



THE NEW MOBILE *HORIZON*

Theatre Opportunities



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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

The mobile ecosystem continues to expand at lightning speed, with endless innovation and new applications of connected technology. Featured at the GSMA Mobile World Congress are the latest and greatest innovations in the largest mobile industry exhibition driven by leading mobile operators, vendors, and content owners from across the world.

The 2012 Congress featured 1,500 exhibiting companies and occupied more than 63,000 square metres of exhibition and hospitality space. But expect more in 2013!

Mobile World Congress is relocating to a new world-class venue, Fira Gran Via, in the heart of the Mobile World Capital. Fira Gran Via boasts 240,000 square metres of state-of-the-art exhibition space across eight halls located in one of the major Barcelona business districts.



Come explore the impressive list of C-level attendees, premier exhibitors, captivating speakers, and numerous networking opportunities all at the new location of Mobile World Congress. The venue may be new, but Mobile World Congress continues to be the place where the mobile industry comes to do business.

Explore the comprehensive menu of opportunities to promote your brand 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**.



“YOUR” CONFERENCE 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. A 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 50, 75, 250, or 500 attendees and support:

- Full-Day Conferences to reach App Developers, Marketing & Advertising Agencies, Customers, Users, and Partners
- App Planet, mPowered Brands, Forum Series and User / Training/ Partner Events
- Major press conferences or product launches

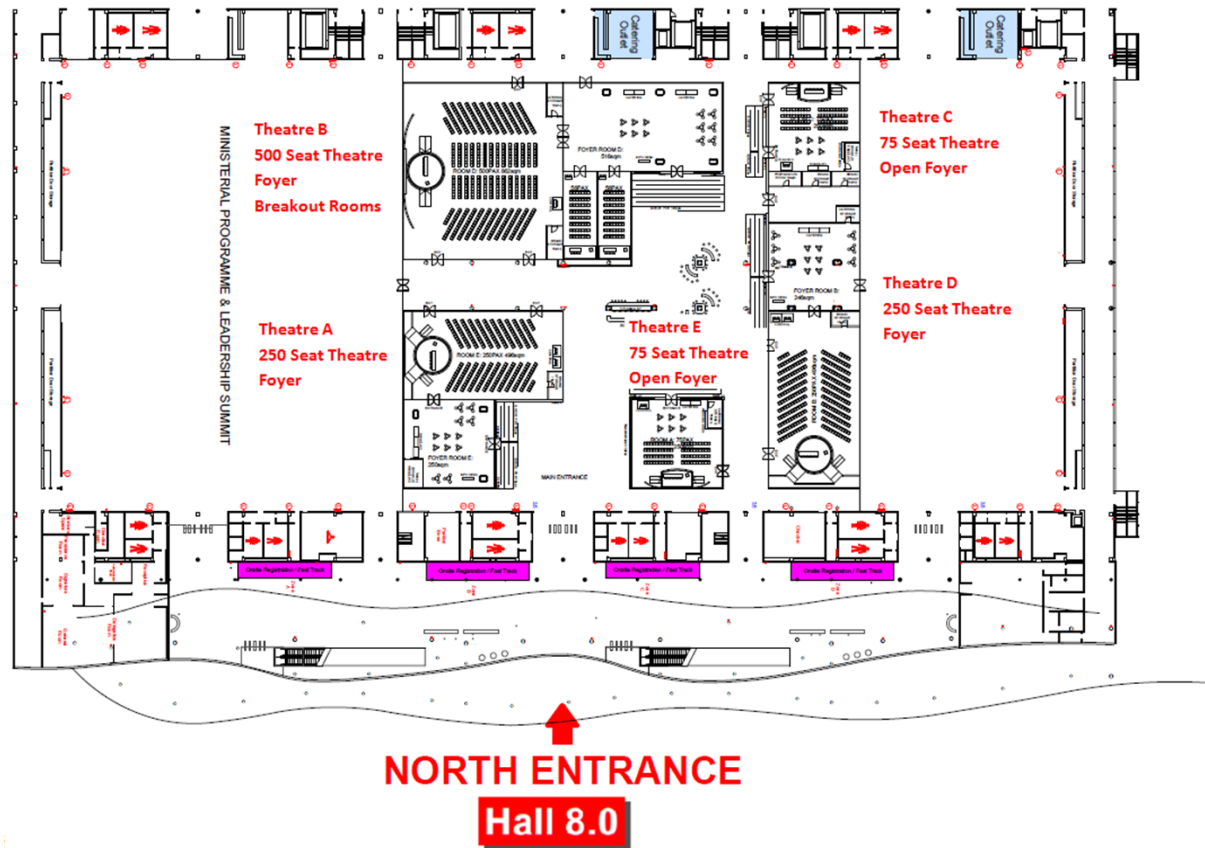
In addition, our dedicated teams work with your team to make the implementation of your “conference in a conference” a success (see “GSMA Marketing, Operations, and Registration Support” later in this presentation).

