



BARCELONA 26 FEB-1 MAR 2018



# Sponsorship and Promotion



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## Sponsorship at MWC 2018

Collaborate with GSMA to craft the perfect sponsorship for your company

If you are looking to stand out amongst 2,300 exhibitors and want to add longevity to your investment at Mobile World Congress, we have numerous sponsorship packages designed to fulfill a range of objectives including high profile branding, networking, and thought leadership. Contact your Account Manager to learn why Mobile World Congress needs to be at the top of your event sponsorship calendar.



[Click to play video](#)



More than  
**108,000**  
Attendees



From  
**208**  
Countries & Territories



**6,100+**  
CEOs participated



**2,300+**  
Exhibitors

**110,000+** net sqm of exhibition & hospitality space

Operator companies:

**450+**

Operator attendees:

**10,000+**



## Sponsorship at MWC 2018

Collaborate with GSMA to craft the perfect sponsorship for your company

Mobile World Congress offers a host of areas for you to create a meaningful sponsor package to help you achieve your goals and reach your target. Contact your Account Manager to discuss any of the opportunities below and learn about other options for sponsoring at Mobile World Congress 2018.

- [Bespoke Packages](#)
- [Networking Gardens](#)
- [Networking](#)
- [Theatre District](#)
- [MWC Tours](#)
- [VIP Packages](#)
- [NEXTech](#)
- [Branding Packages](#)
- [Glomos](#)



For us, there's a tremendous value of being a sponsor here at MWC

**Twitter**



### All Sponsor Packages Include:

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

## Bespoke Packages

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.

As a Sponsor you benefit from exposure to the Mobile World Congress database across multiple marketing platforms promoting your feature area.

### Examples of bespoke sponsorships include:

- Healthband Challenge
- Connected Car Experience
- Digital Art Installations
- Interactive Sports zones
- Graffiti Wall
- Wearable Fashion Show
- “Capture Congress” Photo Challenge

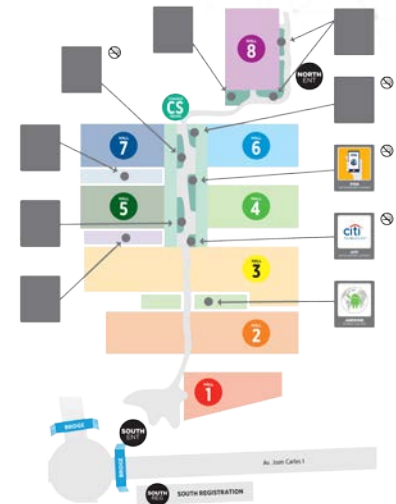


## Networking Gardens

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. Networking Gardens can be found on the busy Upper Walkway and in between the exhibition halls on the lower level.

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

9 Available



“As a newly established company and new-to-MWC company, Light Reaction’s main objective was to **increase brand awareness and visibility**. The Networking Garden we sponsored allowed us to **promote our brand in a casual environment** without being obtrusive. Attendees could stop by the garden for a quick bite to eat, drink or simply relax and get some sun and we’re happy to say overall feedback was very positive. The garden was **always filled to maximum capacity** and we continually heard throughout the event attendees **talking about our garden.**”

*Senior Manager, Global Marketing, Light Reaction*



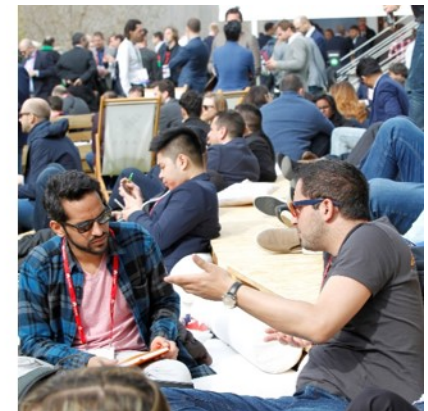
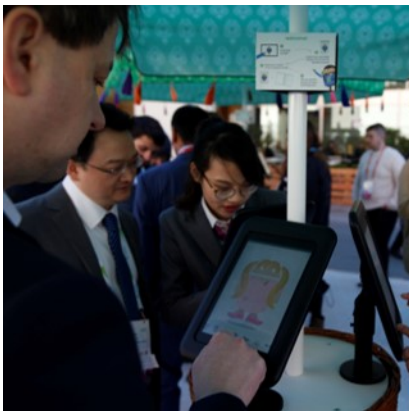
## Networking Gardens

