



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

SPONSORSHIP & PROMOTION
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.

Following on the success of the inaugural Mobile Asia Expo in 2012, we are planning a bigger and better follow-up for 2013. Mark your calendars now to participate on 26-28 June 2013 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*



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.

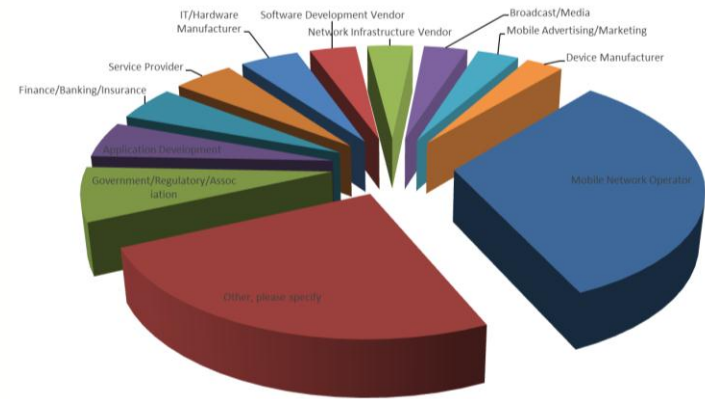
Impressive Facts from 2012

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

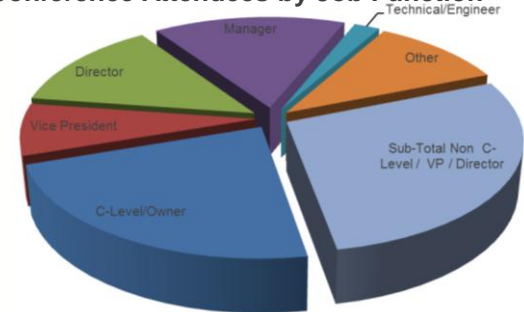
In the conference, a variety of renowned speakers from the mobile spectrum in Asia presented their thought leadership. Among these distinguished speakers included:

- 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





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 SPONSOR?

Mobile Asia Expo convenes senior executives from the highest levels of your target audience – whether you are looking to meet B2B or professional consumers – 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 brand exposure to over 20,000 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.





OVERALL EVENT SPONSOR PACKAGES

High-level, high-exposure event sponsorships – Platinum and Gold – provide unsurpassed presence throughout the entire event, online, and in event communications. An overall event sponsorship will ensure your brand gains exposure to senior-level attendees representing the key players in the global mobile industry. Take advantage of these sponsorship packages for an incredible opportunity to elevate your brand.

- **Platinum Sponsorship: ON HOLD**
Exclusive
- **Gold Sponsorship:**
Two available

Event sponsorships involve a comprehensive mix of promotional exposure, including:

- Event Branding
- Advertising
- Pre-Event Marketing
- Networking





THEME SPONSORSHIPS

GSMA is committed to stimulating new sources of industry growth as mobile matures and evolves. Accordingly, GSMA has identified several strategic areas to source growth and profit for the industry as it presses forward. Highlighted throughout Mobile Asia Expo, the theme sponsor is able to connect with specific high-value targets of a chosen vertical theme while receiving valuable exposure.

Align your company with GSMA with these key industry sectors:

- **Augmented Living**
- **Mobile Gaming**
- **App Pavilion**

Theme Sponsorships include an exhibition stand, tremendous branding exposure, and association as a leader in the emerging sector of the mobile industry. If your company wants to be at the forefront of augmented living, mobile gaming, or applications then this sponsorship will excel your standing among your peers and competitors.





INNOVATION LAB

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. There are a variety of options to utilise the Innovation Lab that fit your particular needs.

Innovation Lab Platinum Sponsor:

As the Innovation Lab Platinum Sponsor, your company receives full access to the theatre on all three days of the exhibition as well as prominent branding throughout. Also, the Platinum Sponsor may host a half-hour session all three days to show and tell new products. This package ensures your new product will get the attention it needs beyond the exhibition halls.



Innovation Lab N1 & N2 Sponsor:

Discount available with exhibition

Session sponsors have the Innovation lab theatre for their use for a set period of time. Whether your goal is simply to demo your product or hold a Q&A session to either a B2B or consumer audience, one of the following options suits your goals:

- 30-minute session: POA
- One-hour session
- Two-hour session
One hour each on day 1 and day 2
- Three-hour session
One hour each on day 1, 2 and 3

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.



