Sponsorship Opportunities
Welcome to MWC Shanghai 2018

Mobile World Congress Shanghai is a unique event in China bringing together a global ecosystem of businesses and industry experts across key industries with “mobile” at its core. Sponsorship at MWC Shanghai allows for impactful engagement, positioning your brand in front of an industry wide audience.

Sponsoring MWC Shanghai will help to you to stand out from your competition, create new and innovative partnership opportunities, enhance your brand image in a new region and share your experiences and successes through a multi-channel marketing platform. The following Sponsorship Deck focusses on a selection of products and solutions designed in collaboration with our existing client base.

One of the most exciting elements to sponsorship at an event of this scale and ambition is the bespoke approach – we look forward to working with our existing customers and new clients to create an unforgettable #MWCS18!

Contact your Account Manager or sales@mwcshanghai.com to discuss any of the opportunities on the following pages to learn about all options for sponsoring at Mobile World Congress Shanghai 2018.
“The GSMA offered us an action packed fairground for our crew to roam and experience the most disruptive and cutting edge technologies on display by some of the world’s most innovative companies…”

- WSJ Custom Studios

“GSMA Mobile World Congress Shanghai 2017 is a fast growing, global industry exhibition that features cutting-edge product, technology and start-ups. It is quickly gaining an reputation as a thought-leadership mobile conference that provides outstanding networking opportunities and brings together leading products, services, and technologies from the global mobile ecosystem”

- Tech for Korea

“…MWCS presents the most innovative and cutting-edge scientific and technological achievements in the field of mobile communications and intelligent devices”

- QQ.com
Demographics – Who Will You See?

Geography:
- North America: 1%
- Europe: 96%
- Asia Pacific: <1%
- Latin America: <1%
- Rest of World: 3%

Attendee Type:
- Gold & VIP Pass: 21%
- All Exhibition Pass: 74%
- Experience Pass: 5%

Job Level:
- C-Level/Owner: 16%
- Vice President: 12%
- Director/Head: 36%
- Attorney/Counsel: 1%
- Manager: 24%
- Consultant: 1%
- Specialist: 4%
- Analyst: 3%
- Administrative: 3%

Industry:
- Mobile Network Operator
- Manufacturing
- Network Infrastructure
- App/Software Development
- Advertising/Marketing/PR
- Consultancy
- IoT/M2M
- Finance/Banking
- Governments/Regulatory Bodies

Geography:
- China inc. HK: 79%
- Regional APAC: 6%
- Rest of World: 15%

Press & Media:
- NEARLY 800 JOURNALISTS AND ANALYSTS

#MWCS18
MWC Shanghai 2017 PR Highlights

Press & Analysts Attendance:
Nearly 800 media and analysts including business, consumer, broadcast, trade, vertical media outlets and industry research firms from the globe

Coverage:
10,000+
coverage hits worldwide

Social Media:
1220+ posts
(Facebook, LinkedIn, Twitter)
2+ million
impressions
800+ posts
(Wechat, Weibo),
1.9+ million
impressions
Sponsorship Contents

BESPOKE PACKAGES

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- Platinum Event Partner
- Gold Event Partner

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- MWC Shanghai Networking Cocktail
- Networking Gardens

MWCS TOURS
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VIP ENGAGEMENT
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- Press Lanyard Sponsor
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BRANDING
- Attendee Lanyard Sponsor
- Attendee Badge Sponsor
- Attendee Bag Sponsor
- Conference Attendee Bag Sponsor
- Bag Inserts
- Charging Station Sponsor
- Registration Sponsor
- Information Point Sponsor
- Aqua Station Sponsor

ENVIRONMENTAL PROGRAM

ASIA MOBILE AWARDS

#MWCS18
What’s Included

Each sponsorship opportunity provides the following assets designed to enhance your organisation’s experience and overall brand presence:

- Logo in Exhibition Catalogue
- Logo on event website linked to your website
- Logo in Conference Guide
- Logo in e-Brochure
- Complimentary Passes
- Dedicated Sponsorship Manager for pre-event and onsite support
Bespoke Packages
Bespoke Sponsorship

Work with the GSMA to create a bespoke sponsorship package tailored to meet your objectives. These unique packages allow you to engage with attendees through innovative, experiential packages designed to fit your brand and goals.

If you have an idea for a new sponsorship opportunity, or have run successful sponsorships in the past, please contact your Account Manager to discuss implementing this at Mobile World Congress Shanghai.