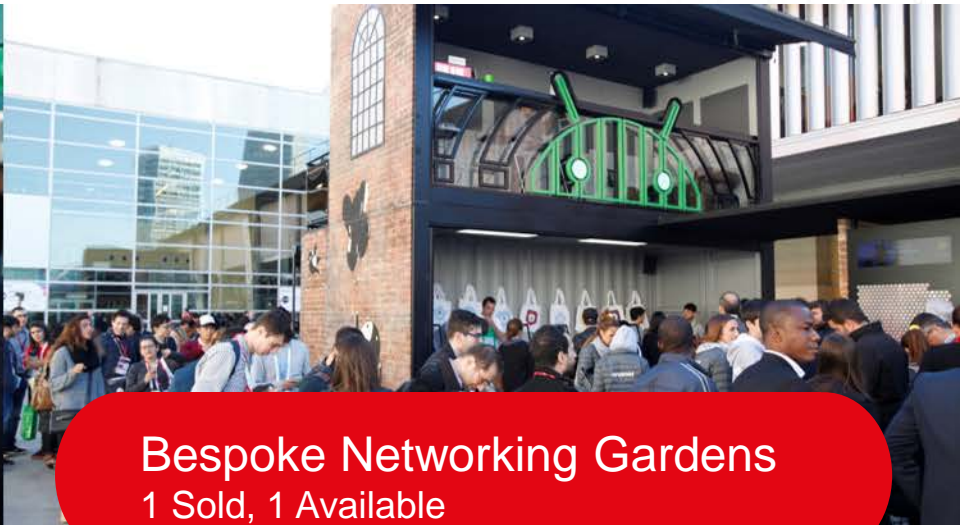
- Secure new contact leads by hosting a Targeted Networking event within your Networking Garden
- Stand out from your competitors with a customised Networking Garden feature in a high traffic area at the show
- Attendees can discover your brand as they visit the Networking Gardens to meet clients or take a break
- Promote your products and services by designing a Networking Garden to your specifications, with innovative branding and features



[Click to play video](#)

### 2017 Sponsors



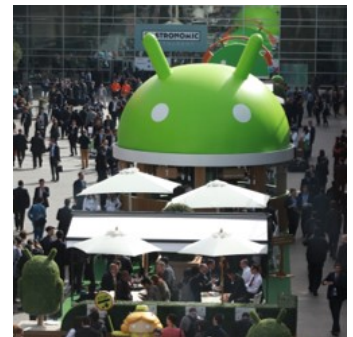


**Bespoke Networking Gardens**  
1 Sold, 1 Available

A bespoke networking garden allows you to elevate your brand, networking with new and existing clients, and showcase your products in a hands-on, experiential environment. . Each of our loading bay gardens are fully customizable, allowing you to design a space that is aligned seamlessly with your existing brand activity. This is the perfect opportunity to create your own unique space and stand out from the busy indoor exhibition.


Previous Bespoke Gardens include the Android Village

**android**



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As the sponsor of a Networking Event, you may host up to 150 attendees in an exclusive area at the show, with complimentary drinks, food and entertainment provided

**Garden Networking Events**  
Breakfast, Lunch and Evening Events  
Mon - Wed

Host an event within a popular Networking Garden during Mobile World Congress 2018.

### Why you should host a Garden Networking Event:

- Position your company as a host and leader at the Mobile industry's flagship event
- Make your event part of the attendees' MWC agenda. GSMA will promote your event through selected marketing across our extensive database
- Receive the contact details for networking event attendees to ensure longevity to your investment\*

*\*Guest must consent to sharing data with GSMA and sponsor of Garden Networking Event*



The concept around this sponsorship fitted perfectly with our needs. We got the opportunity to meet clients and prospects in a beautiful space and personalize every detail. We are happy to say that they loved this approach and most of them let us know their positive feedback after it.



