



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

Venue 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.

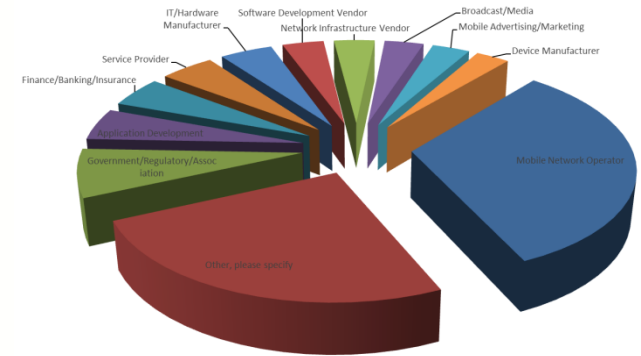
Impressive Facts from 2012

- 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

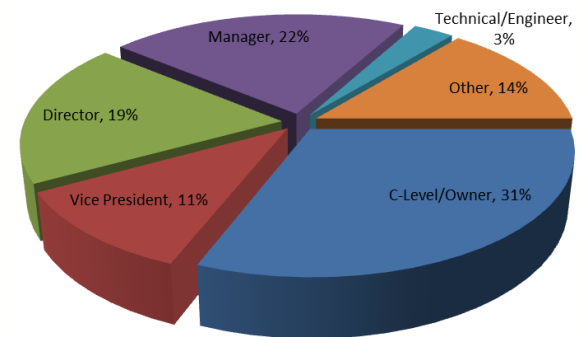
In the conference, a variety of renowned speakers from the mobile spectrum in Asia presented their thought leadership. Among these distinguished speakers included:

- 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

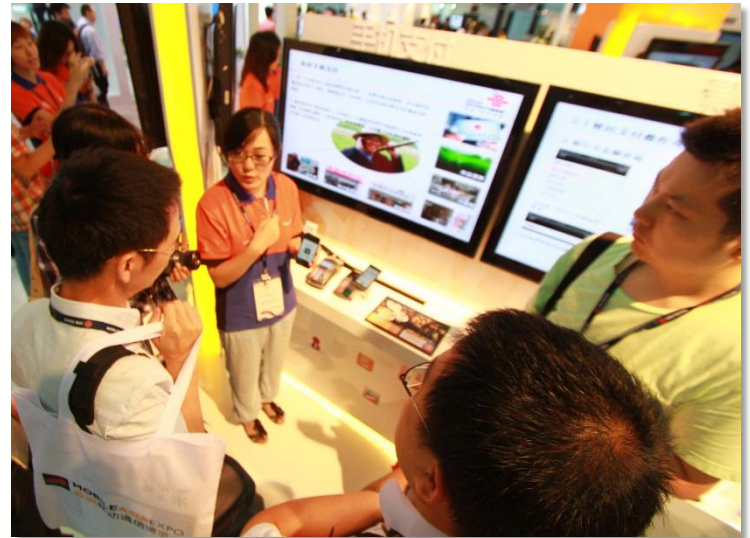


WHY ADVERTISE?

Mobile Asia Expo provides a host of advertising opportunities for companies looking to gain an extra edge during the Event. If your goal is to get your message on the most eyeballs during Mobile Asia Expo, then venue advertising is an excellent tactic to do so. Drive traffic to your stand, generate product buzz, and get a step ahead of your competition by including venue advertising into your overall event marketing plan. Venue Advertising includes opportunities for:

- Exhibition hanging banners
- Flag posts
- Billboards
- Corridor banners

The following pages detail the myriad of opportunities to advertise in and around the Mobile Asia Expo venue during the event.



VENUE ADVERTISING

The SNIEC offers an array of advertising in and around the venue allowing your company to maximise your brand presence and message outreach to drive prospective customers to your stand.

