



MOBILE ASIA EXPO 亚洲移动通信博览会

Shanghai | 26-28 June 2013 ■ 上海 | 2013年6月26至28日



CONNECTING
THE FUTURE
连动未来

Media & Advertising
Event Opportunities



MOBILE ASIA EXPO

Mobile Asia Expo is a hybrid event featuring a cutting-edge exhibition, a thought provoking conference, game-changing develop programmes, profitable networking experiences, to deliver the premier event in Asia focusing on the operator community and initiatives.

At Mobile Asia Expo, mobile executives with interests in Asia meet to conduct business; managers from the mobile industry learn about their industry; affluent, early adopting consumers in Shanghai explore what's next in mobile.

Mark your calendars now to participate the week of 9 June 2014 at the Shanghai New International Expo Centre in Shanghai, China, for Asia's best mobile industry event.

Mobile Asia Expo features something for everyone with an interest in the mobile industry. **Expected attendees include:**

- *B2B Mobile Professionals looking for outstanding networking opportunities with senior industry leaders and discussing emerging industry trends*
- *Industry professionals looking to further their mobile knowledge and discover new products and technologies*
- *Mobile Consumers interested in the latest in mobile technology and devices*
- *Retail Buyers seeking new products and glimpsing the future of mobile*
- *App Developers interested in learning the newest developments from the largest platforms*

**2013 highlights will be provided when available*



2012 Highlights:

◦ Attendees	15,568
◦ Conference Attendees	1,833
◦ Press & Media	262
◦ Global Participation	82 countries
◦ C-Level, Board, Vice Presidents	60%



MOBILE ASIA EXPO FACTS & FIGURES

"We are entering a new era where mobile truly is transforming how the world communicates, how business is conducted and how people live their lives." John Hoffman, CEO, GSMA Ltd.

In 2012, the inaugural Mobile Asia Expo presented an impressive gathering of C-Level mobile industry leaders and tech-minded prosumers to the fastest growing region in mobile.

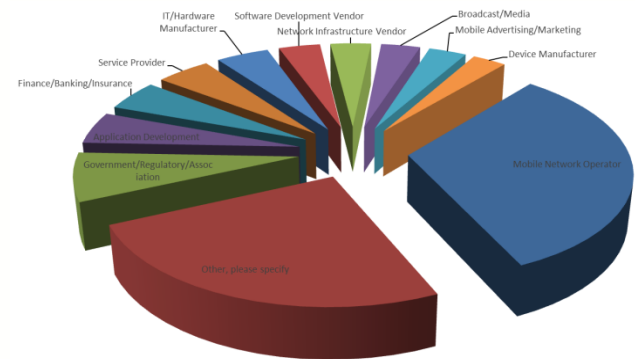
Impressive Facts from 2012

- 60% C-Level Conference Attendees from 50 countries
- 32% of Conference Attendees from Mobile Operators
- 58 unique operators from 39 countries and regions represented
- Approximately 200 exhibitors occupied 8,000 sqm of exhibition space
- 88 Individual news organisations from 14 countries, regions
- 88 Conference Speakers

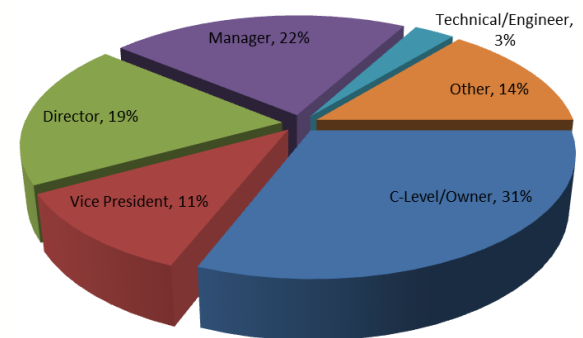
In the conference, a variety of renowned speakers from the mobile spectrum in Asia presented their thought leadership. Among these distinguished speakers included:

- Sanjay Kapoor, CEO, India & South Asia, Bharti Airtel
- Shi Lirong, President ZTE
- Xi Guohua, Chairman, China Mobile
- Lu Yi Min, President & Vice Chairman, China Unicom
- Napoleon Nazareno, President & CEO, Smart
- Olivier Puech, President, Asia Region, Nokia
- Rajeev Singh-Molares, President, Alcatel-Lucent Asia Pacific
- Dr Chen Shanzhi, CTO, Datang
- Kaoru Kato, President & CEO Elect, NTT DOCOMO
- Ray Yam, CEO, HTC China

Conference Attendees by Company Activity



Conference Attendees by Job Function



*2013 highlights will be provided when available



VENUE & EVENT PROGRAMME

The Mobile Asia Expo is a multi-tiered event located at two venues connected by a convenient walkway.

