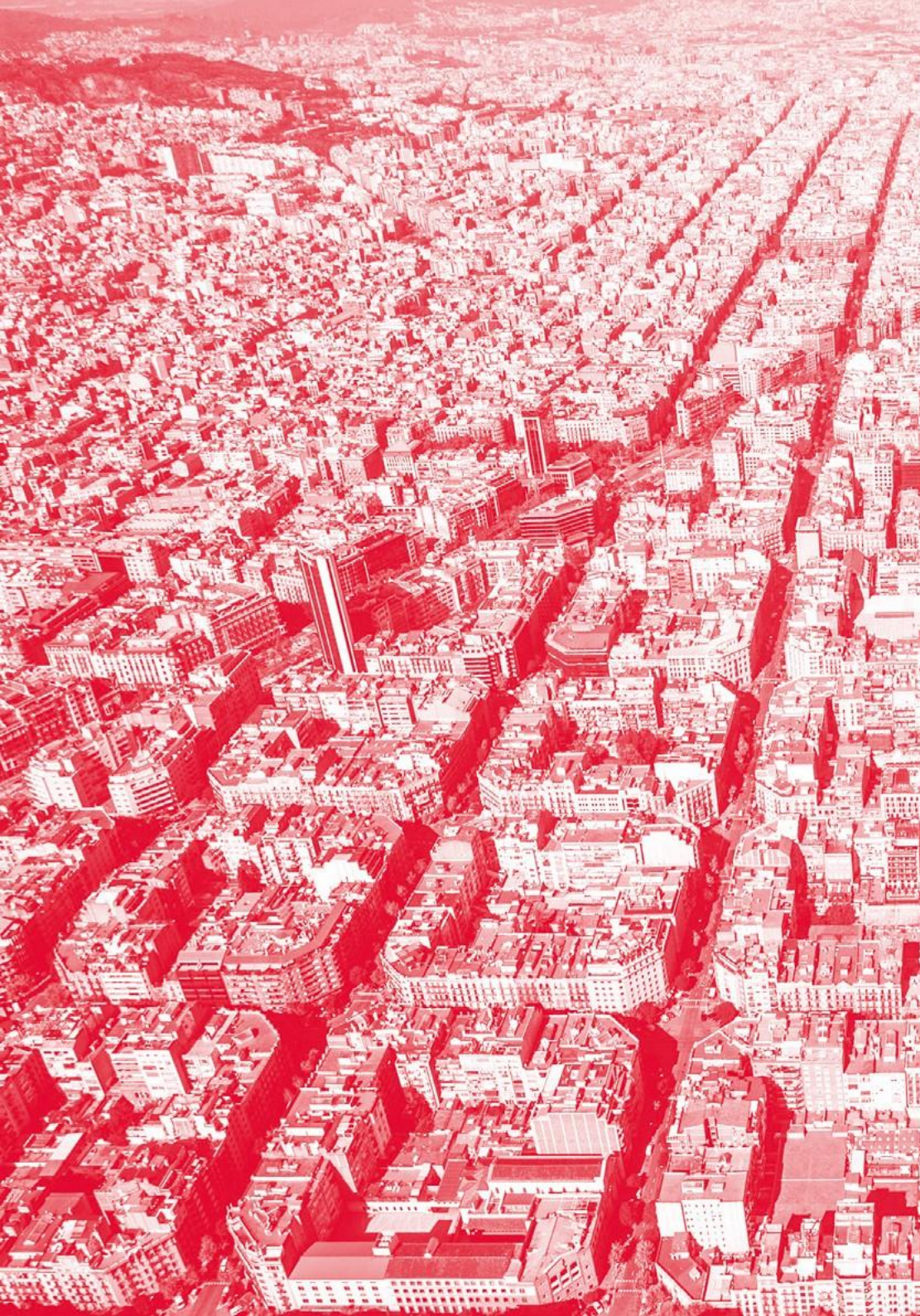
For more information, please visit the GSMA corporate website at www.gsma.com. Follow the GSMA on Twitter: @GSMA.

Contact Us

Contact us for more details on sponsoring, exhibiting, advertising, or partnering, including custom-made options that fit your company's objectives and budget.

exhibitors@4yfn.com
partners@4yfn.com





About ***Mobile World Capital Barcelona***

Mobile World Capital Barcelona is an initiative driving the mobile and digital transformation of society while helping improve people's lives globally.

With support of the public and private sector throughout Barcelona, Catalonia and Spain, MWCapital focuses on three areas: the digital empowerment of new generations, professionals and citizens; the digital transformation of industries and the acceleration of digital innovation through entrepreneurship.

Collectively, our mSchools, mLiving and mVenturesBcn programmes are positively transforming the education system, the industry, and the economy.

MWCapital hosts the Mobile World Congress and delivers 4YFN, a business platform for the startup community.



+Info at www.mobileworldcapital.com

See You in Barcelona!

4YFN At Mobile World Congress
27 February - 1 March 2017

An event of



4YFN

www.4YFN.com

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