Examples of Bespoke Sponsorships Include

- Healthband Challenge
- Drone Zone
- Connected Car Experience
- Digital Art Installations
- Interactive Sports Zones
- Graffiti Wall
- Wearable Fashion Show
- Capture Congress
- Music

#MWCS18
Event Partners – Platinum & Gold

Platinum: Sold Out  Gold: $130,000 | 2 Available

As a Gold Partner of MWC Shanghai, you will benefit from high profile visibility and alignment across all elements of the event including:

- Conference Bag Insert
- Exhibition Catalogue
- Conference Guide
- Press Release
- Event Website
- Digital Signage
- Registration Area
- Conference Stage Sets
- Event Website in the Footer
- Event Email Marketing Footer

Our Gold Partners will also benefit from:

- Extensive access to the event and its VIP engagements including the VIP Lounge in Conference Hall N5
- Access to the MWC Shanghai Networking Cocktail held in the Innovation City
- Access to the VIP Opening Ceremony
- Use of an 18sqm Executive Meeting Room, 6pax, for the duration of the MWC Shanghai event
Networking
The GSMA Member Cocktail is an exclusive networking function for GSMA Members. Membership is made up of nearly 800 mobile operators worldwide and more than 300 companies in the broader mobile ecosystem, including handset and device makers, software and internet companies, equipment providers and organisations in adjacent industry sectors (i.e. healthcare and automobile).

As a sponsor you will enjoy these benefits:

- Direct access to this exclusive group of GSMA Members
- Impactful branding
- Engagement opportunities face to face
- Passes for your executives and customers
MWC Shanghai Networking Cocktail

Rate Card: $30,000

The MWC Shanghai Networking Cocktail provides all VIP & Gold Pass holders with an informal networking function held within the GSMA Innovation City in Hall N5. This networking event is the only sponsorship in the Conference Hall for this group of industry influencers.

Our Sponsor will be able to invite their customers and prospective clients to the reception, benefiting from access, impactful branding and important alignment with this exclusive industry networking event.

3,728 Conference Pass holders
65% C-Level, Board, VP, Director
500+ Attendees to the Networking Cocktail
Networking Gardens “Coming Soon”

Rate Card: POA

New for 2018, the Networking Gardens are casual, unique areas popular among attendees to hold meetings, network in an informal setting, and simply step away from the busy exhibition.

Each garden is fully customisable so that you can create an open experiential environment. Utilise our extensive branding opportunities or design the garden to align with your existing brand activity.

Why sponsor a networking garden?

- Stand out from your competitors with a customised, branded networking feature in a high traffic location
- Increase brand awareness and visibility, promoting your brand in a relaxed, casual but impactful way
- Make a splash at the event – the Networking Gardens are launching in 2018 and so will be a must-attend location for our attendees exploring the venue

*Garden design in concept stage, final design tbc.*
MWCS Tours
MWC Shanghai Topic Tours

MWC Shanghai Tours are designed to help exhibitors and attendees connect. By focusing on the needs of MWC attendees and the most common categories from our exhibitors, our topic tours are sure to maximize your presence while engaging you with targeted audiences.

Purpose

- In the light of incredible growth and an increasing number of exhibitors showcasing a broad range of solutions, our attendees wanted a way to navigate the ecosystem and come away with real learnings.
- Our Exhibitors frequently come to us asking for ways in which they can drive new leads to their booth irrespective of size of stand and budget. This carefully curated tour program provides a cost-effective solution allowing exhibitors to engage with relevant attendees.

IoT Tour:
90 attendees (42% Director or above)

5G & NFV Tour:
70 attendees (40% Director or above)
MWC Shanghai Topic Tours

Rate Card: $3,000  |  5 Available per topic

An industry expert will take a guided delegation of engaged attendees around the show floor. As a Tour Stop Sponsor, the topic tour will stop by your stand once per day at a pre-arranged time allowing your product team to give a brief elevator pitch of your business and gain valuable race-time with qualified attendees.

Benefits of being a MWCS Tour Stop Sponsor

- Direct access to qualified leads within your vertical
- Drive relevant traffic to your stand
- Engage pre-qualified targeted audiences with your products and services
- Develop and nurture meaningful long-term relationships post-Congress as the tour provides you with contact details of all opt-in tour applicants

MWCS 2018 now features 4 topics, decided based on attendee interest and the most common categories from our exhibitors.

- 5G & NFV
- Internet of Things (IoT)
- Artificial Intelligence (AI)
- Consumer Tech
VIP Networking Lounge

Rate Card: $60,000

The VIP Lounge is an exclusive space for VIP & Gold Pass Holders to network, relax, catch-up on emails and escape the busy show floor.

Prominently located in Hall N5 adjacent to the Keynote and Summit Auditoriums, the VIP Lounge provides a tremendous opportunity to align your brand with a highly sought after audience of decision makers.

Why Sponsor the VIP Networking Lounge?

- Stand out from your competitors with a customised, branded networking feature in a high traffic location
- Increase brand awareness and visibility, promoting your brand in a relaxed, casual but impactful way
- Align your business with our VIP community including VIP Pass Holders, Speakers and Board Members, reinforcing your position in the industry

VIP Engagement

2,277 Unique visitors

#MWCS18
VIP Engagement

VIP Pick Up & Drop Off

Rate Card: $60,000

The VIP Pick-up & Drop-off Point is an exclusive entrance for the most “VIP” attendees arriving and leaving the venue each day. This invitation only service ensures your brand is visible to the most senior industry stakeholders including an impressive roster of CEOs, executives, board members, ministers, speakers, and more at one event.