Reward, Engage, Educate Your Community





Theatre District Layout



Please Note:

- Layout of the space is final in terms of the location of each theatre
- Orientation of the inside of the rooms may change
- Entrance and exits to each room are not final and will be optimised



DEVELOPER CONFERENCES AT APP PLANET

Attract the Developer Community

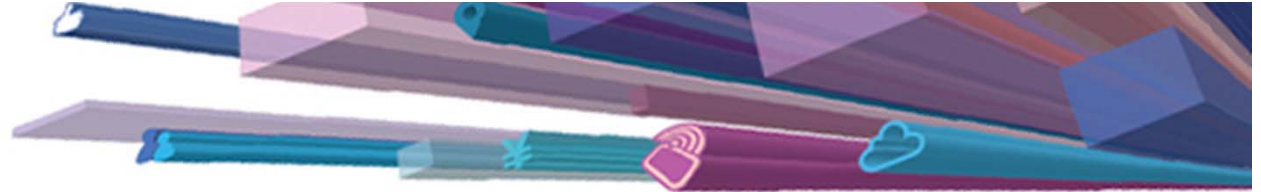
An example of using one of the larger theatres is hosting a Developer Conference. This is the perfect place to gather your App Developer Community. The theatres provide the stage to sell apps, promote apps, and build relationships to your technology platform.

More than 12,000 app developers attended sessions in 2012 to gain knowledge on a number of topics, from operating systems and APIs, to app stores and monetization.

Past Developer Conference partners include:

- Google/Android
- Samsung/Bada
- Nokia/Phone7
- Microsoft/Windows Phone7
- HP/webOS
- RIM/BlackBerry
- IBM/Smarter Planet
- WAC
- Macworld Mobile/iOS
- WIPJam/various
- developerprogram.com





CLIENT CONFERENCES AT mPOWERED BRANDS

Helping Marketers Engage Consumers

mPowered Brands is in its second year serving marketers and is dedicated to accelerating marketers' knowledge and utilisation of mobile as a marketing and service delivery medium.

mPowered Brands 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.

Past mPowered Brands partners include:

- Exicon
- GSMA mWomen
- McCann Worldgroup
- Mobile-Loco by Converge Labs
- Nielsen
- Shanghai International Film Festival





USER/PRESS/TRAINING/PARTNER EVENTS

Theatres are a great way to reach your customers, users, clients, or partners by developing your event or meeting at Mobile World Congress 2013.

Use this occasion to gather and discuss new programme initiatives, emerging market trends, product development, or important announcements. It is an excellent way to network with industry peers, develop new relationships, and collaborate on common goals.

The theatre can be configured to accommodate your specific objective whether it is to speak to a wide audience or host a private meeting.

This package includes all the amenities your company needs to develop a partner meeting, including:

- Theatre and seating
- Stage set-up
- Audio visual equipment
- Onsite staff
- Branding
- Co-marketing programme
- EVP pass allocation





FORUM SERIES

Forums are one-day programmes focused on a specific topic. The 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 ~ 250 seat theaters.

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.

Available Forums Include:

- LTE
- MNO Developer Cloud
- Mobile Security
- Mobile Entertainment Content and Delivery
- NFC and Mobile Money
- Augmented Reality
- mYouth
- mSenior



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

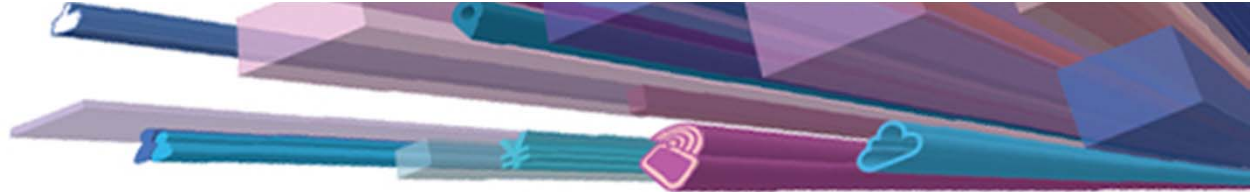
Forum Benefits:

- Lead content/agenda of session on topic of choice for one-hour and fifteen minutes
- Distribute up to 250 pieces of printed material, gift, or promotional item in Theatre*
- Place up to six (6) pop-up banners in Theatre*
- Company logo on Forum holding slide
- Breaks include:
 - Catering for up to 250 people
 - Distribute up to 250 pieces of printed material, gift or promotional item in Foyer*
 - Place up to six (6) pop-up banners in Foyer*

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

Forums themes and forum sponsorships are subject to change without notice.