Outdoor Advertising

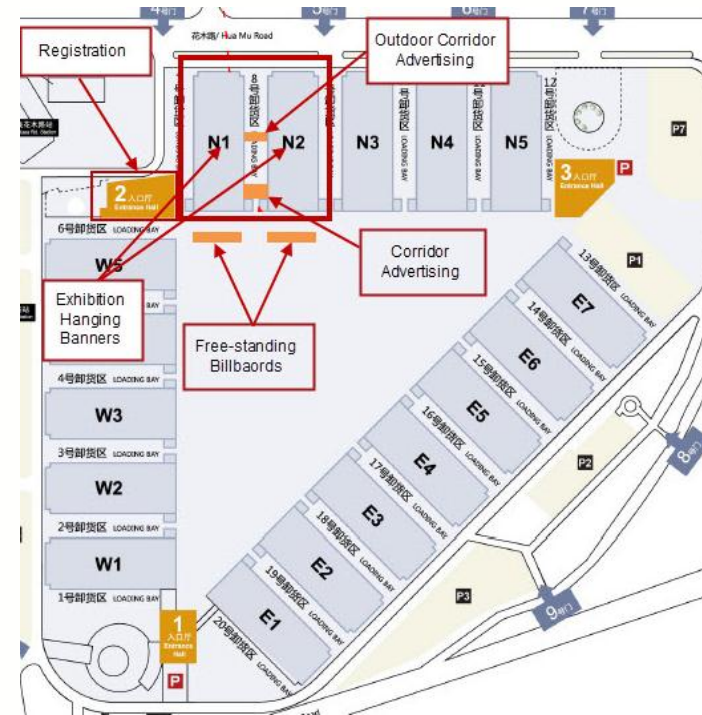
Present your message to C-Level and professional consumer attendees or create a local buzz by taking advantage of the available outdoor advertising locations. Opportunities include:

- Free-standing Billboards (outside exhibition halls)
- Outdoor Corridor Banners
- Outdoor Flag Posts

Indoor Advertising

Inside the venue, banners hang from the ceiling of the two exhibition halls for all attendees and exhibitors to view. Advertising indoors is a great way to promote your message outside your stand while driving traffic to it.

- Hanging Banner in Exhibition Hall
- Indoor Corridor Advertising



2014 locations and placements subject to change



OUTDOOR ADVERTISING

Outdoor Corridor Advertising

Corridor adverts are located between Hall N1 and N2 and are visible to attendees as they pass between the halls. This advertising opportunity allows multiple messages with two options on placing your message: along the base or hanging from the breezeway ceiling.

N1: Corridor Ceiling

Production Specs:

4.8mW x 1.1mH

High resolution in 300dpi; AI, EPS, or PDF

PVC Banner

Quantity Available:

Six

N2: Corridor Base

Production Specs:

2.6mL x 1mD x 1.35mH (four sets)

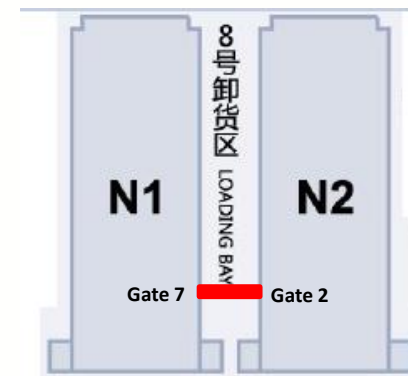
0.73mL x 1mD x 1.35mH (four sets)

High resolution in 300dpi; AI, EPS, or PDF

Foamboard

Quantity Available:

Eight



2014 Specs and locations subject to change.



OUTDOOR ADVERTISING

Free-Standing Billboards

These large three-sided billboards are positioned outside each of the SNIEC exhibition halls viewable to all attendees and the broader public.