**Softonic**

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The VIP Pick-up and Drop-off Point is an exclusive entrance dedicated to VIP attendees arriving and leaving the venue each day. This area can only be accessed by invitation ensuring your brand is seen by the top-brass of the telecom industry including an impressive roster of CEOs, executives, board members, ministers, speakers, and more at one event.



## VIP Pick-up & Drop-off Point

### Why sponsor the VIP Pick-up & Drop-off Point?

- Elevate your status in an area of the event dedicated to our most exclusive attendees and some of the most recognisable members of the mobile industry
- Align your company with the strong senior delegation present at the show with a high status branding package
- Create an immersive experience by customising the waiting lounge in line with your marketing goals
- Leave a lasting impression on our VIP audience through highly prominent outdoor branding of the VIP Pick up and Drop Off Point
- Leverage the promotions at this prestigious gathering point to compliment your overall marketing campaign at Mobile World Congress



7,000+

C-Suite attendees entered through the VIP entrance



944

Unique vehicles accessed VIP Pick-up & Drop Off Area

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## Conference Village

Located in Hall 4 of Fira Gran Via

The Conference Village hosts the full roster of conferences, keynotes and panel discussions as well as a continues to be a cenluxurious networking lounge. Running across all four days of Mobile World Congress, the conference programme tral focus for the event.

Accessible to only Silver, Gold and Platinum pass holders, the Conference Village hosts the most senior-level attendees at Mobile World Congress.



76%

Total Senior-level  
Conference Attendees (%)



11,800

Conference Attendees



### What are the benefits of Conference Village Sponsorship?

- Stand out and separate yourself from the 2,300 exhibitors by taking one of a limited number of sponsorships in this VIP area
- Align yourself with our pioneering Conference Programme
- Target the most senior-level attendees at MWC
- Build awareness with high visibility branding opportunities
- Meet new business prospects and reinforce existing relationships with our networking focused packages

### Packages Include:

- Conference Refreshment & Networking Areas
- VIP Networking Lounge
- Global Mobile Awards
- Ministerial Programme

## GSMA Ministerial Programme

The Ministerial Programme is a unique forum for the world's most influential telecommunications leaders to unite and discuss the challenges and opportunities facing the mobile sector. The event examined the evolution of mobile, celebrating the positive socio-economic impact mobile connectivity has played in both developing and developed countries. The Programme's delegates explored opportunities for mobile to deliver additional value across many adjacent industries, and identified key policy drivers to further advance the digital economy and society.



The Ministerial Programme gives you the opportunity to network and contact with many policymakers, companies and institutions. Everyone that has something to decide, something to say, is in the Ministerial Programme



**MEP**



### In 2017, Invitations were open to:

- National telecommunications, finance and health ministries;
- Telecommunications regulatory authorities and central banks;
- Senior representatives from selected international organisations and intergovernmental bodies; and
- C-level and senior regulatory representatives from the mobile industry, including network operators and vendors.

### 2017 Stats:

- 1700 attendees
- 166 delegations
- 137 countries
- 60 ministers
- 78 heads of regulations
- 150 CEOs

Connecting  
Everyone and  
Everything  
to a Better  
Future



## GSMA Ministerial Programme

### Why Sponsor the Ministerial Programme?

- Build relationships with this senior audience with access to this exclusive, invite only event
- Align your brand with this prestigious programme with prominent branding throughout the Ministerial Programme area
- Showcase your technology to government ministers and regulators with a demo area in the networking lounge
- Conduct business & network with the most senior MWC attendees, facilitated by access to private meeting rooms within the MP space



[Click to play video](#)

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## NEXTech

Located in Hall 8.0 of Fira Gran Via

Launched in 2017, NEXTech is one of the event's most exciting destinations, with pavilions and experience zones showcasing cutting-edge technology trends.

Attendees will have the opportunity to immerse themselves in a series of 360-degree experiences in the Virtual Reality and Augmented Reality Zone or visit the IoT Pavilion to see how millions of "things" are getting connected, creating smart homes, smart cities and smart industries.



