

# MWC25 Las Vegas

## Social Media Selling Kit

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# The purpose of this toolkit

Hello, this toolkit provides a set of 'plug and play' MWC branded assets to use on your social media channels. It's here to help you raise your profile and promote your involvement in North America's premier event for industrial-grade connectivity.

## MWC social media channels

### Hashtag:

#MWC25

### Follow the event at:

X: [x.com/MWCHub](https://x.com/MWCHub)

### GSMA social media channels:

X: [x.com/GSMA](https://x.com/GSMA)

Facebook: [facebook.com/gsma](https://facebook.com/gsma)

LinkedIn: [linkedin.com/company/gsma/](https://linkedin.com/company/gsma/)

Instagram: [instagram.com/gsmaonline](https://instagram.com/gsmaonline)

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## About MWC Las Vegas

MWC Las Vegas, in partnership with CTIA, is North America's premier event for industrial-grade connectivity. It's the place to gain peer-to-peer recommendations on how to evolve enterprise networks, direct from the CIOs and IT teams who delivered the transformations.

Built for IT and technology decision makers, its CIO-led thought leadership and high-value networking offers the chance for enterprise IT and enterprise 5G to work together to reshape network infrastructure, delivering efficiency, resilience and the future of business.

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# 2025 thought leadership themes

Our three themes spotlight the technologies transforming industries and enterprises, from the new era of AI to private 5G deployment and the latest innovations in connectivity. These focus areas reflect the real challenges enterprises face with digital transformation and provide the solutions to help them move forward.

Themes:



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## Social post examples: Sponsors

### LinkedIn/Facebook

Excited to be involved in #MWC25 Las Vegas, an event that puts CIOs and enterprise IT teams center stage, to share the real-world knowledge their tech peers need on enterprise network transformation – practical case studies, real-life playbooks and actionable insights.

[Join us, and get your pass today >>](#)

### X

Thrilled to be sponsoring the event that's focused on evolving enterprise networks with CIOs, #MWC25 Las Vegas.

[Join us, and get your pass today >>](#)

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## Social post examples: Exhibitors

### LinkedIn/Facebook

Proud to be exhibiting at #MWC25 Las Vegas, the event that's led by CIOs, not sales pitches, where you get the real detail behind enterprise network infrastructure transformations. How they've delivered value in terms of automation, productivity, transparency, security and more.

We would love to hear from you if you are also attending, so get your pass today and reach out to our team

[Join us, and get your pass today >>](#)

### X

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## Social post examples: Media Partners

