Experience App Planet at Mobile Asia Expo 2012

Sponsorship, Exhibition, App Developer
Conferences, and App Bytes
Opportunities

App Planet is part of:

GSMA MOBILEASIA EXPO
亚洲移动通信博览会

Shanghai | 20-22 June 2012 ▪ 上海 | 2012年6月20日至22日

THE EVOLUTION

Building on the success in Hong Kong, the GSMA Mobile Asia Expo has evolved to reflect the growing influence of the Asian mobile community on the global stage. Increased customer demand, expanding innovation, and a forward-leaning perspective has allowed Asia to boast a vibrant industry intent on extending its influence globally. In order to continue this evolution and support of the Asia mobile industry, we will be bringing Mobile Asia Expo to Shanghai, 20-22 June 2012.

For the first time, Mobile Asia Expo will be held in the heart of Shanghai in a state-of-the-art facility. The updated and evolved Expo will gather even more high-caliber, industry attendees along with mobile-passionate consumers (consumer access limited to Friday). By uniquely expanding to the next frontier of mobile with thought leadership conferences, game-changing developer programmes, profitable networking experiences, an all-new Deal Hub, an innovative exhibition as well as an expanded App Planet, Mobile Asia Expo will deliver the premier event in Asia focusing on operator community and initiatives.

In the following pages, you will find a comprehensive menu of opportunities to participate in App Planet and at GSMA Mobile Asia Expo 2012. The event where the Asian Mobile industry comes together.
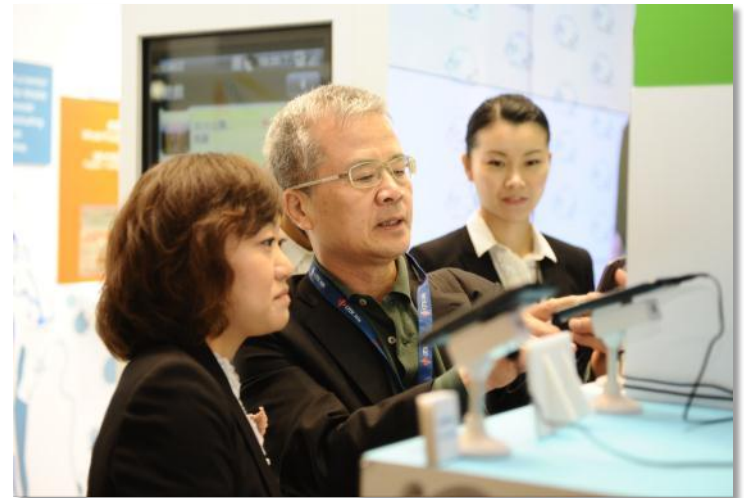
Mobile Asia Expo & Exhibition Details:

- ✿ Exhibition Venue: Shanghai New Int'l Expo Centre
- ✿ Conference Venue: The Kerry Hotel
- ✿ Date: 20-22 June 2012
- ✿ Expected Exhibitors   500
- ✿ Expected Attendance: 15,000+

VENUE & EVENT PROGRAMME

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

Shanghai New International Expos 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, features easily accessible venue in the heart of the Shanghai business district. With over 165,000 sqm of indoor and outdoor exhibition across 13 exhibition halls, the SNIEC is a multi-functional venue suitable for any exhibition showcase.

SNIEC will host the main exhibition for Mobile Asia Expo:

- **Mobile Asia Expo**: International trade exhibition for global companies to develop trade with Asia and do business in China. The exhibition is open to the entire mobile ecosystem plus key buyers and the last day of the event will be opened to the professional consumer looking to preview the current and future products being developed by Asian mobile companies.
- **App Planet China – App Zone**: Dedicated exhibition space showcasing mobile applications and app vendors.

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 an underground train connecting the venue to the Bund and Pudong areas of Shanghai.