[Click to play video](#)

### Pavilions include

- Artificial intelligence
- Drones
- Internet of Things (IoT)
- Robotics
- Virtual reality/Augmented reality





Official NEXTech Sponsor

## Why become our Official NEXTech Sponsor?

- Why become our Official NEXTech Sponsor?
- Align yourself with the most forward thinking and innovative area at the show
- Showcase how your brand is disrupting the mobile eco-system
- Stand out as a thought leader of future generation technology with daily sessions on the NEXTech Lab stage
- Ensure you stand out from the busy exhibition hall by customising the 250sqm Networking Lounge which sits at the heart of the NEXTech Hall



The NEXTech Hall has been fantastic... a lot of quality engagement



**Discovery Communications**

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## IDE Drone Summit

Official Sponsor  
Exclusive Sponsor  
Supporting Sponsor  
Demo Sponsors

The 2nd Annual IDE Drone Summit will feature top experts from the Drone and Telecom sectors. In 2017 the IDE Drone Summit agenda featured senior speakers from companies such as Telefonica, AT&T, Intel, DHL and DJI.

The drone industry is predicted to grow significantly over the next few years. The hot topics for the commercial use of drones are connectivity, big data solutions and cloud services. The IDE Drone Summit will present panel discussions and sessions with key players from mobile industry, leading drone manufacturers, drone users, as well as legal experts.

## Sponsor the IDE Drone Summit

- Stand out as a thought-leader of this fast paced industry, alongside some of the top organizations of the mobile and drone ecosystem
- Network with your peers in your programme breaks, build on existing relationships and meet new business prospects
- Showcase your products and services to the unique summit audience
- Over 200 Attendees in 2017

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The Networking Lounge is located in **Hall 8.0 NEXTech**

This centralised, popular lounge allows visitors of all types to network and take a break during Congress.

## NEXTech Networking Lounge

### Why sponsor a Networking Lounge?

- Align yourself with NEXTech, Hall 8.0 where we will showcase cutting-edge technology, exhibition, and the latest innovations
- Ensure you stand out from the busy show floor by customising the 200sqm+ Networking Lounge
- Attendees search for and discover your brand as they look for a Networking Lounge to meet clients or take a break
- Make an impact with a bespoke lounge on the show floor which enables your company to promote products & messages in innovative ways aligned to your brand
- Increase your footprint without incurring build costs



MWC in the NEXTech Hall has been a really positive experience for us

DJI



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- 30 min presentations
- Time slot on 1, 2, or 3 days
- 50 pax, open theatre

## NEXTech Lab

- Elevate your brand and ensure you stand out from other exhibitors by positioning yourself as a thought-leader of the latest mobile innovations
- Benefit from the reach of the Mobile World Congress marketing efforts to promote your slot
- Create new business leads by receiving the contact details of the attendees at your presentation
- Increase the awareness of your products and services and drive traffic to your stand as a result of your presentation slot
- Meet new and existing clients by inviting key clients and prospects to attend your presentation





## Features on the Walkway

Become the 'Feature on the Walkway' sponsor and communicate your brand message to over 108,000 attendees! The walkway is used by all attendees traversing the halls and accessing the various attractions at the show including the Networking Gardens and Networking Lounges.



## Why sponsor the Feature on the Walkway?

- Secure a high profile location on the busy thoroughfare, elevating your brand outside of the busy exhibition halls
- Receive prominent branding alongside MWC branding of the sponsored feature
- Build longevity around your marketing campaign by receiving pre-event marketing support
- Receive passes for your staff and clients to attend the show

The Media Village is centrally located on the Upper Walkway of Fira Gran Via and provides press with state of the art facilities including Press Conference rooms, Meeting Facilities and Press Working Rooms.

An exclusive area of the venue catering to the mouthpiece of the Mobile industry.



## Media Village

If you are looking to target Press at Mobile World Congress this sponsorship offers you high profile, exclusive branding in the main area used by over 3,600 Press at Congress.