TRADE HUB

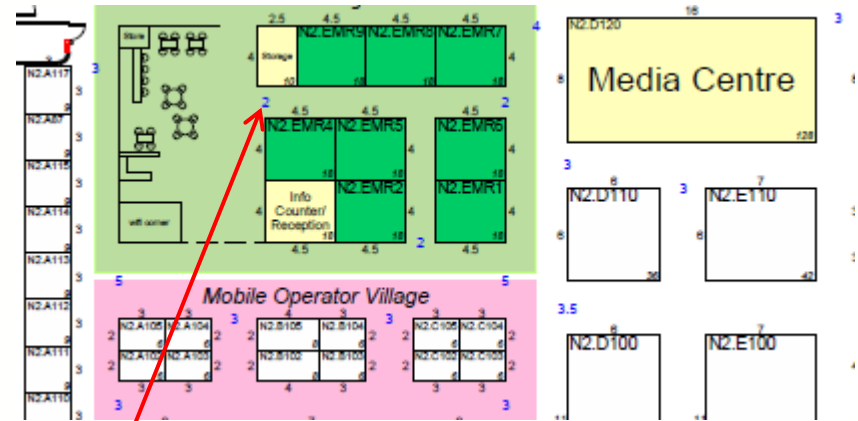
B2B 'Matching Making' Package

Trade Hub is located with in 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.

Ask about how you can participate in the Trade Hub or simply have an Executive Meeting Room.

Trade Hub Package includes Executive Meeting Room Package



Executive Meeting Room/ Trade Hub / VIP Lounge combined location



TRADE HUB BUYERS FROM MAE 2012

"Great idea, very useful meetings"

Globe Telecom

"An extremely useful platform to meet with potential partners to discuss the future of smart networks and how we can work together" **KT**

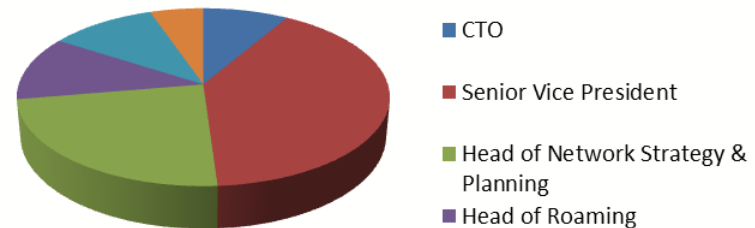
"It was a pleasure to meet with IBM at the Deal Hub and we look forward to future valuable discussions"

China Unicom

- CTO, SmarTone
- General Manager, SmarTone
- Director International Partnerships, SmarTone
- Manager, Asia Carrier Strategy, Telefonica
- Managing Director, SingTel Innov8
- Senior Advisor, China Unicom
- Director of Carrier Strategy, Telefonica
- President, Serve Enterprise, American Express
- Strategic Network Planning, America Movil
- Sr. Manager, Carrier Partner Management, Globe Telecom
- General Manager, eBiz Center, China Mobile
- General Manager, China Mobile
- Vice President, PCCW
- VP Mobile Business, Belgacom BICS
- Vice President, Ahoy Telecom India
- Senior Manager, Carrier Partner Management, Globe Telecom
- UE Manager, Vodafone Hong Kong
- Sr. Manager, Carrier Partner Management, Globe Telecom
- Strategic Network Planning Leader, America Mobile
- Regional Director APAC, Orange
- Head of Roaming & Transit, Loop Mobile

- Head of B2B Operations, Loop Mobile
- Dir. of Strategy & Marketing APAC, Telefonica
- Senior Director, Indosat
- CTO, True Corp
- Senior Vice President, Strategy, SKT
- Head of Roaming, Jiangsu Mobile
- Senior Vice President, KT
- Director, Strategy, Shanghai Mobile
- Vice President, Strategy, Shanghai Mobile

Mobile Asia Expo 2012 Deal Hub Buyers





CATERING & REFRESHMENT HOSTING

The GSMA Mobile Asia Expo provides two well-positioned networking sponsorships to help companies target and interact with the VIP attendees. The following sponsorships provide an intimate setting to entertain VIP clients, premium exposure in front of key decision makers, and position your company as a leader among the Asian mobile elite. Elevate your company by taking up the Networking Evening or VIP Dinner Sponsorships:

Networking Evening Sponsor:

Discount available with 24sqm exhibition

This exciting and ever popular networking event gives an sponsor exclusive opportunity to communicate effectively in an intimate setting with attendees and the mobile elite. The Networking Evening provides a relaxed and elegant environment featuring live entertainment and a sampling of local cuisine.

