



# MOBILE ASIA EXPO 亚洲移动通信博览会

Shanghai | Week of 9 June 2014 • 上海 | 2014年 6月9日当周



CONNECTING  
THE FUTURE  
连动未来

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

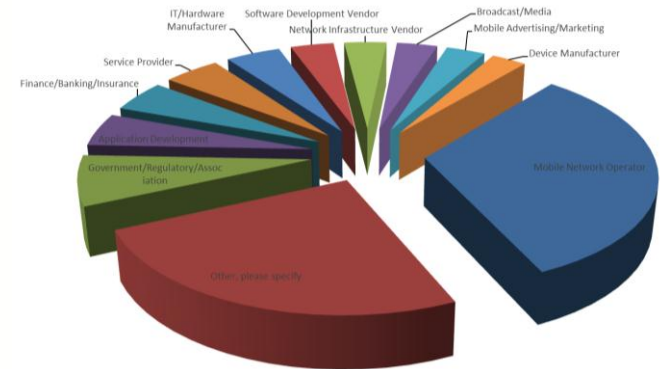
## Impressive Facts from 2012

- 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 20,000 gross sqm of exhibition space
- 262 media and press attendees
- 88 Conference Speakers

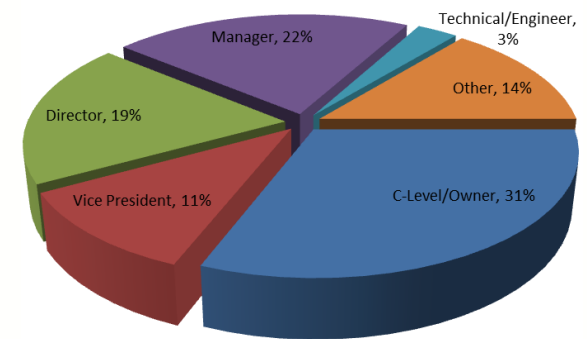
In the conference, a variety of renowned speakers from the mobile spectrum in Asia presented their thought leadership. Among these distinguished speakers included:

- 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 City
- 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 EXHIBIT?

Taking a showcase exhibition stand or hospitality suite in the Expo allows your company to engage with the highest levels of your target audience, opening doors for your people to connect, network and do business. Exhibiting companies receive exposure to a premiere group of important mobile industry players and consumers, creating opportunities for:

- Face-to-face meetings with your best prospects
- High-level networking activity
- Exceptional branding exposure to over 20,000 attendees
- Extensive Chinese and Asian press coverage for product launches and press conferences
- Innovative showcase to reach mobile-passionate consumers
- Solid platform for positioning products and devices as the leaders in the market

In 2014, we expect over 250 exhibitors occupying 25,000sqm of exhibition space. Ensure your company stands out from the competition by taking an exhibition or hospitality space.



### Top Exhibitors in 2012:

- |                                 |                                       |
|---------------------------------|---------------------------------------|
| ◦ 360Fashion Network, LLC       | ◦ Huawei Technologies Co Ltd          |
| ◦ AirWatch                      | ◦ Korea Association for ICT Promotion |
| ◦ BesTV                         | ◦ MasterCard Asia Pacific Pte Ltd     |
| ◦ BMW China Services (Shanghai) | ◦ Nokia (China) Investment Co.        |
| ◦ Broadcom Corporation          | ◦ NTT DoCoMo, Inc                     |
| ◦ China Mobile                  | ◦ Rovio Entertainment Ltd.            |
| ◦ China Unicom                  | ◦ SanDisk Corporation                 |
| ◦ Cisco Systems (USA) Pte. Ltd  | ◦ Tencent Technology Ltd              |
| ◦ Datang Telecom                | ◦ Visa                                |
| ◦ Game Insight                  | ◦ ZTE Corporation                     |

*\*2013 highlights will be provided when available*



## SHOWCASE EXHIBITION

Exhibition stands are charged per square metre and can be booked as an all-inclusive shell scheme package or as space only.