Shanghai New International Expo Centre (SNIEC)

Opened in 2001, the SNIEC is one of the most attractive exhibition venues in the world. The SNIEC, a pillar-free single-story structure, is easily accessible in the heart of the Shanghai business district.

SNIEC will host the main exhibition for GSMA Mobile Asia Expo. Business and lifestyle themed exhibition for global companies to develop trade with Asia and do business in China. The exhibition is open to both businesses and mobile-passionate consumers looking to preview the current and future products being developed by Asian mobile companies. Features of Mobile Asia Expo taking place in the SNIEC include:

- Connected Living Asian Summit
- Innovation Lab Sessions
- App Planet including App Lab, App Pavilion, App Café
- National Pavilions
- Theme pavilions including Gaming, Augmented Living, Accessories, NFC & Mobile Money, Telematics, etc.

The Kerry Hotel, Pudong

This impressive five-star hotel opened in 2011 offering high-end hotel accommodation and state-of-the-art conference and hospitality facilities. The Kerry Hotel is centrally located with a connecting walkway to the SNIEC exhibition halls and an underground train connecting the venue to the Bund and Pudong districts of Shanghai.

A variety of event programmes are planned to take place at the Kerry Hotel, including:

- Mobile Thought Leadership & Conference
- GSMA Board Meetings
- GSMA Working Groups
- Public Policy Forum

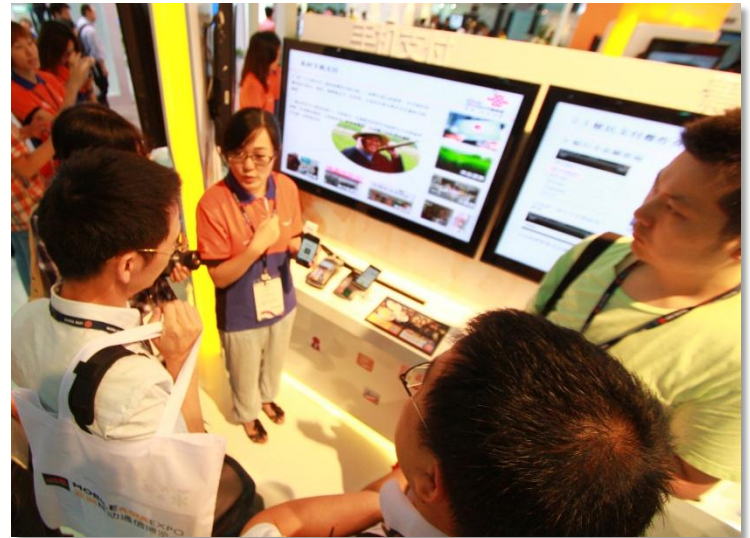


WHY ADVERTISE?

Mobile Asia Expo provides a host of advertising opportunities for companies looking to gain an extra edge during the Event. With a focus on both senior executives in the mobile industry and mobile-passionate consumers, the event's media offerings provide contributors with extensive exposure to a premiere audience, and opportunities for:

- Editorial features
- Brand and product advertising
- Daily news advertising and sponsorship
- Onsite advertising and branding

The media collateral has been tailored to reflect how the attendees access information and to maximise advertisers and contributors' share of voice. Ensure your company stands out by taking one or more of the advertising and editorial opportunities available.





EVENT GUIDE

The essential guide to the event and reference source

The Exhibition Catalogue includes essential information for attendees looking to maximise their visit while also serving as a valuable information source on the Asian market with market data and analyst features. The Exhibition Catalogue is the go-to source for navigating the exhibition, conference and event information.

By including such a rich set of market data and content, the guide will be retained by many of the attendees and ensures you maximise the return on your media spend.

Event Guide Advertising Opportunities

- Double page spread
- Full page display advertisement
- Half page advertisement
- Full-Page Display – Inside front cover
- Full-Page Display – Inside back cover
- Logo – Printed guide
- Logo – Web site
- Special section sponsorship





MOBILE ASIA DAILY

The Mobile Asia Daily is the official event newspaper providing coverage and insights to conference attendees, exhibition visitors and delegates. The Mobile Asia Daily offers a highly targeted and effective marketing tool and an unbeatable way of conveying your message to the mobile community. A print version is available at the Expo, and a digital e-Show Daily will be distributed to 70,000 subscribers.