As the sponsor, your company receives prominent branding throughout the Networking Evening including signage, collateral or gifts presented to attendees, and marketing material promoting the Networking Evening. As a special perk, the sponsor may host a cocktail reception for up to 500 people in the foyer of the Grand Shanghai Ballroom in Kerry Hotel Pudong. In addition, the sponsor may address all attendees of the Networking Evening with a short speech.

NEW for 2013! VIP Dinner Sponsor:

The VIP Dinner allows a sponsor to host distinguished, high-level attendees of the sponsor's choosing to a formal sit-down dinner in the Grand Shanghai Ballroom in Kerry Hotel Pudong. The sponsor receives exceptional branding on menus, invitational e-mails, signage, and pull-up banners. This customisable dinner allows the sponsor a variety of options to entertain strategic clients and prospective customers in a captive environment. Take advantage of this dinner with this strategic sponsorship.





CATERING & REFRESHMENT HOSTING

Coffee Breaks Sponsor:

Discount available with exhibition

Complimentary coffee, tea and water will be served in the conference area of the Kerry Hotel to attendees in the mornings and afternoons. This is an ideal opportunity to have high-profile branding placed throughout the break area on each conference day, presenting your company as the facilitator of this service.

- Day One: Available
- Day Two: Available

Lunch Sponsor:

Discount available with 24sqm exhibition

A complimentary lunch will be held on two days of the conference for all attendees in the conference area of the Kerry Hotel. This package includes a lunch on two days and provides an exceptional opportunity to exclusively promote your brand onsite to attendees while they enjoy their afternoon meal in the lunch area.

- Day One: Available
- Day Two: Available

NEW for 2013! Welcome Coffee Sponsor:

Discount available with exhibition

To welcome attendees each morning to the conference, complimentary coffee, tea and water will be served in the conference area of the Kerry Hotel. Get your message to C-Level attendees early by taking advantage of this sponsorship.

- Day One: Available
- Day Two: Available





EXHIBITION NETWORKING

Connect Lounge Sponsor:

Discount available with exhibition

Located in the heart of the exhibition floor, the Connect Lounge sponsorship is an outstanding opportunity to put your brand in front of all attendees while networking or relaxing with coffee and reading complimentary news provided by our media partners. While receiving complete branding, the sponsor may corner off an exclusive area for meeting space to host clients and conduct meetings. Sponsors are allowed to provide branded napkins, coasters and collateral.



Connect Lounge

App Café at SNIEC Sponsor:

Discount available with exhibition

The App Café at SNIEC is a meeting and refreshment point located in the App Zone of the exhibition area. Sponsoring the App Café puts your brand in front of all attendees but targets developers specifically. This is a great sponsorship to compliment your exhibition space.



App Café



ATTENDEE SERVICES

Registration Sponsor:

This high-visibility sponsorship opportunity places your brand in front of every influential event participant as they register online and check in onsite to receive their Expo access badges. The sponsor's linkable logo appears prominently on the online registration pages throughout the registration process. During the event, the sponsor logo is prominent on registration area signage while their brand appears on the sign-in computers and the pins worn on all hostess uniforms.



Registration Desks



Media Centre Sponsor:

Discount available with exhibition

Situated in the heart of the exhibition area, this sponsorship extends beyond the impressive list of media representatives from top-tier publications, analysts and broadcasters worldwide. By sponsoring the Media Centre, your name will be in front of all global media representatives covering this event as well as every attendee passing through the exhibition floor.



Media Centre



ATTENDEE SERVICES



Charging Station

Charging Station Sponsor:
 Discount available with exhibition

Halls N1 & N2 in SNIEC feature a Charging Station for attendees to re-power their mobile phones and computers. The charging stations include multiple power outlets to power devices. The sponsors can capture attendees' attention by playing a five-minute looped video message on nearby plasma screens to maximise brand awareness. This ever-present need is sure to attract the attention of many attendees looking to power up their devices.



