



**MOBILE ASIA EXPO**  
**亚洲移动通信博览会**

Shanghai | 11-13 June 2014 • 上海 | 2014年6月11至13日



**MAKING GLOBAL  
CONNECTIONS**  
**构建互联世界**

**Exhibition & Hospitality**

**Event Opportunities**



# MOBILE ASIA EXPO

Mobile Asia Expo, Asia's premier mobile industry event, features a cutting-edge product and technology exhibition, a thought-leadership conference, and outstanding network opportunities. Attendees include a mix of senior-level industry leaders and mobile-passionate consumers.

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.

Mark your calendars now to participate 11-13 June 2014 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*



## 2013 Highlights:

■ Attendees	20,645
■ Conference Attendees	2,760
■ Press & Media	630
■ Global Participation	104 countries
■ C-Level, Board, Vice Presidents	58%



# MOBILE ASIA EXPO FACT & 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.

Mobile Asia Expo 2013 presented an impressive gathering of C-Level mobile industry leaders and tech-minded prosumers to the fastest growing region in mobile.

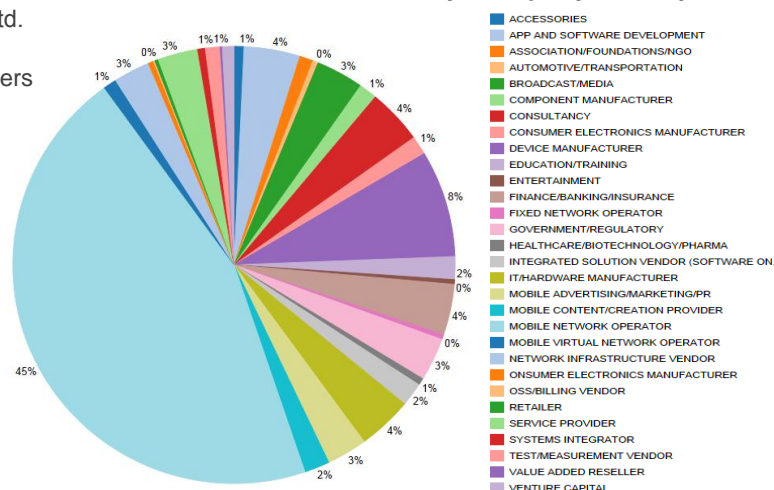
## Impressive Facts from 2013

- 58% C-Level Conference Attendees from 104 countries
- 45% of Conference Attendees work for a Mobile Network Operator, with over 150 worldwide operators represented from 52 countries
- Approximately 200 exhibition stands occupied 8,000 sqm of exhibition space
- Over 430 individual news organisations from 13 countries, regions
- 88 Conference Speakers

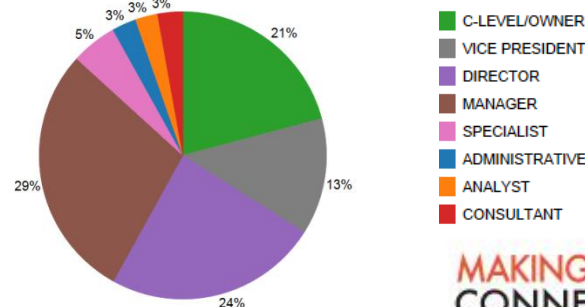
In the conference, a variety of renowned speakers from the mobile spectrum in Asia presented their thought leadership. Among these distinguished speakers included:

- Suk-Chae Lee, CEO, KT Corporation
- David Thodey, CEO, Telstra
- Xi Guohua, Chairman, China Mobile
- Jon Fredrik Baksaas, President and CEO, Telenor
- Selina Lo, President & CEO, Ruckus Wireless
- Alexander Rusli, CEO, Indosat
- Mark Shuttleworth, Founder, Ubuntu
- Jinwoo So, President and CEO, SK Planet
- Sanqi Li, CTO, Carrier Networks, Huawei
- Rajeev Singh-Molares, President, Asia-Pacific, Alcatel-Lucent

### 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:

- 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.
- Connected City Networking Cocktail
- Showcase Stage

## 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:

- |                             |                           |
|-----------------------------|---------------------------|
| ■ The Mobile Forum          | ■ Digital Commerce Summit |
| ■ GSMA Board Meetings       | ■ AllThingsDevice         |
| ■ GSMA Working Groups       | ■ Innovation Workshop     |
| ■ Public Policy Forum       | ■ MVNO Summit             |
| ■ Accelerator Classes       | ■ Smart Cities Workshop   |
| ■ Connected Living Workshop |                           |



## WHY EXHIBIT?

Taking a showcase exhibition stand or hospitality suite in the Expo allows your company to engage with the highest levels of your target audience, opening doors for your people to connect, network and do business. Exhibiting companies receive exposure to a premiere group of important mobile industry players and consumers, creating opportunities for:

- Face-to-face meetings with your best prospects
- High-level networking activity
- Exceptional branding exposure to over 20,000 attendees
- Extensive Chinese and Asian press coverage for product launches and press conferences
- Innovative showcase to reach mobile-passionate consumers
- Solid platform for positioning products and devices as the leaders in the market

In 2014, we expect over 250 exhibitors occupying 25,000sqm of exhibition space. Ensure your company stands out from the competition by taking an exhibition or hospitality space.



