



# App Planet

## Be a part of App Planet at Mobile Asia Expo 2012

- ⚙ Exhibition – App Pavilion
- ⚙ App Developer Conferences
- ⚙ Forum Series
- ⚙ Sponsorship

App Planet is part of:



**MOBILEASIAEXPO**  
**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





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# 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, GSMA is bringing Mobile Asia Expo to Shanghai, 20-22 June 2012 under the theme 'The New Mobile Era'.

For the first time, Mobile Asia Expo will be held in the heart of Shanghai in the state-of-the-art Shanghai New International Expo Centre. The updated and evolved Expo will gather even more high-caliber, industry attendees along with mobile-passionate professional consumers. 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, and an expanded exhibition, 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 showcase your brand at the latest iteration of the event where the Asian mobile industry showcases its intelligent innovation: the GSMA Mobile Asia Expo 2012.



## 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: 20,000+





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## VENUE & EVENT PROGRAMME

The Mobile Asia Expo is a multi-featured event located at two state-of-the-art venues.

### 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, features easily accessible venue in the heart of the Shanghai business district. With over 165,000sqm 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:** 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
- ⚙️ **App Planet China:** App Planet, an event within an event, will present a unique opportunity to explore the many dimensions of the ever-changing, important mobile apps market. App Planet features the App Zone exhibition, App Developer Conferences (ADCs), the Forum Series led by our partners and a myriad of networking opportunities for the developer and mobile industry.

### 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
- ⚙️ GSMA Public Policy Forum
- ⚙️ GSMA Board Meetings
- ⚙️ GSMA Working Groups
- ⚙️ The all new **Deal Hub**





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# 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	2011	Job Function	2011
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%
<b>Total</b>	<b>100%</b>	<b>Total</b>	<b>100%</b>

## APP PLANET FEATURES

### Exhibition – App Pavilion

**Wednesday - Friday, 20 – 22 June 2012**

Included in the main Mobile Asia Expo exhibition at Shanghai New International Expo 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.

### Forum Series

**Wednesday & Thursday, 20 – 21 June 2012**

Each Forum is a one-day, thought leadership forum led by our sponsors. This years Forum Series includes sessions on Augmented Reality, Wi-Fi, MNO Developer Cloud and Open NFC. These sessions are open to Exhibition Visitor Pass holders.

### Networking

From the Exhibition area to the App Café, App Planet provides a myriad of networking opportunities for all attendees. Support networking activities by becoming the sponsor of the App Café.



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## EXHIBITION - APP PAVILION

The App Pavilion provides dedicated exhibition area for application companies to showcase and promote their products and services. Located in the Shanghai New International Convention Center, 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 lockable cupboard
- ⚙ One table
- ⚙ Two spotlights
- ⚙ One power point, 500W power consumption max
- ⚙ 100-word company profile in the Event Guide and website
- ⚙ One Gold Conference Pass and Exhibition Visitor Passes\*
- ⚙ Discount on additional Exhibition Visitor Passes

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, white
- ⚙ Back wall panel
- ⚙ 3m x 2m needle punch carpet
- ⚙ Company name & logo on back wall panel
- ⚙ Two bar stools
- ⚙ Two spotlights
- ⚙ Exhibition Visitor Passes\*\*



**App Pavilion Stand**

*Stand designs are for example only.*



**App Pod**

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

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



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# APP DEVELOPER CONFERENCES

## Reward, Engage, Educate your Developer Community

App Developer Conferences (ADCs) are a key feature of App Planet at Mobile Asia Expo. These half or full-day conferences are led by our ADC partners for a full or half 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 theatre space
- ⚙ 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 onsite
- ⚙ Logistical support from GSMA

## App Developer Packages

**Full Day ADC:**  
09:00 to 17:00

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



## Package includes:

- ⚙ Fully-provisioned auditorium
- ⚙ Stage set-up and Audio/Visual equipment
- ⚙ Hostesses
- ⚙ Room branding
- ⚙ Partner-led development of content/agenda
- ⚙ Distribution of printed material, gift, or promotional items to attendees\*
- ⚙ ADC event included in all App Planet marketing communications, signage, and holding slides listed as Platinum Sponsor
- ⚙ Complimentary Exhibition Visitors Passes to distribute to developers, customers, clients, and partners
  - ⚙ Entrance into Mobile Asia Expo 2012 Exhibition
  - ⚙ Entrance into the ADC (tracked and managed by each ADC Partner)

*\*Production and delivery costs covered by sponsor, approved by GSMA*





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## FORUM SERIES

Important new mobile technologies and applications merit a dedicated Forum. Our Forum Series provides an opportunity for our Sponsors to present, debate and discuss these important topics in front of key Mobile Asia Expo attendees. Forum Sponsors have the opportunity to deliver a focused, topic-specific presentation or position paper, lead a panel discussion, and engage in audience interaction and Q&A. In addition, each Forum Session sponsorship includes a networking break immediately following the session, giving the sponsor the opportunity to mingle and network with attendees and make valuable connections.

### Forum Series Topics

- ⚙ Mobile Augmented Reality
- ⚙ Wi-Fi
- ⚙ MNO Developer Cloud
- ⚙ Mobile NFC

### Each Forum Theatre comes fully equipped, including:

- ⚙ Theatre-style seating for up to 125 attendees
- ⚙ Stage set-up
- ⚙ Audio/Visual equipment
- ⚙ Hostesses and onsite support
- ⚙ Room branding

Forum Day Agenda	Proposed Schedule
Platinum Sponsor Session	09:30 – 10:45
Platinum Networking Break	10:45 – 11:15
Platinum Sponsor Session	11:15 – 12:30
Platinum Sponsor Lunch	12:30 – 13:30
Gold Sponsor Session	13:30 – 14:45
Gold Sponsor Networking Break	14:45 – 15:15
Gold Sponsor Session	15:15 – 16:30
Gold Sponsor Cocktail Reception	16:30 – 17:30





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# SPONSORSHIP - APP CAFÉ

The App Café is an intimate café located in the App Pavilion 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 an App Developer Conference.

## 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 website and Event Guide. This sponsorship starts before the event and will continue long after the Expo 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\*
- ⚙ One 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



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## 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 Mobile Asia Expo, 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 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)



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## 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**

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**Email: [Sales@mobileasiaexpos.com](mailto:Sales@mobileasiaexpos.com)**