FORUM DESCRIPTIONS

LTE Forum

The 4G revolution in mobile data is underway in Europe, North America, and Asia. See the latest advances in LTE and how this all-IP architecture continues to revolutionise current network designs, providing challenges and opportunities for network operators.

MNO Developer Cloud Forum

Cloud computing is revolutionising mobile application delivery as well as the MNO's role in the cloud space. Explore how operators are competing in this space by providing efficient 4G networks with the capability and capacity to operate their own cloud platforms.

Mobile Security Forum

Smartphones and tablets are the logical next target for viruses, malware, and spyware. The Mobile Security Forum is designed to enable developers and solution providers to focus on mobile security issues and learn about new tools and techniques coming to market.

Mobile Entertainment Content and Delivery Forum

Mobile devices are increasingly being used for entertainment from watching TV, gaming and video to social media. Content is critical to this trend and the delivery of the content in a customer and network friendly manner is paramount to success.

NFC and Mobile Money Forum

The NFC/Mobile Money Forum spotlights trends and opportunities to leverage NFC capabilities in the fast-moving world of mobile payments. Learn about the technologies, tactics and industry leaders that are transforming both the mobile and the financial services industries.

Augmented Reality Forum

AR is moving from the lab to the real world! Catch a glimpse of all the aspects of mobile AR solutions: development tools and platforms along with all the hardware (accelerometers, GPS, gyroscopes, solid state compasses, RFID, wireless sensors, and sensoric networks) and APIs.

mYouth Forum

Focuses on Generation M who have grown up not knowing what life is like without mobile technology and how mobile technology is enriching their lives globally. The GSMA will use the latest GSMA/DoCoMo research – to be published in Feb 2013 – to guide the day from session-to-session.

mSenior Forum

Typically the younger generation is the first to adopt new technology. However, the Boomers are increasing welcoming technology to enrich their lives. How do operators and handset makers identify the technology and trends that will be embraced?



MARKETING AND OPERATIONAL SUPPORT

GSMA uses a comprehensive marketing and operational plan to aid in the successful development and implementation of your theater programme.

Co-Marketing Support

A GSMA Partnership Manager supports your team's "event execution" (either full-day or Forum) through the use of customisable collateral, event communications, and other MWC marketing elements, including:

- e-Brochure: More than 27,000+ downloads in 2012. Your logo and description included in the appropriate section of the e-Brochure
- Emails and eShots: GSMA sends marketing emails to its prospects, past attendees, and registered attendees which includes details on your Theatre Day. Content as well as timing determined by GSMA
- Exhibition Catalogue: This on-site event guide contains your logo and description of your programme
- Conference Guide: Logo and description of programme listed in the appropriate section of the guide distributed on-site to Silver, Gold, and Platinum Pass holders
- Press Release: GSMA sends relevant GSMA press releases for the Event and mention theatre programmes where appropriate (timing and content determined by GSMA)

Operational Support

A GSMA Project Manager supports and provides everything needed to set-up and develop a successful theatre day, including:

- Theatre and seating
- Stage set-up
- Audio visual equipment
- Onsite staff
- Branding



The Project Manager can also help with additional out-of-package items that you require, which may include AV, catering, or branding.

Registration Support

Each Theatre receives an allocation of Exhibition Visitor Passes (EVPs) for distribution to your invited attendees. These passes include:

- Entrance into Mobile World Congress 2013
- Entrance into exhibition halls
- Entrance into Theatre programmes (tracked and managed by each programme)
- Registration and networking with My MWC

A GSMA Registration Coordinator supports each partner with utilising the registration system and distribution of these valuable passes.



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 World Congress, the GSMA produces event across the globe each year including Mobile Asia Expo and NFC & Mobile Money Summit

Rich Communications Services (RCS)



The Rich Communication Services Programme industry 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 (OTT) messaging services.

Near Field Communications (NFC)



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.



CONTACT US

Contact us for more details on the theatres, including custom-made options that fit your company's objectives and budget.

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