

THE NEW MOBILE *HORIZON*



mPOWERED
BRANDS

Audience Engagement Opportunities via Theatres



THE NEW MOBILE HORIZON

Mobile World Congress combines the world's largest mobile solutions exhibition with a premier thought leadership conference. The event hosts thousands of leading companies from over 200 countries. It is the global marketplace for all things Mobile.

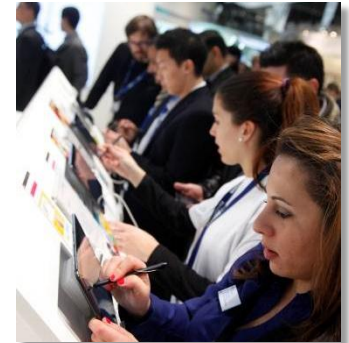
As mobile technology has earned a critical position in business and personal life, Mobile World Congress has become a pivotal learning, solutions and business development destination for all business verticals and leadership roles in operations, technology, finance, marketing, sales, and customer relationship management.

Mobile World Congress offers 240,000 square metres of industry solutions for enterprises and marketers of all categories who seek to solve operational and consumer engagement requirements.

Mobile World Congress' global stage is the place to demonstrate your thought leadership, business capability and to develop new business.

Explore the comprehensive menu of opportunities to promote your brand and capability at the event where the possibilities for global impact are endless: GSMA Mobile World Congress 2013.

We are expecting over 70,000 attendees to join us at MWC13 as we explore the **New Mobile Horizon**.



MWC 2012 Event Highlights:

- Attendees 67,176
- Exhibiting Companies 1,500
- Conference Attendees 9,660
- C-Level, Board, Vice Presidents 58%
- Press & Media 3,380
- Global Participation 205 countries

mPOWERED BRANDS

The Place For Enabling Business

Building on the successful launch of mPowered Brands in 2012, the GSMA is expanding the multi-faceted programme to further develop marketers' and enterprise leaders' mobile knowledge and to fast-track their use of mobile as a marketing medium.

mPowered Brands is a valuable programme for professionals across the mobile marketing ecosystem, providing practical knowledge, timely insights and innovative solutions from the companies at the forefront of mobile marketing. It is the place where marketers discuss and debate their needs vis-à-vis mobile; where mobile thought leaders, country, and demographic experts offer insights; where solution providers simplify the challenges of multi-channel marketing that more and more, includes mobile.



Consumer goods brand and marketing leaders require market share retention in mature and growth in emerging markets

Operational mandates to refine the supply chain with mobile technologies, from production to warehouse to store to consumer

The 'consumerization of IT' across global offices requires CIO/CTO capability to source solutions to respond to demand, & protect with agility

Multi-brands struggle to achieve a holistic & aligned understanding to smartly execute mobile strategies across the brand portfolio

A mobile device is on the person of almost 6 billion people around the world.

For a majority, mobile is 'The First Screen'

Thousands of experts and solutions in one place for your needs around the globe

MWC's scope addresses the enterprise and brand mandate to drive growth via mobile

mPOWERED BRANDS THEATRES

Helping Marketers Engage Consumers

As consumer and business behaviors shift to a mobile centric life/work rhythm, B2C and B2B companies of all types and sizes must evolve to sustain and grow business value in a multi-channel world. The wide array of available mobile solution choices is an indicator of inherent opportunities and complexities, posing real challenges for business leaders to understand, execute and measure... and invest more in an informed and balanced way.

Co-incidentally, the audience at GSMA Mobile World Congress events is alive with leaders from across industries seeking insights and 'the next thing'. Unsurprisingly, they discover that mobile is rich with possibilities and there is complexity that comes with it. They need thought leaders to guide them toward smart and informed decisions for marketing and their enterprise objectives. That's where you come in!

An mPowered Brands Theatre is a platform for Marketers, ad agencies, media companies, advertising technology firms and enterprise solutions providers to take action. The Theatres are here to elevate your thought leadership and capabilities. We offer a Theatre package that supports you through marketing, targeting, registration, implementation and post-event analysis.



Past mPowered Brands Theatre partners include:

- Acision
- ADTECH
- comScore
- Exicon
- Google
- GSMA mWomen
- McCann Worldgroup
- Microsoft Advertising
- Mobile-LoCo by Converge Labs
- Nielsen
- Shanghai International Film Festival
- Soli





“YOUR” THEATRE AT MWC13!

Your Theatre, Your Agenda, Your Invitees: Your Day!

GSMA Mobile World Congress affords premium market exposure to the largest and most influential gathering in the mobile industry. An mPowered Brands Theatre gives you “the stage” to deliver your thought leadership – industry insights, company solutions, product roadmaps, announcements, product and service demonstrations, case studies, or workshops – to your invited audience.

MWC “Theatre District” at MWC13

The theatres are located in the Theatre District in Hall 8.0. These adaptable, state-of-the-art theatres are equipped to seat approximately 75, 250, or 500 attendees.

In addition, our dedicated teams work with your team to make the implementation of your “conference in a conference” a success (see “GSMA Marketing, Operations, and Registration Support” later in this presentation).