Specs:

3.5mW x 5mH

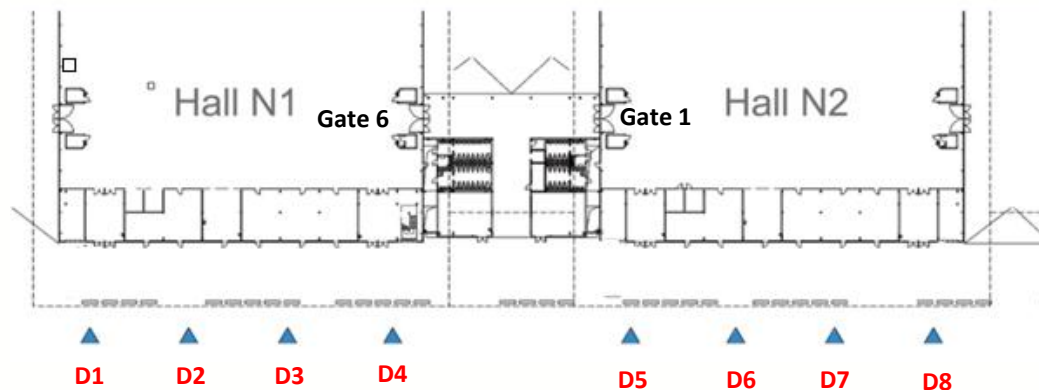
Artwork: 3mW x 4.5mH

High resolution in 300dpi; AI, EPS, or PDF

Metal truss tight with PVC banner

Quantity Available:

Four sets in N1; four sets in N2



2014 Specs and locations subject to change.



OUTDOOR ADVERTISING

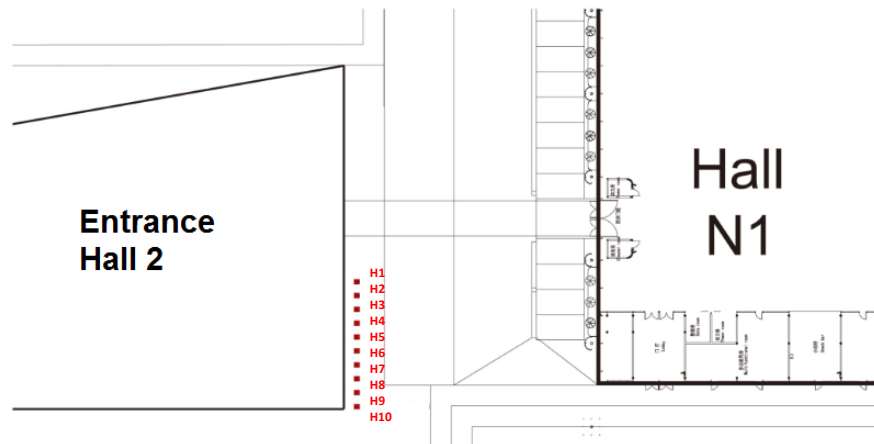
Outdoor Flag Posts

Flag Post advertising attracts the attentions of attendees passing between exhibition halls N1 & N2. Advertisers receive branding on the double-sided flags and on all four sides of the base.



Specs:
 0.6mL x 2.8mH
 High resolution in 300dpi; AI, EPS, or PDF
 Fabric printing

Quantity Available:
 10 Sets



2014 Specs and locations subject to change.



INDOOR ADVERTISING

Hanging Banners

Draped from the exhibition ceiling, these single-sided hanging banners are visible to all exhibition attendees and clearly convey your message during the Event.

Specs:

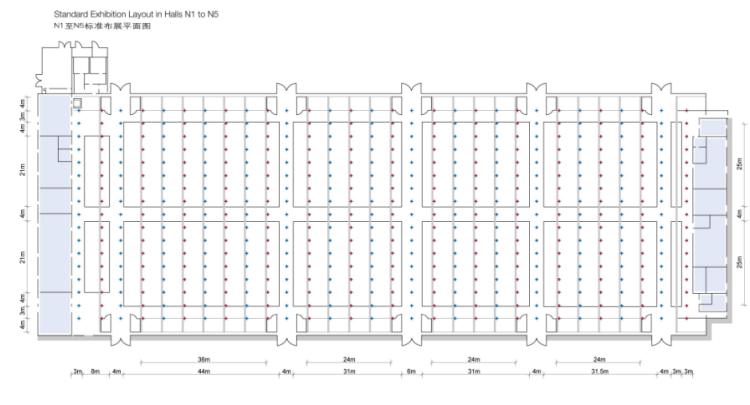
3mW x 4mH

High resolution in 300dpi; AI, EPS, or PDF

PVC banner

Quantity Available:

