

**智联万物**  
INTELLIGENT CONNECTIVITY

#MWC19

Global Partner 全球合作伙伴



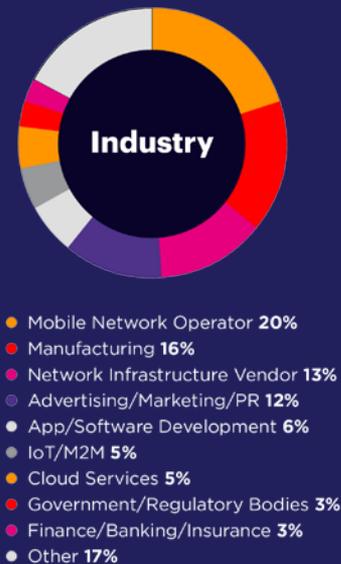
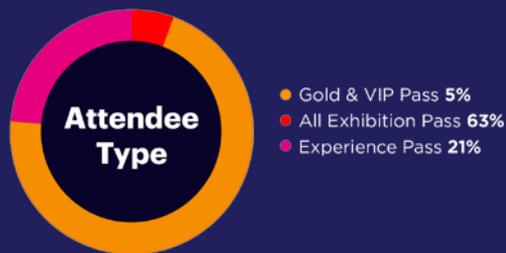


## Held annually, MWC Shanghai is the largest Tech B2B event in Asia

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The event attracts 60,000+ B2B executives from 114 countries & regions from the worlds largest and most influential mobile operators, equipment providers, software companies, internet companies as well as organisations across a wide range of vertical industry sectors.

MWC Shanghai includes an exhibition where 550 exhibitors showcase the latest mobile technologies, products and services, a thought leadership conference with C-level speakers from across Asia and around the world; co-located events, GSMA and partner events and programs, forums, workshops and many other activities.



# About MWC Shanghai

2018 was a record breaking year in B2B attendance, exhibition size, and company showcases!



B2B Attendees  
专业参会者

↑ **14%**  
vs. 2017



REPRESENTING

**112 Countries/  
Territories** 来自112个  
国家/地区



# Exhibition & Hospitality Options

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**#MWC19**

## Exhibition

Enjoy total control over design and layout as you customise your own space to represent your brand.

Promote your offering to 60,000+ attendees with an option to integrate a private meeting area as part of your booth, to entertain clients & prospects and demo your solutions.

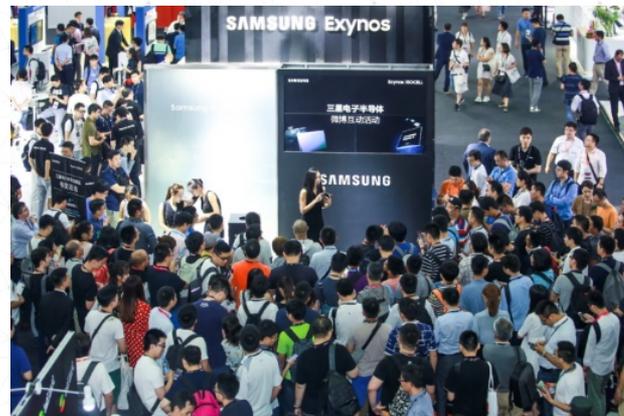
Price in USD \$

Per sqm: .....\$565

Insurance: .....\$628

## Space Only

- Completely customisable space
- Flexibility with branding and structure
- Specially made areas for product demos, informal meetings, and more!
- Power supply for use within space
- 15+ x Exhibition Visitor Passes (amount determined by stand size)
- 1 x VIP Pass giving access to the N5 conference hall
- Company profile in the Exhibitor Listing on Website and E-brochure



## Exhibition

The Exhibition Stand Plus option is a turnkey stand package with a premium finish allowing your company to stand out from the competition. Designed to minimise additional resource and expense, the Stand is built and branded ready for your arrival and is booked for sizes up to 36sqm (6m x 6m).

Price in USD \$

Per sqm: .....\$816

Insurance: .....\$628

## Stand Plus - Turnkey



- Pre built Wooden Structure
- Fascia board with company name & booth number
- Digital Print out for company graphics on the back-wall & information counter
- Fully furnished + AV Screen for demos
- 15+ x Exhibition Visitor Passes (amount determined by stand size)
- 1 x VIP Pass giving access to the N5 conference hall
- Company profile in the Exhibitor Listing on Website and E-brochure



## Exhibition

This is your opportunity to you showcase your solutions at the most prime location, for a minimum investment.

Arrive at the event to an already prepared and branded showcase area – conveniently set up for your team.

Price in USD \$

Per pod: .....\$5,000

Insurance: .....\$628

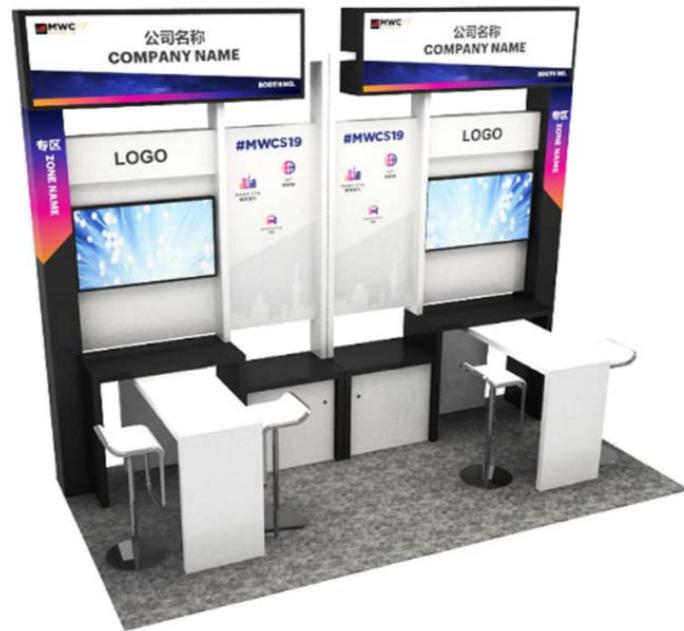
## Showcase Pod

### Showcase Pod Package Includes:

- Stand Construction
- Power Supply
- Fascia board with company name & stand number
- 5 x All Exhibition Passes
- Company profile in the Exhibitor Listing on Website and E-brochure