### Top Exhibitors in 2013:

- |                      |                   |
|----------------------|-------------------|
| ■ AirWatch           | ■ KT Corporation  |
| ■ AT&T               | ■ Lenovo          |
| ■ Alcatel-Lucent     | ■ Mozilla         |
| ■ China Mobile       | ■ NEC             |
| ■ China Telecom      | ■ NTT DoCoMo      |
| ■ China Unicom       | ■ Samsung         |
| ■ Cisco              | ■ Sharp           |
| ■ Coca-Cola          | ■ Sony            |
| ■ Ford Motor Company | ■ Toshiba         |
| ■ Huawei             | ■ Visa            |
| ■ IBM                | ■ ZTE Corporation |



# SHOWCASE EXHIBITION

Exhibition stands are charged per square metre and can be booked as an all-inclusive shell scheme package or as space only.

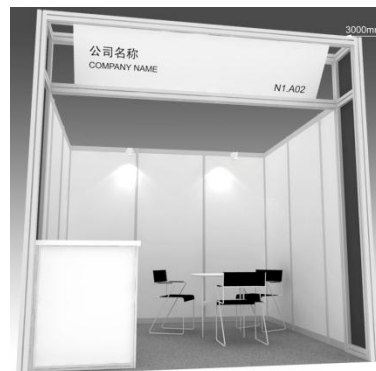
## Shell Scheme Package for 9sqm

- Company name fascia board
- Three chairs
- One waste paper basket
- One information counter with lockable cupboard
- One table
- Two spotlights
- One power point, 500W power consumption max
- 100-word company profile in the Exhibition Catalogue and website
- One Conference Pass and Exhibition Visitor Passes\*
- Discount on additional Exhibition Visitor Passes

## Multiple Stand Sizes Available

Space Only available from 9sqm onwards

*Exhibition package and design are subject to confirmation and adjustment*



*Note: exhibition spaces are subject to a one-time, standard insurance administration fee.*

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





# MEETING ROOMS

Your company can host casual or formal business meetings during the GSMA Mobile Asia Expo. We offer an all-inclusive standard Meeting Room, as well as a space-only option.

## Standard Meeting Room for 9sqm

- Company name fascia board
- Three chairs
- One waste paper basket
- One lockable cupboard
- One table
- Two florescent lights
- One power point, 500W power consumption max
- 100-word company profile in the Exhibition Catalogue and website
- One Conference Pass and Exhibition Visitor Passes\*
- Discount on additional Exhibition Visitor Passes

## Multiple Suite Sizes Available



*Note: All meeting room spaces will be subject to a one-time, standard insurance administration fee*

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



*Exhibition package and design are subject to confirmation and adjustment*





# EXECUTIVE MEETING ROOMS

Located adjacent to the exclusive VIP Lounge, Executive Meeting Rooms 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. Each room includes:

## Executive Meeting Room for 18sqm

- Fascia with company logo, name, and room number
- One conference table
- Six meeting chairs
- One lockable cupboard
- One coat hanger
- Two waste paper baskets
- 42" plasma screen with VGA cable
- Lighting fixtures
- Three power points, 500W power consumption maximum
- Complimentary Exhibition Visitor Passes\*

In addition, the area features a Reception Area with a dedicated hostess and complimentary coffee and tea.

*Exhibition package and design are subject to confirmation and adjustment*



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



*Executive Meeting Room design tentative and subject to change*





# ENCLOSED EXECUTIVE MEETING ROOMS

Looking to expand your Executive Meeting Room? Consider expanding and enclosing your private space with extra furniture and a full ceiling with one of the enclosed Executive Meeting Rooms. There are a variety of Executive Meeting Rooms that can be combined to create these comfortable and adaptable rooms.

## Enclosed Executive Meeting Room for 36sqm

- Five one-seater sofa chairs
- Two square coffee tables
- One conference table
- Six meeting chairs
- Two lockable cupboards
- Two coat hanger
- Lockable door
- Two waste paper baskets
- Two 42" plasma screens with VGA cables
- Lighting fixtures
- Six power points, 500W power consumption maximum
- Air-conditioning
- Smoke detector
- Complimentary Exhibition Visitor Passes\*

In addition, the area features a Reception Area with a dedicated hostess and complimentary coffee and tea.