Not limited but location depends on hanging points



Hanging Point



2014 Specs and locations subject to change.



INDOOR ADVERTISING

Large Corridor Billboards

These large billboards are prominently displayed in the corridor between Halls N1 and N2. Advertising on these billboards ensure your message is received by attendees.

Specs:

8mL x 3mH x 0.5mD

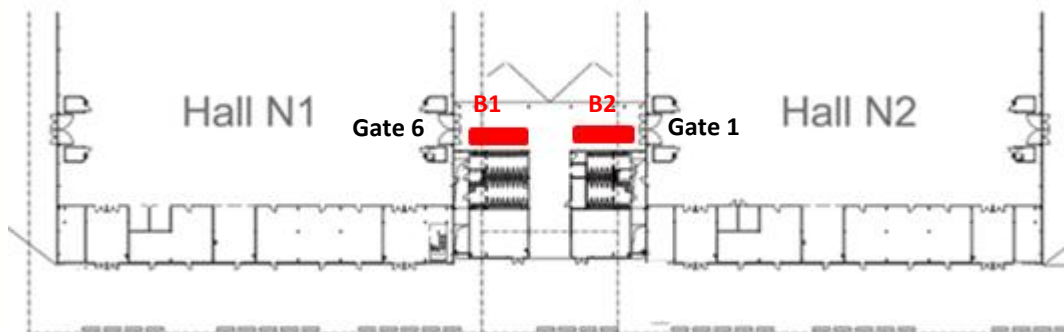
Artwork: 8mL x 3mH

High resolution in 300dpi; AI, EPS, or PDF

Wooden backdrop with PVC banner and system supporting structure

Quantity Available:

Two



2014 Specs and locations subject to change.





INDOOR ADVERTISING

Indoor Corridor Advertising

These banners align the inside corridor connecting Halls N1 and N2. Choose between the ceiling or the panel banners.

Ceiling Banners

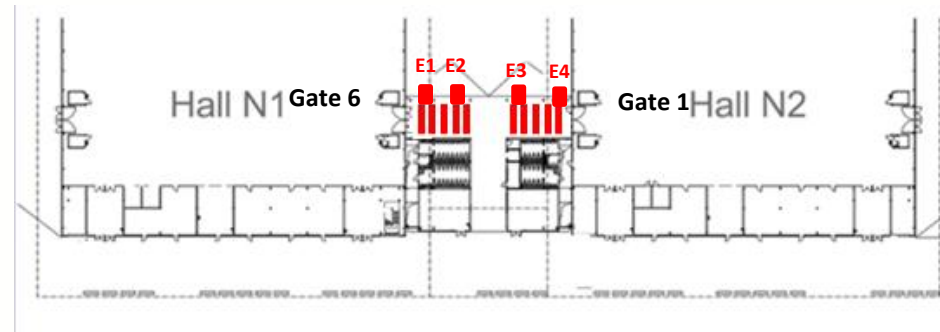
Specs:
 5mW x 0.7mH
 High resolution in 300dpi; AI, EPS, or PDF
 PVC banner

Quantity Available:
 Ten

Panel Banners

Specs:
 1.1mW x 2.5mH
 Artwork: 1.07mW x 2.33mH
 High resolution in 300dpi; AI, EPS, or PDF
 Inkjet printing graphics

Quantity Available:
 Four



2014 Specs and locations subject to change.



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.



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.

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

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.

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 advertising opportunities or to discuss other unique opportunities, please contact the sales team:

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