

遇见
美好未来

Discover a
Better Future

Partner
Programmes



27-29 JUNE 2018 • 2018年6月27-29日

Participate in MWC Shanghai 2018

Mobile World Congress Shanghai, 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 World Congress Shanghai, 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 mobile unlimited.



#MWCS18

Customisable Partner Programmes

Turnkey auditoria for partners to deliver custom programmes to specific audiences

Mobile World Congress Shanghai provides your company with a complete solution to host your event with flexible formatting to better reach your target audience. Partner Programmes are taking place at the **Kerry Hotel Pudong** and **Jumeirah Himalayas Hotel** that are conveniently located next to Shanghai New International Expo Centre (SNIEC). These five-star hotels offer high-end accommodation and state-of-the-art conference and hospitality facilities.

Each Partner Programme package supports your company to deliver custom-crafted thought leadership utilising your choice of format. Examples include:

- Company solutions
- Press conferences
- Workshops
- Product launch
- Product demonstrations
- Professional Training

Partner Programmes – A Turnkey Solution



[Click to play video](#)

Choose Your Venue	Pick Your Auditorium	Pick Your Package
Kerry Hotel	Grand Ballrooms	Basic
Jumeirah Hotel	Junior Ballrooms	Advanced

Partner Programmes

- Adaptable auditoria
- Flexible event formats
- Option to have catering
- Reach users, customers, and partners
- Network with peers, develop new relationships, and collaborate on common goals

Collaborative Approach to Promote Your Event

GSMA Support

- Comprehensive Marketing
- Operations
- Registration solutions
- Customer Care support

Event Partner

- Develops, organizes and delivers programme content and agenda
- Markets the programme to attract attendees to attend the event



Past Partners Include

- | | | |
|----------------|------------------|----------|
| ▪ C114 | ▪ Gamelab | ▪ Huawei |
| ▪ China Mobile | ▪ Mobile | ▪ IEEE |
| ▪ China Unicom | ▪ Gemalto | ▪ P&G |
| ▪ EJ Krause | ▪ GlobalPlatform | ▪ SHDIF |
| ▪ Ericsson | ▪ GTI | ▪ ZTE |

Turnkey Solution – Creating a Successful Event

GSMA's comprehensive solution aids in the successful development and implementation of your event. A dedicated GSMA support team is provided to assist with planning, orchestration and event options throughout the entire process and putting your event in front of the 67,500 attendees and beyond.



Marketing

- Website
- Emails
- Press release mention
- Social Networking
- Exhibition Catalogue
- Conference Guide
- Onsite branding



Operations

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

** Out-of-package items that you may require for AV, catering, furniture and/or branding can be discussed, priced and ordered.*



Registration

- Exhibition and Partner Invitation System
- Programme Application System / lead generation
- Scanning solutions
- Event Pass allocation for invited attendees and speakers





Contact Us



Contact Us

Contact us for more details on sponsoring, exhibiting, advertising, or partnering, including custom-made options that fit your company's objectives and budget.

www.mwcshanghai.com/contact

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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. Follow the GSMA on Twitter: @GSMA.



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