



BARCELONA
2 – 5 MARCH 2026

Sponsorship Opportunities

A promotional image for MWC Barcelona 2026. The background shows a modern building with large glass windows and a curved facade. In the foreground, there are large, white, 3D letters spelling 'MWC'. To the left, there are banners for 'xiao mi 15 Ultra' and 'Pinnacle photography'. A rainbow light effect is visible across the middle of the image.

MWC BARCELONA AND 4YFN 2026

2 – 5 March 2026

At **MWC26 Barcelona**, we're bringing the connectivity world's most influential decision makers, policymakers and business leaders together in one place. As AI, intelligent connectivity and automation reshape industries, economies and societies, **what happens here will set the agenda for the year ahead – and beyond.**

With visionary thought leaders, innovations with leading-edge technologies and global networking opportunities, this is where industries meet to drive the next wave of digital transformation.

Most importantly, this is where business gets done — from billion-dollar deals to breakthrough partnerships that define the future. So, if you're in business, this is where you need to be.

We're building on this year's huge success to bring you even greater opportunities at MWC26 Barcelona. **Make sure you're part of it.**

What opportunities are there? - Context

Past MWC shows have welcomed over 100,000 delegates, which ensures the right people are present for you.

Sponsoring at MWC enables you to target the specific groups of relevant, qualified and interested potential clients that you most want to meet.

As you navigate this information, have a think about the gaps in your overall event marketing plans.

- Are you fully-booked with meetings?
- Are you meeting the right people?
- Do you leave the show with enough leads?

What format do you prefer?



Speaking opportunities



Networking events



High-profile branding

What are you seeking to achieve?



Thought leadership



Lead generation



Brand awareness

Sponsorship Opportunities - Contents

Sponsorships



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Event Themes - Overview



The most prominent exposure threaded throughout the event and the only guaranteed way into the prestigious MWC conference. Significant amounts of high-profile branding are enhanced with content and speaking opportunities.

Best suited for: Brands looking to align themselves with the overall event around a specific hot topic and maximise coverage via a mix of formats and activations.



Hear Matthew Wetmore, PwC, talk about their AI event theme sponsorship at MWC2024

PwC has a relationship going back many years with MWC and year on year our participation has grown as the results we see have become undeniable. Sponsoring the Humanising AI theme at this year's conference only took things to the next level.

With access to decision makers and an agenda brought to life by working with GSMA, we were able to meet our objectives and further cultivate relationships.

The positive feedback received from attendees underscores the impact of our presence at the event and we're very much looking forward to 2025!"

Harish Nalinakshan, Partner, PwC US

£225,000

Event Themes - Details

Branding

- You will be acknowledged as event theme sponsor across MWC Barcelona 2024, online, in email, on social media, in the press, in the show Daily magazine, on the app, within the conference and throughout the event on static and digital signage
- This includes logo branding, commercials, company descriptions, video testimonials, quotes, video content, social media posts, advertorial and coordinated PR activity
- This is truly the most wide-reaching, visible and exclusive branding possible across the event campaign and in Barcelona
- **Access**
- A large number of complimentary passes provided
- Access to the event press list (including contact details, where available) pre-show

Content

- An exclusive opportunity to appear with a 10-minute opening presentation at the beginning of your chosen theme's conference track on Day 1
- Opportunity to explore further possibilities in MWC Conference via Call for Speakers process
- Be our keynote streaming partner, interviewed on stage pre- and post-keynote and live-streamed, where you will analyse the session alongside our analysts and other experts
- Participate in the MWC Preview Week pre-event webinar linked to the overall theme marketing campaign, supported by a GSMA Intelligence analyst in moderating
- Run your own roundtable event for a deeper discussion with 25 selected guests

Lead Generation

- Conference session attendee data provided for opted-in attendees, numbering in the thousands
- Leads from webinar campaign provided, 400-450 on average

“ Seeing the KPMG branding around the conference has been great. We really are looking forward to MWC2025 already. We are all in and are already talking amongst our team about how we can go bigger and better. The branding we see here is great, we'd love to build more next year. ”