*Executive Meeting Room design tentative and subject to change*

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



# DAILY MEETING ROOMS: JUMEIRAH HOTEL

Private Daily Meeting Rooms allow companies to present and host a variety of meeting types including high-end client hosting, press conferences, demonstration classes or training sessions. These fully equipped rooms come complete with plenty of space to host a number of people while remaining closed off to only specifically invited guests.

Benefits to reserving one of the private daily meeting rooms include:

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

Room hire is available from 8:00 to 17:00 Monday through Friday.

*Venues must be vacated by 17:00 as the function room will be re-set for evening functions.*

Room	Capacity
Hui Room	20 PAX
Feng Room	20 PAX
Hong Room	20 PAX
Ru Room	50 PAX
The Grand Ballroom	300 PAX
VIP Room	N/A
Himalayas Ballroom	120 PAX

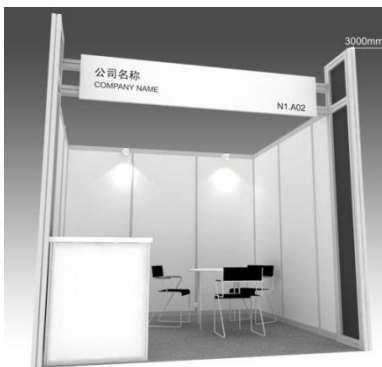




# THEME PAVILIONS

The Mobile Asia Expo features a variety of thematic pavilions available for companies to showcase their mobile products and services. All exhibitors receive inclusion within the Mobile Asia Expo Event Guide. Available Theme Pavilions include:

- Mobile Health
- Applications
- Mobile Payments
- Mobile Retail
- Mobile Education



Theme Pavilion Stand



## Theme Pavilion Shell Scheme Package for 9sqm

- Company name on fascia board
- Three chairs
- One waste paper basket
- One information counter with lockable cupboard
- One table
- Two spotlights
- One power point, 500W power consumption max
- 100-word company profile in Exhibition Catalogue and website
- One Conference Pass and Exhibition Visitor Passes\*
- Discount on additional Exhibition Visitor Passes

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

*Exhibition package and design are subject to confirmation and adjustment*





# I-ACCESSORIZER ZONE

Bluetooth headsets, mobile phone cases, screen protectors and much more contribute to the ever expanding field of mobile device accessories. Accessories for mobile devices are expected to generate more than \$50 billion a year by 2015 according to ABI Research. Particularly in Asia, consumers decorate their mobile devices with fun and interesting charms to personalise their devices as a form of expression. To keep up with strong demand, China boasts the most mobile device accessory manufacturers in the world.

Mobile Asia Expo gathers market leaders in accessories manufacturing from across the globe to showcase their range of innovative products. The I-Accessorize Zone uniquely provides excellent exposure for regional and International sellers to meet buyers. Exhibiting on the I-Accessorize Zone opens the door to meet with potential buyers while networking with industry players and high-value clients.



## I-Accessorize Zone Shell Scheme Package for 9sqm

- Company name on fascia board
- Two system-made showcases with four halogen spotlights
- 2.5mH system partitions
- Three chairs
- One waste paper basket
- One round table
- Two low energy spotlights
- One power point, 500W power consumption max
- Carpet
- Cleaning
- Hall management fee
- 100-word company profile in Exhibition Catalogue and website
- One Conference Pass and Exhibition Visitor Passes

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

*Exhibition package and design are subject to confirmation and adjustment*



# INNOVATION ZONE

The Innovation Pods offer a great avenue for demonstrating your new concepts or forward-thinking start-up company. Exhibition with an Innovation Pod opens your prospects to the larger mobile ecosystem in Asia Pacific while networking with potential buyers and future business partners.

## Innovation Pod

- Information counter with lockable cupboard
- Back and side wall panel
- 3m x 2m needle punch carpet
- Company name & logo on back wall panel
- Two bar stools
- Two spotlights
- One power point, 500W power consumption max
- One waste paper basket
- Exhibition Visitor Passes\*\*

*Limited to one Pod per company*

*Exhibition package and design are subject to confirmation and adjustment*

## Innovation Pod + Innovation Lab N3

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.

Couple your Innovation Pod with a one-hour session dedicated to your innovative products, services, and receive a special rate when you book both.



