

# GSMA Mobile World Congress

## February 24 – 27, 2014

Mobile World Congress 2013 has been another record-breaking year. GSMA will post statistics from the 2013 event soon but here are just a few from both years:

- More than 70,000 attendees (2013)**
- More than 38,000 C-Level leaders**
- More than 3,500 CEOs in attendance**
- Over 1,700 exhibitors in 94,000 square meters of exhibition space (2013)**
- 3,300+ press members representing 1,500 media outlets from 92 countries**
- Over 12,000 Mobile App Developers:**

Year over year, the GSMA Mobile World Congress attracts the largest number and highest-quality attendees of any event in the mobile industry. This is truly a global event.

<http://www.mobileworldcongress.com/2013-highlights/>

## MWC 2014 Washington State Stand

We are growing our successful Washington State stand to provide companies affordable space and networking opportunities supported by the staff and services of the Washington State Department of Commerce International Trade Division.

### Key Benefit:

**Save staff time and travel expense by leaving stand management and staffing to the state trade office team. Your team focuses on business meetings; we take care of the rest!**

### Presenting Partner

**Booth share cost:           \$20,000 per company      Early bird price \$19,000**

### Package inclusions:

- Dedicated meeting space in a premium location in the shared stand
- Dedicated furnishings: table, chairs, monitor, storage unit
- WiFi and power supply
- Exhibit Hall passes for all company staff (value \$925 each)
- Company listing in GSMA MWC Directory online and in print
- Company listing in WA State Directory
- Stand contracting and interface with GSMA
- Stand design and contracting with the builder
- Set up and tear down assistance
- Full time staffing throughout the duration of the exhibition
- WA State Europe office arranged business matchmaking leading up to and at the event
- Pre-event publicity to major corporations and industry organizations in the UK and Europe

- Daily Happy Hour networking receptions in the stand
- Marketing support program:
  - Logo on the Happy Hour host page in the WA state Directory
  - Logo on the Happy Hour invitations and a supply to handout to clients
  - 3 slides on the WA State monitor in the stand
  - Handout your company materials from the WA state desk

**Executive Partner**

**Booth share cost:           \$8,500 per company**   Early bird price \$7,500

Package inclusions:

- Dedicated kiosk with a poster space, 2 café stools, shelf for laptop
- Exhibit Hall passes for all company staff (value \$925 each)
- Company listing in GSMA MWC Directory online and in print
- Company listing in WA State Directory
- WiFi and power supply
- Shared lounge area in stand for group meetings
- Full time staffing throughout the duration of the exhibition
- WA State Europe office arranged business matchmaking leading up to and at the event
- Pre-event publicity to major corporations and industry organizations in the UK and Europe
- Daily Happy Hour networking receptions in the stand
- Marketing support program:
  - Logo on the Happy Hour host page in the WA state Directory
  - Logo on the Happy Hour invitations and a supply to handout to clients
  - 2 slides on the WA State monitor in the stand
  - Handout your company materials from the WA state desk

**Program Partner**

**Booth share cost:           \$3,000 per company**   Early bird price \$2,750

Package inclusions:

- Exhibit Hall passes for up to 3 company staff (value \$925 each)
- Company listing in GSMA MWC Directory online and in print
- Company listing in WA State Directory
- Wi-Fi dedicated to our stand participants
- Full time staffing support throughout the duration of the exhibition
- WA State Europe office arranged business matchmaking leading up to and at the event
- Pre-event publicity to major corporations and industry organizations in the UK and Europe
- Daily Happy Hour networking receptions in the stand

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**Early bird prices:       50% deposit by June 21, 2013, full payment by August 15, 2013.**

**Refund policy:** Companies can resell their place in the stand to another company. Refunds will be made only after equivalent funds have been collected from the replacement company.