### LinkedIn/Facebook

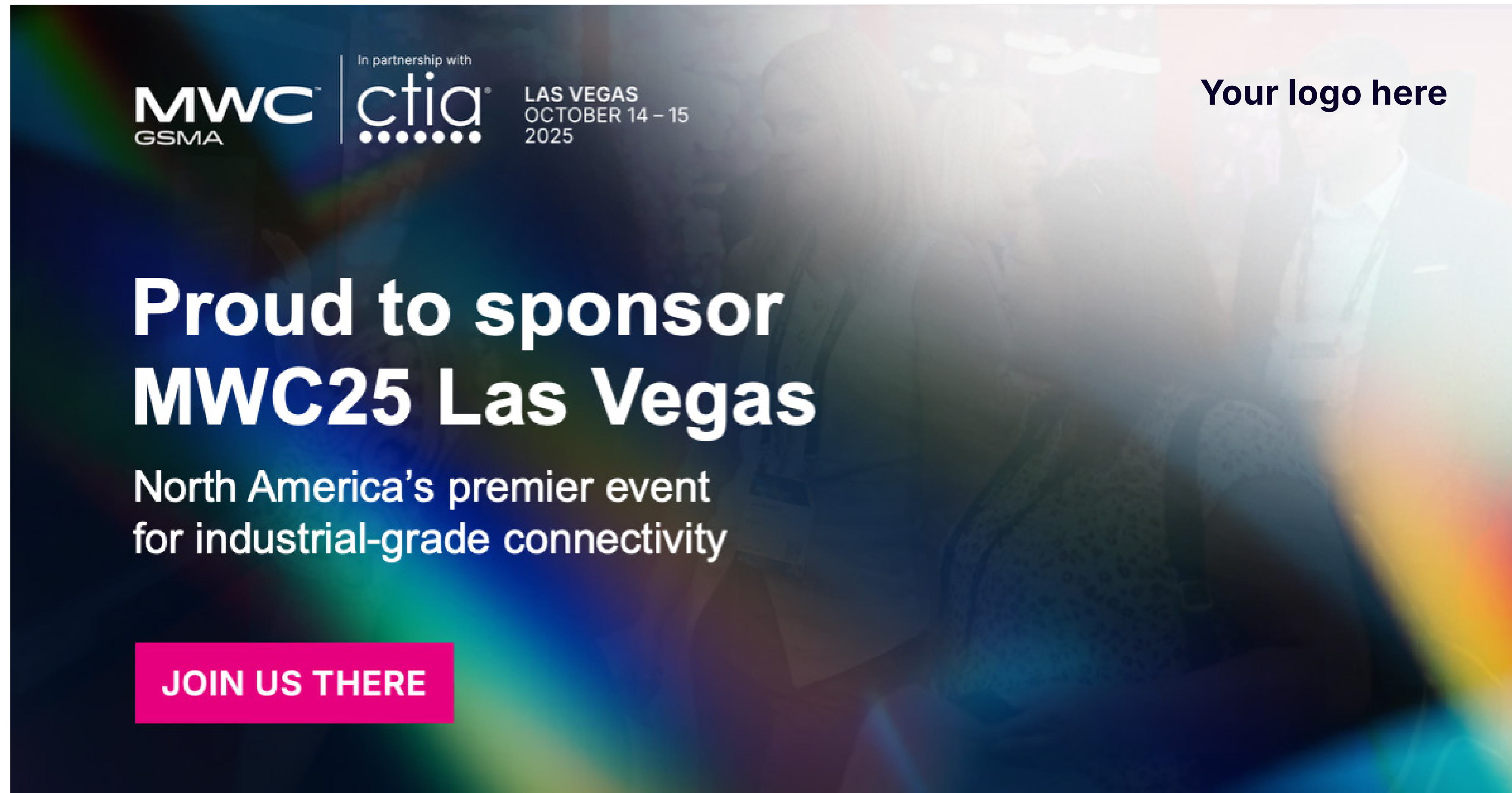
Excited to be a partner of #MWC25 Las Vegas, tthe event that's a must-attend for anyone in enterprise IT or enterprise 5G, focused on evolving network infrastructure with technical peers – from CIOs and MNO engineers to hyperscalers, systems integrators and more.

[Join us, and get your pass today >>](#)

### X

Thrilled to be a partner of the event that's focused on evolving enterprise networks with CIOs, MWC25 Las Vegas..

[Join us, and get your pass today >>](#)