*Innovation Lab 2 is located within the Innovation Zone in N3. 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 & N3 and one App Lab in N2.*



# APP PAVILION

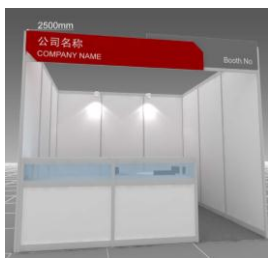
The App Pavilion provides dedicated exhibition area for application companies to showcase and promote their products and services. The App Pavilion will feature exhibition, showcase pods, and the App Café.

## App Stand – Shell Scheme Package for 9sqm

- Company name fascia board
- Three chairs
- One waste paper basket
- One information counter with lockable cupboard
- One table
- Two spotlights
- One power point, 500W power consumption max
- 100-word company profile in the Exhibition Catalogue and website
- One Conference Pass and Exhibition Visitor Passes\*
- Discount on additional Exhibition Visitor Passes

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

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



**App Pavilion Stand**

Stand designs are subject to confirmation

Exhibition package and design are subject to confirmation and adjustment

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 with lockable cupboard
- Back and side wall panel
- 3m x 2m needle punch carpet
- Company name & logo on back wall panel
- Two bar stools
- Two spotlights
- One power point, 500W power consumption max
- One waste paper basket
- Exhibition Visitor Passes\*\*



**App Pod**

**MAKING GLOBAL CONNECTIONS**  
 构建互联世界





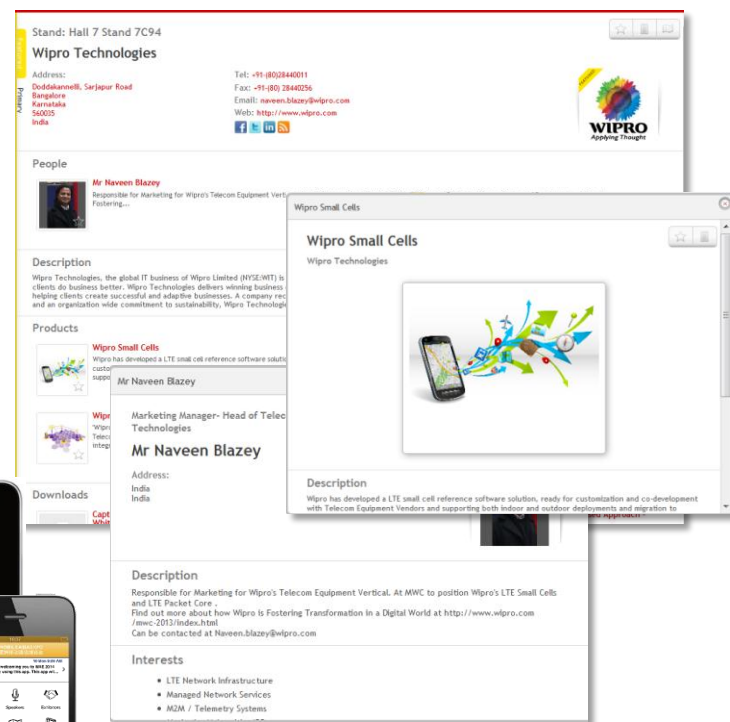
# ENHANCED EXHIBITOR PACKAGE

The Enhanced exhibitor listing provides advanced functionality to showcase your brand and supplement your exhibition space. You can increase your exposure by taking advantage of our expanded digital platforms including:

- The Online Exhibitor Listing on MobileWorldCongress.com
- My MAE – the official social networking portal
- The Official GSMA Mobile App

The Enhanced Exhibitor Package elevates your standing among the other exhibitors at Mobile Asia Expo 2014. Explore the various features included when you take advantage of the Enhanced Exhibitor Listing.

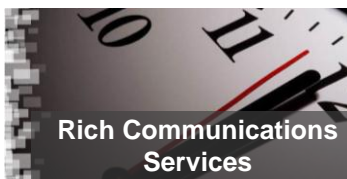
- Connect with potential clients
- Schedule meetings
- Send messages
- Publicise company news
- Aggregate social media
- Preview products with descriptions and photos





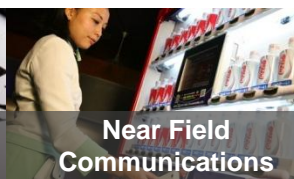
# ABOUT GSMA

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 250 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and Internet companies, as well as organisations in industry sectors such as financial services, healthcare, media, transport and utilities.



**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.



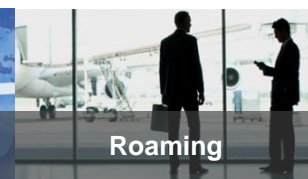
**Connected Living**

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.

Along with Mobile Asia Expo, the GSMA also produces industry-leading events such as Mobile World Congress and NFC & Mobile Money Summit.

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



# 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:

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