Mark Gibson, Global and US Technology Media & Telecoms Leader, KPMG

£225,000



Event Sponsorships - Overview



Gain unrivalled exclusive exposure in front of the tens of thousands of MWC attendees via and brand-forward sponsorship of the online registration platform, Digital Access Pass on the MWC app and the event's networking badge and lanyard and be seen as one of the most major sponsors and partners of this massive event

Best suited for: brands looking for maximum exposure in front of as wide an audience as possible using tried-and-tested event sponsorships

“This place is electric, it's amazing to come to a city like this with this many people all in one place and so it's where we want to be for many years to come”

Mark Gibson, Global and US Technology Media & Telecoms Leader, KPMG

£153,750

Event Sponsorships - Details

Networking Badge and Lanyards

- With a badge and lanyard handed to every attendee as they enter the show, and multiple badge printing stations around the show, thousands of attendees will feature your branding around their necks for a memorable, pervasive and mobile advertising position as attendees' badges are scanned to capture leads, seen in photo opps and taken home as mementos

Networking Badge: £153,750
Lanyards: £153,750

Registration

- An exclusive opportunity to appear within the online registration portal as MWC attendees sign up to attend the show
- Appear within the massive marketing campaign to drive registrations pre-show over a longer period of time rather than just four days in Barcelona
- Logo on the main registration landing page and on each page of the registration process
- Logo on the registration confirmation email
- Logo onsite on entrance access lanes

Registration Sponsor: £153,750

Digital Access Pass

- Every attendee at MWC will use the Digital Access Pass within the MWC app to access the event each morning and every time they return to the show or have their pass scanned at a booth. This opportunity to place your company branding front-and-centre on this page offers repeat and high-profile exposure to every single CEO, journalist and industry expert during the show

Digital Access Pass: £153,750



GSMA Summits - Overview



In its central industry role, the GSMA at its heart is a member organisation representing and supporting the work of hundreds of industry brands. [Read more here.](#)

In helping to strive towards common goals and foster innovation and growth within our industry, the GSMA brings together expert speakers and thought leaders at a series of summits at MWC events.

Looking at today and tomorrow's pressing technology challenges, new standards and systems, questions of business and engineering, these summits are your opportunity to speak and present your organisation in front of an eager, targeted group of technology experts and buyers.

Best suited for: Companies looking to present, speak and place their brand in front of a laser-focused audience around a certain industry topic, leveraging GSMA's marketing.










Watch Philipp Schulte of G+D Mobile Security talk about their sponsorship of two GSMA Summits

“It's great to be back in Barcelona at MWC and once again it has confirmed its place as the leading connectivity event of the industry so it's great to be here. We are really proud to have been a sponsor of both the eSIM Summit and 5G IoT Summit and we thought both went extremely well. They allowed us to showcase our solutions in these spaces and were excellent platforms to do that.”

Philipp Schulte, CEO, G+D Mobile Security

£30,750 - £41,000

GSMA Summits - Details: 2025 Audience Analysis & Sponsors

Summit:	eSIM	5G IoT	Connect 5G	Gen AI	Security	Satellite & NTN	MVNO	Mobile Identity	Tower & Fibre	Quantum Technologies
Unique Scans	477	386	498	556	881	416	207	402	214	175
Senior Level C-Level/VP/President/Director/Head	246 48%	214 49%	308 62%	286 51%	361 41%	196 47%	137 63%	192 48%	105 49%	65 37%
C-Level	117 23%	82 19%	68 14%	130 23%	167 19%	59 14%	60 29%	72 18%	24 11%	19 11%
Companies	324	290	161	429	448	273	129	296	152	149
Countries	68	55	66	68	81	49	44	59	48	35
Platinum Sponsor	 	 	 	 	   	 		 	 Smart Link Better Life.	
Gold Sponsor	 	 	 	 		  				

GSMA Summits - Details

GSMA SUMMITS for 2026:

- 5G IoT
- AI Beyond Boundaries
- Connect 5G
- CIO
- Digital Health
- eSIM
- GenAI
- Mobile Identity
- MVNO
- Quantum Technologies
- Satellite and Non-Terrestrial Networks
- Security
- Smart Airports
- Tower & Fibre

Summit Platinum Sponsor - £41,000

Two Available per Summit

- Presentation
- Panel speaking opportunity
- Video commercial (15 secs) during summit
- Platinum-level branding and marketing
- Access to leads data of opted-in summit attendees
- Speaker passes (equivalent to Leaders pass)

Summit Gold Sponsor - £30,750

Two Available per Summit

- Presentation or panel speaking opportunity
- Gold-level branding and marketing
- Speaker pass (equivalent to Leaders pass)



Connected Industries - Overview



Connected Industries is an open showfloor stage and exhibition area in Hall 4 dedicated to bringing to MWC the innovations and solutions that mobile connectivity offers across enterprise industry verticals.