### Furniture

- One wooden table
- Two chairs
- One cupboard
- One plasma screen
- One power point



## Hospitality

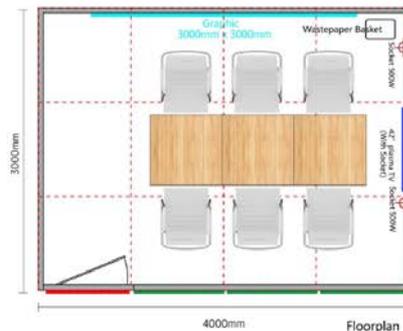
Leverage on the contacts you make during MWC Shanghai, by hosting casual or formal business meetings in a dedicated space, that has been conveniently built, branded and set up for you

Price in USD \$

Per sqm: .....\$816  
Insurance: .....\$628

## Branded Meeting Room

- Pre built Wooden Structure
- Fascia board with company name & booth number
- Digital Print out for company graphics on the outside wall
- Fully furnished (three chairs, table, 2 x fluorescent lights, lockable cupboard, waste paper basket)
- 42" plasma screen with VGA cable for demos
- 15+ x Exhibition Visitor Passes (amount determined by stand size)
- Company profile in the Exhibitor Listing on Website and E-brochure



## Hospitality

Host casual or formal meetings during MWC Shanghai

Price in USD \$

Per sqm: .....\$640

Insurance: .....\$628

## Standard Meeting Room

- White Partition Structure
- Fascia board with company name & room number
- Fully furnished (three chairs, table, 2 x fluorescent lights, lockable cupboard, waste paper basket)
- 15+ x Exhibition Visitor Passes (amount determined by stand size)
- Company profile in the Exhibitor Listing on Website and E-brochure



## Hospitality

Enjoy undisturbed privacy in a highly functional and fully equipped formal business setting.

Price: USD \$19,320

## Executive Meeting Room (18 sqm)



- Pre built Wooden Structure
- Fascia board with company logo, name & booth number
- Digital Print out for company graphics on the outside wall
- Fully furnished (six chairs, conference table, lighting fixtures, coat hanger, lockable cupboard, 2 x waste paper basket
- 42" plasma screen with VGA cable for demos
- 30 x Exhibition Visitor Passes
- Company profile in the Exhibitor Listing on Website and E-brochure
- Reception area with dedicated hostess, complimentary coffee and tea.



## Hospitality

Engage key partners and industry executives with a larger sized Executive Meeting Room; an expanded 36 sqm, featuring a private demo area and enclosed meeting room.

Price: USD \$26,500

## Executive Meeting Room (36 sqm)



- Pre built Wooden Structure
- Fascia board with company logo, name & booth number
- Digital Print out for company graphics on the outside wall
- Fully furnished (5 x one-seater sofa, 2 x square coffee tables, 1 x conference table with 6 x chairs, lighting fixtures, coat hanger, 2 x lockable cupboards, 2 x waste paper baskets)
- Two 42" plasma screens with VGA cable for demos
- 50 x Exhibition Visitor Passes
- Company profile in the Exhibitor Listing on Website and E-brochure
- Reception area with dedicated hostess, complimentary coffee and tea.
- Air-conditioning and Smoke detector



## Hospitality

Host a variety of meeting types including **high-end client hosting**, **press conferences**, **product demos** or **training sessions**.

Location: Jumeriah or Kerry hotel

Price: Varies depending on size and capacity

## Daily Meeting Room



- Formal setting benefitting any meeting type
- Exclusive client hosting environment
- Elevated profile above your competitors
- Larger rooms to reach greater platform of clients at once
- Increased recognition to drive traffic to your exhibition stand

Room*	Capacity
Hui Room	20PAX
Feng Room	20PAX
Hong Room	20PAX
Ru Room	50PAX



## Lead Generation

Position your company as a thought leader in your field by joining the topic tours as a designated stop. Gain direct access to pre-qualified leads post event, to build long lasting relationships and take the opportunity to present your products or innovations to your targeted audience.

**How will it work?** An industry expert will take a guided delegation of engaged attendees around the show floor. As a Tour Stop Sponsor, the topic tour will stop at your stand once per day at a pre-arranged time allowing your product team to give a brief elevator pitch of your business and gain valuable race-time with **qualified attendees**.

Price: USD \$3,150 per topic

## Topic Tours Guarantee traffic to your booth!

- **Gain Direct Access to pre-qualified leads** Within your vertical
- Drive relevant **traffic to your booth**
- **Engage a Captive Audience** with your products and services
- Develop and nurture meaningful long-term relationships post-event as the tour provides you with **contact details of all opt-in tour applicants**
- Your Company **Logo added** to event website and e-brochure, linked to your own page.
- Dedicated Sponsorship manager for pre-event and onsite support.
- Additional exhibition passes





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## ABOUT THE GSMA

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 300 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai, Mobile World Congress Americas and the Mobile 360 Series of conferences.

For more information, please visit the GSMA corporate website at [www.gsma.com](http://www.gsma.com). Follow the GSMA on Twitter: @GSMA.

INDUSTRY  
PROGRAMMES

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CONVENING THE  
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