The Kerry Hotel hosts a variety of event programmes, including:

- Mobile Thought Leadership & Conference
- Deal Hub
- App Developer Conferences
- App Bytes
- GSMA Ministerial Programme
- GSMA Board Meetings
- GSMA Working Groups

WHAT IS APP PLANET?

App Planet, an event within an event, presents a unique opportunity to explore the many dimensions of the ever-changing and critically important mobile apps market. App Planet presents opportunities for developers and mobile professionals, from operators to value-added service providers to equipment and device manufacturers from around the world, to sharpen their knowledge as well as connect with other major apps "influencers".

For three days we will unite the key apps players in one place at one time, where we will focus on the explosive growth in the mobile apps market while fostering direct communication between developers and platform owners. For a third year, we will position App Planet as the **Centre of the Apps Universe** for the mobile market in Asia.

App Planet Attendee Breakout

Region	2010	Job Function	2010
China/Hong Kong	78%	C-Level/VP/Director	36%
Other Asia	11%	Developer/Tech/Engineer	33%
North America	4%	Manager	20%
Other Regions	7%	Other (non C-Level)	11%
Total	**100%**	**Total**	**100%**

WEDNESDAY – Friday, 20 – 22 June 2012

App Zone – Exhibition

Included in the main Mobile Asia Expo exhibition at Shanghai New International Expos Centre (SNIEC), is an app-focused exhibition area dedicated to the world of Apps.

App Developer Conferences
Wednesday & Thursday, 20 – 21 June 2012

App Developer Conferences (ADCs) will be a focus of App Planet and will be conducted by our ADC partners. Each ADC will take place in an App Planet auditorium, for a full day or half day, and will be open by invitation only from our partners.

App Bytes
Friday, 22 June 2012

App Bytes features a number of "byte-sized" app-focused sessions for the mobile app developer audience.

App Café

The App Café is an area within the App Zone of the exhibition that provides a retreat for attendees and developers to relax, meet with fellow attendees, and make new connections.

APP ZONE – EXHIBITION

The App Zone provides dedicated exhibition area for application companies to showcase and promote their products and services. The App Zone will feature exhibition, showcase pods, and the App Café. All exhibitors receive inclusion within the Mobile Asia Congress Event Guide.

App Pods showcase your products and services while allowing your startup company to generate leads and network in the dedicated App Zone. Each App Pod includes three Exhibition Visitor Passes.

App Stand – Shell Scheme Package for 9 sqm

- Company name fascia board
- Three chairs
- One waste paper basket
- One lockable cupboard
- One round table
- Two spotlights, 23W energy saving light bulbs
- One power point, 500W power consumption max
- Gold Conference Pass and Exhibition Visitor Passes*
- 30% discount on additional Exhibition Visitor Passes

App Pod

- Information counter, white
- Back wall panel
- 3m x 2m needle punch carpet
- Company name & logo on back wall panel
- Two white bar stools
- Two 50W halogen spotlights
- Exhibition Visitor Passes*

App Zone Stand

App Pod

Pass allocation amount based on stand size

WHY SPONSOR?

Mobile Asia Congress will convene senior executives from the highest levels of your target audience, exposing opportunities for your company to connect, network, and do business. The targeted sponsorships outlined on the following pages fit any budget and company goal while allowing your company the opportunity for:

- Face-to-face meetings with your best prospects
- High-level thought leadership networking activity
- Exceptional branding exposure to over 15,000 attendees
- Extensive Chinese and Asian press coverage for product launches and press conferences
- Solid platform for positioning products and devices as the leaders in the market

Taking advantage of one or more of the carefully crafted packages on the following pages compliments your investment while propelling your brand ahead of the competition.