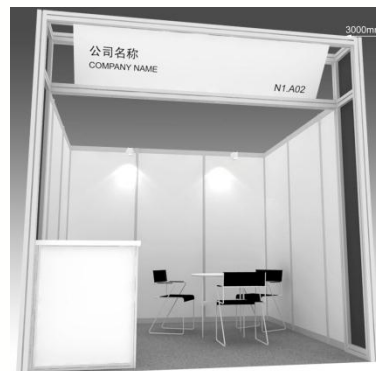
### Shell Scheme Package for 9sqm

- Company name fascia board
- Three chairs
- One waste paper basket
- One information counter with lockable cupboard
- One table
- Two spotlights
- One power point, 500W power consumption max
- 100-word company profile in the Exhibition Catalogue and website
- One Conference Pass and Exhibition Visitor Passes\*
- Discount on additional Exhibition Visitor Passes

### Multiple Stand Sizes Available

Space Only available from 9sqm onwards

*Exhibition package and design are subject to confirmation and adjustment*



*Note: exhibition spaces are subject to a one-time, standard insurance administration fee.*

*\*Exhibition Visitor Pass allocation amount based on stand size*





## MEETING ROOMS

Your company can host casual or formal business meetings during the GSMA Mobile Asia Expo. We offer an all-inclusive standard Meeting Room, as well as a space-only option.

### Standard Meeting Room for 9sqm

- Company name fascia board
- Three chairs
- One waste paper basket
- One lockable cupboard
- One table
- Two florescent lights
- One power point, 500W power consumption max
- 100-word company profile in the Exhibition Catalogue and website
- One Conference Pass and Exhibition Visitor Passes\*
- Discount on additional Exhibition Visitor Passes

### Multiple Suite Sizes Available

*Exhibition package and design are subject to confirmation and adjustment*



*Note: All meeting room spaces will be subject to a one-time, standard insurance administration fee*

*\*Exhibition Visitor Pass allocation amount based on stand size*



## EXECUTIVE MEETING ROOMS

Located adjacent to the exclusive VIP Lounge, Executive Meeting Rooms are highly functional Meeting Rooms that offer privacy in a formal business setting. The Executive Meeting Rooms are fully equipped allowing you to conduct your meeting with minimal preparation and no hassle. Each room includes:

### Executive Meeting Room for 18sqm

- Fascia with company logo, name, and room number
- One conference table
- Six meeting chairs
- One lockable cupboard
- One coat hanger
- Two waste paper baskets
- 42" plasma screen with VGA cable
- Lighting fixtures
- Three power point, 500W power consumption maximum
- Complimentary Exhibition Visitor Passes\*

In addition, the area features a Reception Area with a dedicated hostess and complimentary coffee and tea.

*Exhibition package and design are subject to confirmation and adjustment*



*\*Exhibition Visitor Pass allocation amount based on stand size*



*Executive Meeting Room design tentative and subject to change*





## TRADE HUB

### B2B 'Matching Making' Package

Trade Hub is located within the Executive Meeting Rooms which are highly functional Meeting Rooms that offer privacy in a formal business setting. The Executive Meeting Rooms are fully equipped allowing you to conduct your meeting with minimal preparation and no hassle. In addition, the area features a Reception Area with a dedicated hostess and complimentary coffee and tea.

By enhancing the Executive Meeting Room pack to Trade Hub, you gain access to an online buyer/seller platform: 'Trade Hub'. Here, companies request meetings with opt-in Gold pass attendees – 32% of the 1,833 Gold Pass attendees at MAE 2012 came from the MNO community.



*Trade Hub Package includes Executive Meeting Room Package.*

### Trade Hub Meeting Room Package includes:

- Access to "Trade Hub" platform
- Access on all Expo days
- Allocation of two Conference Passes & five Exhibition Visitor Passes
- One full-page Advert in the printed Mobile Asia Daily\*
- Use of a furnished 18sqm Executive Meeting Room
- Company name board and logo
- One conference table
- Six meeting chairs
- One lockable cupboard
- One coat hanger
- Two waste paper baskets
- 42" plasma screen with VGA cable
- Lighting fixtures
- Three power point, 500W power consumption maximum

*\*Official MAE newspaper which is produced on each day of MAE*

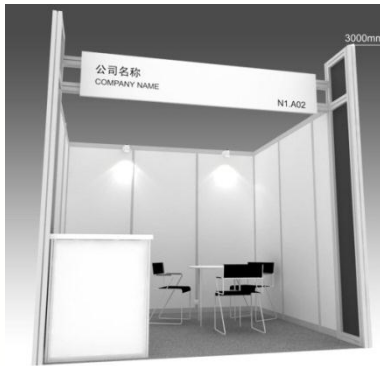
*\*\*On one show date of your choice*



## THEME PAVILIONS

The Mobile Asia Expo features a variety of thematic pavilions available for companies to showcase their mobile products and services. All exhibitors receive inclusion within the Mobile Asia Expo Event Guide. Available Theme Pavilions include:

