



28 JUN - 1 JUL 2017 • 2017年6月28日至7月1日

PARTNER PROGRAMMES

Mobile World Congress Shanghai 2017

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



Choose Your Venue

Kerry Hotel

Jumeirah Hotel

Pick Your Auditorium

Grand Ballrooms

Junior Ballrooms

Function/ Meeting Rooms*

Pick Your Package

Basic

Advance

* Function rooms and meeting rooms only available at Kerry Hotel





Partner Programmes

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 | ▪ GlobalPlatform |
| ▪ China Mobile | ▪ GTI |
| ▪ Ericsson | ▪ Huawei |
| ▪ Gamelab Mobile Shanghai | ▪ IEEE |
| | ▪ 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 65,000 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

PERSONAL DATA
ENABLING TRUST THROUGH DIGITAL IDENTITY

NETWORK 2020
SHAPING THE NEXT GENERATION IN MOBILE

CONNECTED LIVING
MOBILISING THE INTERNET OF THINGS

DIGITAL COMMERCE
STREAMLINING INTERACTIONS AND TRANSACTIONS

INDUSTRY ADVOCACY

CONVENING THE INDUSTRY

ABOUT THE GSMA

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with almost 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.