Position your brand front and center to the most senior attendees at the event with:

- Exclusive brand exposure at the Marquee, leading VIP’s directly into Conference Keynote Hall N5
- Comprehensive brand recognition on the Event Website, Exhibition Catalogue, Conference Guide and relevant press release
- VIP Pass access
- Use of the VIP Drop Off Service for three (3) cars

100 Unique users of the VIP Pick-up & Drop Off
Media & Press
MWC Shanghai attracted nearly 800 journalists and analysts from broadcasters, businesses, IT, Telecom, consumer electronics, lifestyle and automotive sectors. Our Media & Press Sponsorships allow for access and engagement with this community and are the most effective ways to ensure coverage in front of the likes of CNBC, the Financial Times, Wall Street Journal, QQ.com, as well as local teams from the likes of India, Indonesia, Japan, Korea, Malaysia, Nepal, New Zealand, Philippines, Singapore, Taiwan and Vietnam.
Event Services
Mobile World Congress Shanghai continues to grow exponentially year on year with our 2018 edition spanning 7 Exhibition Halls and 2 hotels. Picking attendees up from the Jumeriah and Kerry Hotels and driving them along Hua Mu Road to Entrance Hall 3 by Hall 5, the MWCS Event Shuttle Service will provide attendees with a seamless onsite experience if they are looking to go straight to the Conference Hall.

As exclusive Sponsor of this event service, you will benefit from comprehensive brand exposure on the vehicles, location signage and directional signage along the route. Additional benefits include:

- Pre-event branding through GSMA MWC Shanghai marketing channels in both print and digital format
- Onsite branding to ensure visibility and awareness, drive traffic and reinforcement of your position as an event Supporting Sponsor
- Access to the event with an allocation of All Exhibition Passes to allow for networking, learning and engagement opportunities for staff, customers and prospective clients
Branding
Mobile World Congress Shanghai is renowned for providing fantastic service to over 67,000 attendees. We have opportunities to align yourself with a number of onsite services and products, promoting your brand to attendees as they experience the show.

The MWC Shanghai branding packages provide a visible point of difference for your onsite campaign and reinforce your position in a crowded market place as a unique innovator. With products fit for all budgets and goals, work with our team to tailor an offering to perfectly fit your requirements, or work from the following:

- Attendee Lanyard Sponsor
- Attendee Badge Sponsor
- Attendee Bag Sponsor
- Conference Attendee Bag Sponsor
- Bag Inserts
- Charging Station Sponsor
- Registration Sponsor
- Information Point Sponsor
- Aqua Station Sponsor
Annual Booth Packages

- **SOLD** Attendee Lanyard: $29,000
- **SOLD** Attendee Badge: $29,000
- **SOLD** Visitor Bag: $36,000
- **SOLD** Conference Bag & Bag Inserts: $4,500
- **SOLD** Internet Spot & Charging Station: $11,900
- **SOLD** Registration: $7,250
- **SOLD** Information Point: $4,400
- Aqua Station: $4,400

**Branding**

27-29 JUNE 2018 • 2018年6月27-29日
Environmental Program
Environmental Sustainability

The mobile industry is having a profound impact on all 17 Sustainable Development Goals. The GSMA Industry Purpose is a public declaration of this: Connecting everyone and everything to a #betterfuture.

We strive to be environmentally responsible at all of our offices and global events. MWC Shanghai is a great example of this. In 2017 MWCS was again certified carbon neutral and is the largest exhibition & conference in Asia to achieve this. You can find more information on our Environmental Programme [HERE](#).

If your company values sustainability and is looking to promote its activity in the space then please get in touch with your Account Manager or our Sales Support Team [HERE](#) to explore bespoke opportunities.
Asia Mobile Awards
Asia Mobile Awards

Headline Sponsor & Category Sponsor

“The AMOs” are the most prestigious awards platform for Asia, recognising everything from game changing mobile devices and technologies to applications and services available in all Asian markets.

The awards showcase the ever growing value that mobility brings to users, to industries, to businesses, communities and economies region-wide.

Judged by world leading independent experts who write about, assess and research mobile services and products, the awards will be culminate at Asia’s biggest and fastest-growing mobile event, the Mobile World Congress Shanghai.
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.

GREATER CHINA REGION:
+86 13918239562

ASIA-PACIFIC REGION
+852 97655117

EUROPE, MIDDLE EAST & AFRICA
+44 7834 173734

AMERICAS REGION
+1 404 3102638

EMAIL:
sales@mwcshanghai.com
About The GSMA

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 300 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai, Mobile World Congress Americas and the Mobile 360 Series of conferences.

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