Theatres

Well appointed Theatres for 75 to 500 persons for your objectives and budget

Your choice of a targeted or open event. Free exhibition passes for your guests for all 4 days

Packaged for implementation ease. You focus on your objectives, content, clients and prospects, we’ll handle logistics and co-market

Forums

Well-appointed Theatres for 75 to 250 persons, hosted by four sponsors focusing on company thought leadership on a chosen industry topic

Four sponsors commit to topic, host, participants & split cost for the day

Free exhibition passes for each sponsor guest list, up to the amount of seats in the room per sponsor



FORUMS

Forums, located in the Theatre District in Hall 8.1, are one-day programmes focused on a specific industry topic. A Forum consists of four sessions with an accompanying break. Each session is led by a different partner and an emcee, who is an industry expert, guides the day from session-to-session. Forums are scheduled in 75 and 250 seat theaters only.

Forum Partners lead their session and develop their content to embrace the Forum topic and what is in line with their company’s goals and objectives. We provide you with the theatre set-up, networking break, catering, logistics, and marketing tools. We invite you to present your Forum idea and a lineup.

Sample Agenda:

Session	Description	Timing
Session 1	Speaking Session Networking Coffee Break	09:30 – 10:45 10:45 – 11:45
Session 2	Speaking Session Lunch Break	11:45 – 13:00 13:00 – 14:00
Session 3	Speaking Session Networking Coffee Break	14:00 – 15:15 15:15 – 16:15
Session 4	Speaking Session Cocktail Reception	16:15 – 17:30 17:30 – 18:30

Forum Benefits:

- Acknowledge company as “mPB Forum Partner”
- Lead content/agenda of session on topic of choice for one-hour and fifteen minutes
- 75 (or 250) Exhibition Visitor Passes for each Forum Partner to personally invite targeted professionals. Pass are good for all for Exhibition days and are upgradeable
- Distribute up to 75 (or 250) pieces of printed material, gift, or promotional item in Theatre*
- Place up to six (6) pop-up banners in Theatre during your session *
- Company logo on Forum holding slide
- Breaks include:
 - Catering for 75 (or 250) people
 - Distribute 75 (or 250) pieces of printed material, gift or promotional item in Foyer*
 - Place up to six (6) pop-up banners in Foyer* following your session

**Production and delivery costs covered by Forum Presenter, approved by GSMA*



FORUM TOPICS UNDER CONSIDERATION

Marketing in Asia

Billions of new consumers across Asia are now addressable through mobile devices, many for whom mobile is the 'first screen'. The Forum offers a day long series of region, country, demographic, behavioral insights and business cases which will bring this exciting market into sharper focus.

mBoomers

Baby Boomers are into their career and life stages and form a sizeable slice of economies around the world. As they advance in age, are mobile device makers and application developers focused on addressing their evolving needs. This Forum will examine the 'Boomer' demographic, debate their needs and look into the marketplace to learn who is keeping their eye on this prized consumer segment.

Marketing in LATAM

Latin America is a collection of diverse cultures and economies, and a growing population of savvy consumers who use mobile devices and applications in advanced ways to stay in touch, for banking, and shopping. The Forum Day will examine the economies, populations, consumer and behavioral activities of the dynamic and increasing buying power of Hispanic peoples.

Achieving Engaging Creative Advertising on Mobile

Let's face it, mobile devices can do pretty much everything that any other content and advertising medium can do, but it's form factor calls for some very creative advertising solutions. The Forum is dedicated to leading brands, their agencies, and mobile application solutions that are making a big impact on the small screens. .

Mobile Youth

When it comes to understanding what's next for devices, services, education, entertainment and social networking, we look to young people who quickly adopt, adapt or abandon products and services that may have millions or billions riding on the outcome. The Forum day is dedicated to understanding young people and their power to affect the commercial world and society.

Solutions for the Mobile Enterprise and Customer

Mobility is radically altering the world of business computing and applications for the CIO. Tablets, handset and BYOD is turning the enterprise architecture upside down. Learn how mobile is changing everything from app development to system/device management.

Please forward all mPowered Brands Forum topic suggestions to: mpoweredbrands_sales@gsm.org



WHY INVEST IN MWC?

ROI

Our repeat business is at 97% because buyers and sellers and everyone in between prepares well and accomplishes their goals

ENABLEMENT

Year on year, Mobile World Capital hosts the most comprehensive showcase of talent, expertise and solutions. We focus on problems, cases and solutions because we all have them

EFFICIENCY

Achieve your internal, market, partner, and PR objectives in 4 days over what can take months or years. Over 1500 companies from 205 countries

NETWORKING, CONNECTIONS, INSIGHTS, KNOWLEDGE

Step into the center of the mobile universe and chart your next chapter in business



THEATRE PRICING

	Seats	Days	Rate Full Day	Rate Half Day	Complimentary Passes?
Theatre	500	Mon-Wed Thurs	£210,000 £150,000		√
	250	Mon-Wed Thurs	£135,000 £ 80,000		√
	75	Mon-Wed Thurs	£ 50,000 £ 30,000	£ 28,000	√
Forum	250	Mon-Wed	£45,000 per sponsor x 4 positions		√
	75	Mon-Wed	£15,000 per sponsor x 4 positions		√

Note: Thursday room time availability is 09:00 - 13:30; no half-days



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. The GSMA also produces industry-leading events such as the Mobile World Congress and Mobile Asia Expo.

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.

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

Contact us for more details on the mPowered Brands Theatres, including custom-made options that fit your organization's objectives and budget.

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