Platinum Mobile Asia Daily Sponsor

- Double-page feature interview with CEO on sponsor's business area (early first half position guaranteed)
- Exclusive Mobile Asia Daily masthead position for logo and strap line
- First double-page spread advertisement in each edition (page 2 & 3 guaranteed)
- Banner advert via electronic version of the Mobile Asia Daily
- Logo on 'Sponsor Acknowledgement' page of MobileAsiaExpo.com as official Platinum Sponsor of the Mobile Asia Dailies
- Sponsor's logo on distributors' jackets
- Guaranteed exclusivity



Media & Advertising Opportunities

Show Daily Advertising Opportunities

- Double-page spread
- Full page display advertisement
- Full-Page Display – Outside back cover
- Full-Page Display – Inside front cover
- Full-Page Display – Inside back cover
- Sponsored editorial page

Sponsor Editorial Page

Companies may publish a full-page, 1,000-word opinion feature that includes an appropriate high-resolution colour illustration or relevant photograph within the Mobile Asia Daily. A set of editorial guidelines has been established to maximise value.

CEO Interview

Exclusive double-page feature interview by the editor of the Mobile Asia Daily with your company CEO on one of these key industry topics:



- Mobile Health
- Mobile Money
- Mobile Apps



A Year-round, Targeted Marketing Opportunity

Mobile World Live -Daily provides a year-round marketing opportunity to reach targeted audiences in the mobile space. This free e-mail news service is distributed to more than 90,000 industry leaders each weekday. Mobile World Live -Daily covers and communicates the key issues that help determine operator strategies and new mobile business models. Use Mobile World Live -Daily as your opportunity to reach this highly valued and targeted audience at MAE.

For the three days of Mobile Asia Expo, Mobile World Live -Daily becomes the Electronic Show Daily (ESD) and is sent to 130,000 recipients, including all registered attendees at Mobile Asia Expo.

Mobile World Live Daily Advertising Opportunities

- Exclusive Banner (550x90)
- Advertorial – Image, link, and up to 30-words*
- Five-day Top Slot Advertorial Package
Three days at MAE in ESD; One day pre- & post-Event in MWL Daily
- Five day Standard Advertorial Package
Three days at MAE in ESD; One day pre- & post- Event in MWL Daily
- Three-day Sponsorship of MAE ESD Newsletter
Company logo in newsletter masthead, banner, and Advertorial

*25% premium to secure top slot



For more details on advertising with Mobile World Live Daily, please contact Ronnie Creed at sales@mobileworldlive.com



The online communications hub for the global mobile industry.

Launched in 2010 with the view to bringing together and supporting the global mobile industry, MobileWorldLive.com provides key decision makers and influencers easy access to exclusive content, video, news, industry trends and developments, discussions and hot topics.

Content channels include, key industry breaking news stories, C-level interviews, panel discussions, TV (video streaming), webinars, events information, an extensive news and video archive plus our roaming service.

Quickly establishing itself as the industry's most respected online portal for the mobile communications industry, MobileWorldLive.com reach over 100,000 monthly users.



Mobile World Live represents your opportunity to engage, communicate, inform, and associate with the global mobile industry.

- **Position and raise awareness** of your company and its capabilities in the mobile market
- **Track and measure** the quality and effectiveness of leads generated by advertising
- **Ad serving capability** allowing flexibility to change creative messaging, sales and product promotion, and other company directives

Mobile World Live Advertising Opportunities

- MPU (300x250) banner
- Homepage Advertorials
- 30-day Event-specific MAE Gold sponsorship

For more details on all advertising and Gold MAE sponsorship package on Mobile World Live please contact Ronnie Creed at sales@mobileworldlive.com



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 more than 230 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers and Internet companies, as well as organisations in industry sectors such as financial services, healthcare, media, transport and utilities.

Along with Mobile Asia Expo, the GSMA produces event across the globe each year including Mobile World Congress and NFC & Mobile Money Summit.



Rich Communications Services

The Rich Communication Services (RCS) Programme initiative stimulates the launch of RCS services that deliver multimedia communications services from the phone's contact list. RCS is designed to combat the rise of over-the-top messaging services.

Near Field Communications

GSMA works to stimulate the successful global deployment of interoperable and SIM-secured NFC / contactless services and ecosystems that are available to both consumers and businesses.

Connected Living

Connected Living is a market development initiative whose mission is to help mobile operators accelerate the delivery of new connected devices and services.

Spectrum

The GSMA runs an ongoing global campaign to secure access to harmonised, properly priced, predictably regulated & timely available spectrum required to meet the fast growing demand for mobile broadband.

Roaming

The GSMA promotes the adoption of roaming transparency measures across its membership of nearly 800 mobile operators worldwide following the launch of its global data roaming transparency initiative.

For more information, please visit the GSMA corporate website at www.gsma.com or Mobile World Live, the online portal for the mobile communications industry, at www.mobileworldlive.com.



CONTACT US

To take advantage of these excellent branding and promotional opportunities or to discuss other unique opportunities, please contact the sales team:

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