### Why sponsor the Media Village?

- Communicate directly with and influence the broad spectrum of global press
- Extend your messages to the press by providing your press pack to the attending journalists from across the globe
- Conduct private meetings with journalists and clients with access to an exclusive meeting room within the Media Village



3,500 press/analysts  
attending



2,000 organisations from  
82 countries

## Topic Tours

Guided Topic Tours are open to all attendees looking for an insider's expertise from exhibitors dedicated to particular verticals.

Each day, two tours per topic led by an industry expert with approximately 20 attendees visit a selection of relevant exhibition stands, giving exhibitors and attendees direct contact in their chosen vertical.



243

Average leads generated by tour stop exhibitors



Lleidatour has been exhibiting in the Mobile World Congress for several years. The Topic Tour has improved the feedback we usually get, since the relaxed atmosphere encouraged people to participate. Every day more people visited us. We almost run out of goodies and collateral.

**Lleidatour**



[Click to view video](#)

### What are the benefits of being a MWC Tour Stop sponsor?

- Become a destination within your vertical and get direct access to pre-qualified leads
- Elevate your status within the exhibition floor and attract relevant traffic to your stand
- Demonstrate your products or services to up to 120 pre-qualified people in your target audience
- Add longevity to your investment as the tour provides you with contact details of all opt-in tour applicants, giving you a pipeline of contacts to work with post-Congress



## Topic Tours Sponsorship

Mobile World Congress now features eight new topic tours to enhance the attendee experience and build value for both attendees and exhibitors, geared to your specific needs.

### Participate in MWC Tours

These tours will be led by subject-matter experts on eight core industry topics. Exhibitors may be featured as a stop on one of the eight key vertical topic tours while generating pre-qualified leads and traffic to their stands

### Choose from the following Tour Topics:

- 5G & NFV
- Connected World
- Content
- Emerging Tech
- Enterprise
- IoT Security
- Mobile Advertising & Apps
- Retail & Digital Commerce

## Custom Experiences

Custom Experiences is a unique programme, tailor-made to suit specific business needs and to ensure companies get the most out of their time during Mobile World Congress. We focus on working together with our clients to identify specific objectives, key areas of interest, potential business partners and relevant activities to help them reach their company goals.

### Who is it for?

- Companies interested in learning about the latest technology developments in the mobile ecosystem

### Past Clients



TOYOTA



citibank



The New York Times



More than 2,300 exhibitors is a huge number to manage by yourself. GSMA's staff do the hard work for you, and selects the right exhibitors you have to meet. It's like visiting Mobile World Congress especially created for your interests



Acció

## OPTIONS

- **Complete Experience:** typically 3-4 days; this is our most comprehensive offering
- **Custom Experience:** 1-2 day experience
- **Snapshot Experience:** provides a short, half day experience



## Custom Experiences

### What can our clients expect?

- A tailored experience led by industry experts, complete with direct access to key exhibitors and business leaders, meetings with peers, VIP access to installations and gadgets, networking meals and off-site visits.
- Pre-tour briefing, exhibitor research and selection, planning, materials, on-site support and follow up actions.
- Topic research and tour design based on the specific requirements
- Prior contact with exhibitors to ensure staff availability and readiness at the time of the visit
- Our aim is to help save time, take care of business, provide learning about new technology, as well as enjoyment of the overall event experience.
- Support and follow up actions



## Theatre District

Turn-key theatres for partners to deliver custom programmes to specific audiences

Located in Hall 8.0, these adaptable, state-of-the-art theatres give your company the stage to deliver custom-crafted thought leadership – industry insights, company solutions, product roadmaps, announcements, product and service demonstrations, case studies, or workshops – to your invited audience.