- Mobile Money
- mPowered Brands
- Telematics
- Augmented Reality
- Gaming Zone



Theme Pavilion Stand



### Theme Pavilion Shell Scheme Package for 9sqm

- Company name on fascia board
- Three chairs
- One waste paper basket
- One information counter with lockable cupboard
- One table
- Two spotlights
- One power point, 500W power consumption max
- 100-word company profile in Exhibition Catalogue and website
- One Conference Pass and Exhibition Visitor Passes\*
- Discount on additional Exhibition Visitor Passes

*\*Each exhibiting company given one Conference Pass regardless of stand size*

*Exhibition package and design are subject to confirmation and adjustment*



## I-ACCESSORIZE ZONE

Bluetooth headsets, mobile phone cases, screen protectors and much more contribute to the ever expanding field of mobile device accessories. Accessories for mobile devices are expected to generate more than \$50 billion a year by 2015 according to ABI Research. Particularly in Asia, consumers decorate their mobile devices with fun and interesting charms to personalise their devices as a form of expression. To keep up with strong demand, China boasts the most mobile device accessory manufacturers in the world.

Mobile Asia Expo gathers market leaders in accessories manufacturing from across the globe to showcase their range of innovative products. The I-Accessorize Zone uniquely provides excellent exposure for regional and International sellers to meet buyers. Exhibiting on the I-Accessorize Zone opens the door to meet with potential buyers while networking with industry players and high-value clients.



### I-Accessorize Zone Shell Scheme Package for 9sqm

- Company name on fascia board
- Two system-made showcases with four halogen spotlights
- 2.5mH system partitions
- Three chairs
- One waste paper basket
- One round table
- Two low energy spotlights
- One power point, 500W power consumption max
- Carpet
- Cleaning
- Hall management fee
- 100-word company profile in Exhibition Catalogue and website
- One Conference Pass and Exhibition Visitor Passes

*\*Each exhibiting company given one Conference Pass regardless of stand size*

*Exhibition package and design are subject to confirmation and adjustment*



## INNOVATION ZONE

The Innovation Pods offer a great avenue for demonstrating your new concepts or forward-thinking start-up company. Exhibition with an Innovation Pod opens your prospects to the larger mobile ecosystem in Asia Pacific while networking with potential buyers and future business partners.

### Innovation Pod

- Information counter with lockable cupboard
- Back and side wall panel
- 3m x 2m needle punch carpet
- Company name & logo on back wall panel
- Two bar stools
- Two spotlights
- One power point, 500W power consumption max
- One waste paper basket
- Exhibition Visitor Passes\*\*

*Limited to one Pod per company*

*Exhibition package and design are subject to confirmation and adjustment*

### Innovation Pod + Innovation Lab N2:

The Innovation Lab presents companies with a stage to demonstrate new products and services before a captive audience of potential B2B buyers and professional consumers. These theatres seat 75 and are located in the heart of both exhibition halls. The Lab sessions help generate buzz and excitement for a product launches or demos.

Couple your Innovation Pod with a one-hour session dedicated to your innovative products, services, and receive a special rate when you book both.



*Innovation Lab 2 is located within the Innovation Zone. Sessions are available on a first-come, first-serve basis. There are five hours of available session offered each day among two Innovation Labs in N1 & N2 and one App Lab.*



## APP PAVILION

The App Pavilion provides dedicated exhibition area for application companies to showcase and promote their products and services. The App Pavilion will feature exhibition, showcase pods, and the App Café.

### App Stand – Shell Scheme Package for 9sqm

- Company name fascia board
- Three chairs
- One waste paper basket
- One information counter with lockable cupboard
- One table
- Two spotlights
- One power point, 500W power consumption max
- 100-word company profile in the Exhibition Catalogue and website
- One Conference Pass and Exhibition Visitor Passes\*
- Discount on additional Exhibition Visitor Passes

*\*Each exhibiting company given one Conference Pass regardless of stand size*

*\*\*Exhibition Visitor Pass allocation based on stand size.*



**App Pavilion Stand**

*Stand designs are subject to confirmation*

App Pods showcase your products and services while allowing your startup company to generate leads and network in the dedicated App Pavilion.

### App Pod

- Information counter with lockable cupboard
- Back and side wall panel
- 3m x 2m needle punch carpet
- Company name & logo on back wall panel
- Two bar stools
- Two spotlights
- One power point, 500W power consumption max
- One waste paper basket
- Exhibition Visitor Passes\*\*



**App Pod**

*Exhibition package and design are subject to confirmation and adjustment*



## 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](http://www.gsma.com) or Mobile World Live, the online portal for the mobile communications industry, at [www.mobileworldlive.com](http://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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