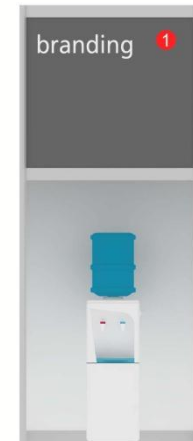
Information Desk

Information Desks Sponsor: SOLD

Display your logo on the information desks, which are strategically placed in the exhibition to help attendees locate their next destination. This package includes collateral placed on each Information Desk and one literature piece inserted into each conference bag.

NEW for 2013! Aqua Station Sponsor: SOLD

The Aqua Station provides attendees a nice reprieve and rest stop as they move about the large exhibition halls all day. As the sponsor of this vital service, you'll receive generous exposure in and around the Aqua Station with repeated exposure to attendees as they come and go on multiple occasions.



Aqua Station



ATTENDEE PROMOTIONS

Lanyard Sponsor: **SOLD**

Each conference attendee, speaker and media representative must collect a lanyard from registration and wear this throughout the event. For this reason, the Lanyard Sponsorship is an excellent opportunity to have high-profile branding on each attendee for the duration of the event.

Attendee Badge Sponsor: **SOLD**

Put your company logo in the hands of every attendee by sponsoring the official attendee badge. Your logo will be prominent on each attendee as they network and meet other industry representatives on the show floor and in the conference sessions.



Exhibition Visitor Bag Sponsor:

Discount available with exhibition

Available to exhibition visitor attendees and distributed at registration, these bags are printed with your company branding in high-visible colour on one side, and the GSMA Mobile Asia Expo branding on the other - a walking advertisement!

Exhibition Visitor Bag Insert:

Discount available with exhibition

Three Inserts Available

Communicate your message to attendees by including your marketing collateral in the visitor bag, which is distributed at all registration points.





CONFERENCE ATTENDEE PROMOTIONS

Conference Bag Sponsor:

Discount available with exhibition

A stylish and functional bag is presented to all conference attendees, speakers and media representatives upon registration, plus it contains a plethora of useful event information. Sponsoring the Conference Bags puts your brand on each Conference Bag and allows you to insert a piece of corporate literature in each bag. The conference bags provide excellent brand visibility, even after the event is over.

Conference Bag Insert:

Discount available with exhibition

Three Inserts Available

Promote your brand to the high-profile Gold and Platinum pass holders and industry leaders by placing your direct marketing materials in each conference bag.

Conference Stationery Sponsor:

Discount available with exhibition

Provide each conference attendee, member of the press, and speaker with an exclusive branded notepad and pen inside their conference bag. The simple and effective use of headers and footnotes on the stationery can be used to educate customers and engage them with your brand.



E-MAIL MARKETING

Leverage the GSMA's exclusive database of senior executives in the mobile industry with a focus on the Asia Pacific market by promoting your brand during the pre-event email marketing campaign.

There are two different types of email communications for the Mobile Asia Expo:

Pre-event Banner in Prospect E-mails:

Highlight your brand to the mobile industry on one of our pre-event e-mail communications to prospects with a focus on Asia Pacific contacts. Choose between one of three pre-event prospect emails from the dates below.

Exhibitors may receive a discount for each e-mail sponsorship:

- E-mail in March 2013: **SOLD**
- E-mail in April 2013: **SOLD**
- E-mail in May 2013: **SOLD**

**Dates, quantity delivered, and placement are approximate, subject to change, and will be confirmed upon contract*



Pre-Event Banner in Registered Attendee E-mails:

Place an exclusive advertising banner within a pre-event e-mail to invite attendees to connect with your organisation. Create excitement regarding a company announcement or spark interest in a new product. Sponsorship includes one placement banner available from the dates below:

Exhibitors may receive a discount for each e-mail sponsorship:

- One e-mail at the end of May 2013: Available
- One e-mail at beginning of June 2013: Available



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

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

Greater China Regions:	+852 9255 0680
	+86 139 1862 0441
Asia-Pacific Region:	+852 6173 3619
Europe, U.S., Middle East & Africa:	+44 7920 203 277
Email:	Sales@mobileasiaexpo.com