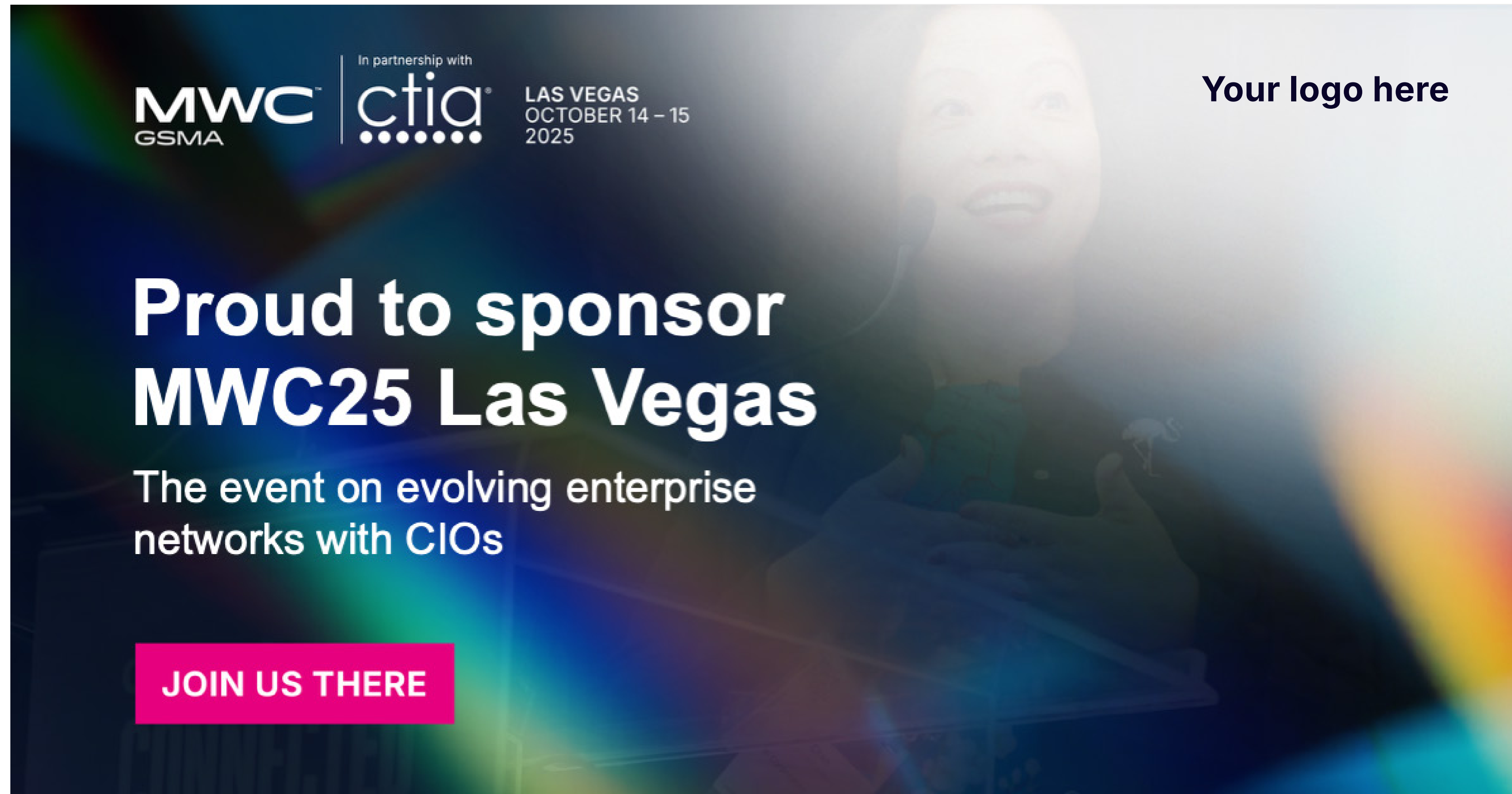


## Sponsor card example and guide

There are two headlines to choose from in the templates, please choose the appropriate example.

1. Insert company logo top right no bigger than 80% the size of the MWC logo.

To export the downloaded template (please see page 15) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