Previous Theatre Partners Include:



- Position yourself as a Partner of Mobile World Congress and stand out as a thought-leader of the mobile industry alongside some of the top organisations of the mobile ecosystem
- Benefit from the reach of the Mobile World Congress marketing efforts to promote your Partner Event
- Receive contact details of the attendees at your event
- Select the attendees you want to attend with our specialty built registration portal
- Ensure your event runs smoothly and minimize your own resources by leveraging a designated and experienced support team from GSMA
- Network with your peers in your programme breaks, build on existing relationships and meet new business prospects



## Partner Events

500, 250, or 150 PAX

## Why host a Partner Event?

- Benefit from the reach of the Mobile World Congress marketing efforts to promote your Partner Event
- Receive contact details of the attendees at your event
- Select the attendees you want to attend with our specialty built registration portal
- Ensure your event runs smoothly and minimize your own resources by leveraging a designated and experienced support team from GSMA

## Previous Theatre Partners Include:



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- Deliver a specific message or announcement
- Host a product demonstration
- Turn-key theatre with minimal set-up



**Power Hours**  
100 PAX or 250 PAX

## Partner Package for Power Hour session


- Lead content/agenda for hour session
- Pieces of printed material, gift, or promotional items distributed in Theatre
- Place up to 2 pop-up banners in Theatre
- Logo included in: Exhibition Catalogue, Conference Guide, website, agenda signage
- Exhibition Visitor Passes

Previous Partners Include:



[ COLLABORATIVE ADVANTAGE ]

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Stand out as a thought leader and drive traffic to your stand by delivering custom-crafted content to an invited audience, directly from your exhibition stand.

Partner Events – On Stand  
Six Available

## Why host a Partner Event at your Stand?

- Position yourself as a Partner of Mobile World Congress and stand out as a thought-leader of the mobile industry alongside some of the top organisations of the mobile ecosystem
- Benefit from the reach of the Mobile World Congress marketing efforts to promote your Partner Event
- Select the attendees you want to attend with our specialty built registration portal
- Receive contact details of the attendees at your event
- Capitalise on the increased traffic flow of your exhibition stand to promote your products and services to new and existing contacts



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## The Global Mobile Awards

The GSMA's Global Mobile Awards, the industry's leading stage for innovation, excellence and achievement

The Glomo Awards are the mobile industry's longest established awards platform recognising everything from game changing mobile devices to applications, technologies, apps and services, showcasing the ever growing value that mobility brings to users, to industries, to businesses, communities and economies.



Global  
Mobile  
Awards

### Benefits to Sponsoring the Glomo Awards:

- Promote your brand in front of an elite group of attendees, industry executives and influencers
- Leverage the Glomo 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





## Dinner/Cocktail Host In Nuco Restaurant

\*Catering not included

Located at the front of Fira Gran Via, Nuco Restaurant is an award winning restaurant that combines designer cuisine, refined ambience and a select wine cellar – ideal for entertaining guests during Mobile World Congress.

### Host VIP Clients during Mobile World Congress

Nuco Restaurant is available for hire on Sunday, Monday, Tuesday or Wednesday from 19:00 to 22:00 PM.

Clients can choose to host a stand-up evening cocktail reception for up to 210 guests or a banquet dinner for 120 guests.

Sponsor is allowed access to set up from 5pm on date of booking. Event start time of 7pm with minimum service to be 30 PAX.

### Benefits of hosting

- Exclusive event hosting environment conveniently located at the front of Fira Gran Via
- Elevated profile above your competitors
- Increased recognition to drive traffic to your exhibition stand and website
- Intimate venue to host key clients and potential customers

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## Branding Packages

Mobile World Congress is renowned for providing fantastic service to over 108,000 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.

- Information Points
- Chargeboxes
- You are here Maps
- Conference Bags
- Exhibitor Bags

It is the place to be if you want to meet people that are absolutely passionate about mobile. It is now attracting talent from all industries because it's mobile first.

**IBM**





## 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.

+44 (0) 20 7356 0616

[www.mobileworldcongress.com/contact](http://www.mobileworldcongress.com/contact)

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Mobile World Live:

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## PERSONAL DATA

Become the secure guardians of consumer data



## CONNECTED LIVING

Connect the digital and physical worlds



## DIGITAL COMMERCE

Enable and build the digital commerce ecosystems



## NETWORK 2020

Create the network for secure, smart and seamless services



## INDUSTRY ADVOCACY



## CONVENING THE INDUSTRY

## 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](http://www.gsma.com). Follow the GSMA on Twitter: @GSMA.

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