APP DEVELOPER CONFERENCE

Reward, Engage, Educate your Developer Community

App Developer Conferences (ADCs) are led by our ADC partners for a full day to give attendees the chance to learn advanced tools, techniques, and channels to market. Use this opportunity to:

- Boost your existing developer outreach efforts
- Leverage your existing investment in developer relations
- Invite your own attendees and develop your own content

As an ADC Partner, your company will benefit from this turnkey conference solution:

- A fully-provisioned onsite auditorium space
- Customized branding through the auditorium
- Co-marketing support from GSMA
- Opportunities within GSMA's event marketing campaign
- Event passes to entice your target audience
- Support staff including hostesses onsite
- Logistical support from GSMA

Package includes

- Fully-provisioned auditorium
- Stage set-up and Audio/Visual equipment
- Hostesses
- Room branding
- Up to 300 Exhibition Visitors Passes to provide to your attendees
- Logo and 200 word ADC description in the Event Guide
- Logo and 200 word ADC description in the Event website
- Logo under the partner section of the Event Guide

App Developer Package and Schedule

Full Day ADC:	**Half Day ADC:**
09:00 to 17:00	09:00 to 12:30
	14:00 to 17:30

APP BYTES

App Bytes is a dedicated forum allowing key companies to present a one-hour session in any format to an audience of app developers. Each session includes a one-hour networking break which expands your face-to-face engagement with attending developers. A GSMA Master of Ceremonies will keep the day flowing from session to session.

As a presenting company, your brand will be prominent in front of the growing developer audience from across Asia and the world. This is a great opportunity to position your company as a leader in the mobile applications space.

- 300-person auditorium
- Marketing opportunities
- Agenda topics determined by partners
- Networking Break, Lunch or Cocktail

Sample App Byte Schedule

App Bytes Sessions	Time
App Byte Session 1	09:30 – 10:30
Networking Break	10:30 – 11:30
App Byte Session 2	11:30 – 12:30
Lunch	12:30 – 13:30
App Byte Session 3	13:30 – 14:30
Networking Break	14:30 – 15:30
App Byte Session 4	15:30 – 16:30
Cocktail Reception	16:30 – 17:30

APP CAFÉ EXPOSURE

The App Café is an intimate café located in the App Zone of the exhibition area. Sponsoring this App Café puts your brand in front of all attendees but targeted at developers specifically. This is a great sponsorship to compliment your commitment in the exhibition or App Bytes.

App Café Branding

As a sponsor, your brand is incorporated in the overall design of the App Café. Display collateral on the tables to maximise your message to attendees.

Event Collateral Branding

Receive sponsorship recognition in the Event collateral including the web site and Event Guide. This sponsorship starts before the event and will continue long after the Congress is over.

App Café Sponsor Benefits

- Sponsor brand colours incorporated in the design of the App Café where possible
- Printed collateral or promotional item distributed on tables in App Café*
- 1 complimentary Conference Pass

Logo included on:

- Bar structure in App Café
- All signage located within the App Café
- 'Sponsor' page of Event website with 100-word profile
- 'Sponsor' section of Event Guide with 100-word profile
- 'Sponsor Acknowledgement' page of Event Guide

Production and delivery costs covered by sponsor, approved by GSMA

ABOUT THE GSMA

The GSMA represents the interests of mobile operators worldwide. Spanning 219 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations.

Mobile Broadband

Focuses on the development of a ubiquitous Mobile Broadband infrastructure & the proliferation of devices that will connect the world to the Internet.

Mobile Lifestyle

Concentrates on the creation of innovative services that are delivered on this infrastructure and unite the attributes of the web & communications worlds.

Mobile Planet

Leverages mobile to help enrich the lives of individuals across the developing world, bringing services to these markets in a socially responsible manner.

Along with the Mobile Asia Congress, the GSMA runs the industry-renowned, Mobile World Congress and other events across the globe each year, including the GSMA Mobile Money Summit and GSMA Mobile Health Summit.

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

CONTACT US

All sponsorships include a complimentary passes. For specific details on each package or to take advantage of these excellent branding and promotional opportunities, please contact the sales team:

Asia Sales: +852 3960 5080
Non-Asia Sales: +44 20 7356 0616

Email: SalesMAE12@gsm.org