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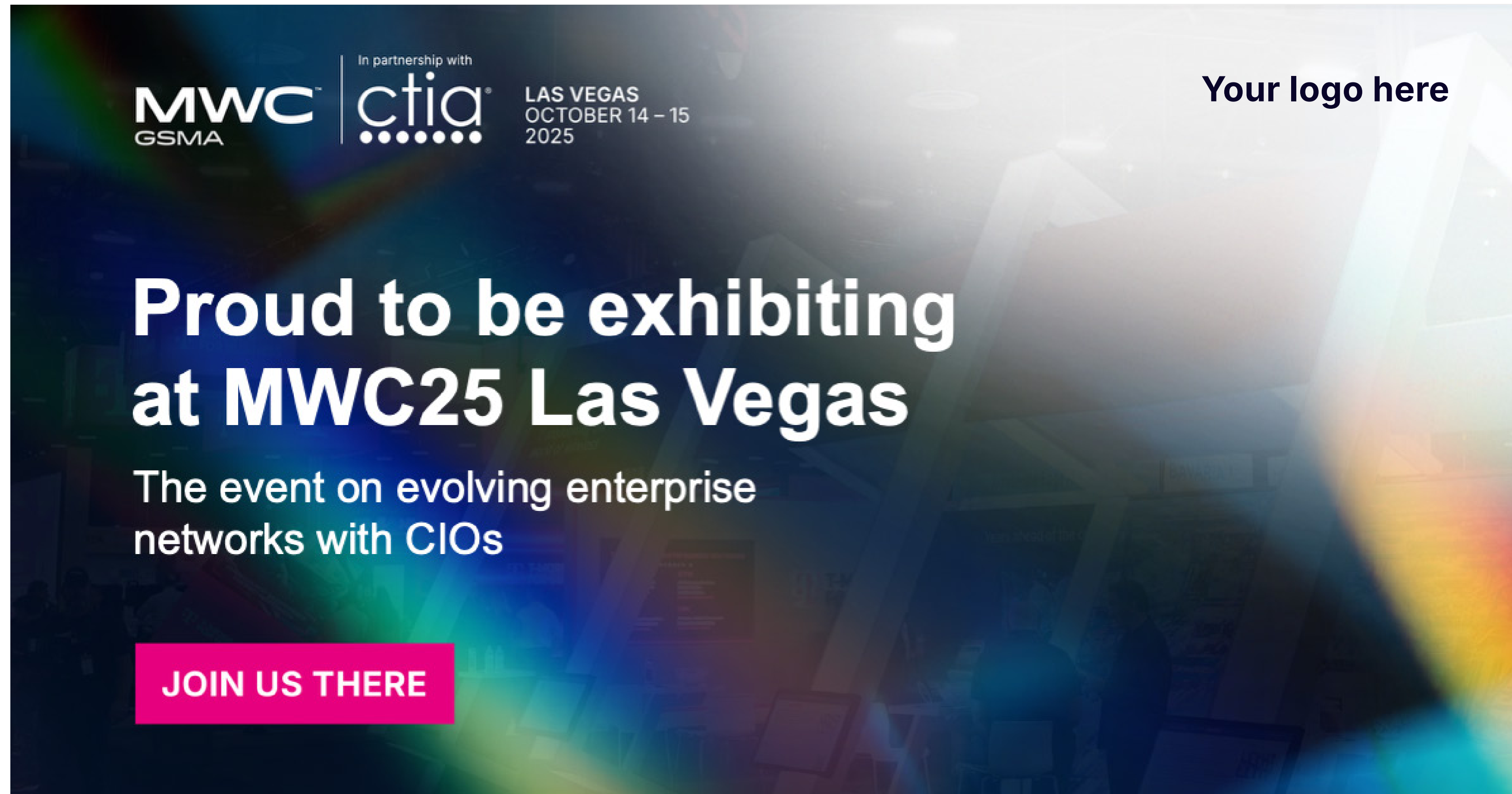


## Exhibitor card example and guide

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Sponsor signature

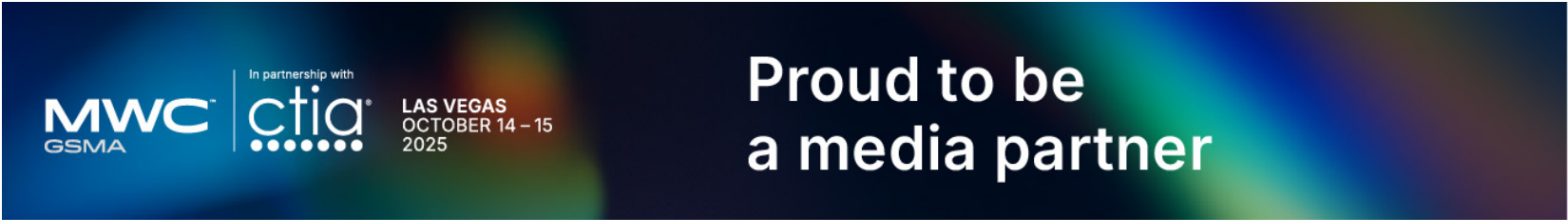


Email signatures

Exhibitor signature



Media Partner signature





## Download Package

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### Package Contents:

- Editable Powerpoint social card templates
- Email signatures

## Downloads

This Download Package contains editable Powerpoint templates, from which you can select preferred headings and backgrounds.

Where relevant, you may further customise the social graphics by adding your speaker's name and job title, organisation's name and logo.

Get in touch should you have any questions:

[brand@gsma.com](mailto:brand@gsma.com)