We are on a journey to digital everything and MWC is at the frontier of this cross-industry digital transformation, where connectivity and other horizontal technologies play a central role, in delivering smarter and more sustainable means of production, products and services.

Take your place on stage and at the front of a busy hall as we explore the future of key industry verticals such as fintech, manufacturing, healthcare, supply chain and automotive. Connected Industries is the destination where the most influential investors, decision makers and thought leaders create a truly digital future.

Best suited for: companies from adjacent markets or from core MWC brands looking to meet new audiences, raise their profile in wider areas and benefit from the ultimate marketing mix.

“We’re able to accelerate our business; we can accomplish more in the four days of meetings, demonstrations, showcases and workshops that we’re doing with our clients than we would in six months or even a year [normally]. We track all of the opportunities that develop from the show so we know that the value that it brings is well worth the cost.”

Lisa Davis, Global Marketing Lead, Accenture

From £61,500

Connected Industries - Details: Industry Verticals for 2025

Fintech & Mobile Commerce

Topics of interest for 2025 will include:

- AI in Fintech
- APIs
- Cloud
- Conversational Commerce/CPaaS
- CX
- Digital Lifestyle
- DX
- Embedded Finance
- Fintech Case
- Studies
- Fraud Cyber Security
- Frictionless
- Commerce
- Identity
- Innovation
- Insurtech
- Open Gateway (fraud APIs)
- Payments
- Platform Economy
- Platforms Regulation
- Remittances
- Social Commerce
- Super apps
- UX

Manufacturing and Production

Topics of interest for 2025 will include:

- AI
- Automated Production Line
- Autonomous Robots
- Cobots
- Computer Vision
- Cost savings
- Data Orchestration
- Deterministic networks
- Digital Transformation
- Digital Twins
- Edge computing
- Immersive Reality (XR)
- Intelligent factory
- IoT
- IT/OT
- Lights out / Dark Factories
- Network APIs
- Partnerships
- Predictive maintenance
- Private 5G Networks
- Quality control
- Remote Support
- Return on Investment
- Robotics Automation
- Smart Manufacturing
- Smart Mining
- Worker safety

Smart Mobility

Topics of interest for 2025 will include:

- AI in Smart Mobility
- Connected Car
- Digital Twin
- Edge Computing
- Private networks
- Open Gateway
- Electrification
- Data governance
- Positioning
- SDV
- Cloud
- Automation
- Cyber Security
- Identity
- Innovation
- Platforms
- Regulation
- Connected Drones
- Connected eVTOLs
- Inflight services
- IoT
- 5G
- NTN

Sports & Entertainment

Topics of interest for 2025 will include:

- 5G private networks
- Crowd analytics
- Distributed antenna systems
- Fan experience
- Fixed wireless access
- Frictionless payments
- Haptics
- Immersive content/augmented reality
- Mobile apps
- Mobile gaming
- Revenue optimisation
- UX
- Venue access
- XR headsets

Watch last year's Fintech Summit:



Watch last year's Manufacturing Summit:



Watch last year's Smart Mobility Summit:



Watch last year's Sports & Entertainment Summit:



Connected Industries - Details: Analysis & Sponsors

2025 Audience Analysis		Fintech	Manufacturing	Smart Mobility	Sports & Entertainment
	Unique Scans	763	820	793	455
	Senior Level (C-Level / VP / Director / Head)	459 60%	421 51%	347 44%	182 40%
	C-Level	79 30%	134 22%	156 17%	58 17%
	Companies	494	509	480	311
	Countries	83	77	62	50

MWC2025
Partners & Sponsors

Knowledge Partner

accenture

Manufacturing Lead Sponsor

ALAT

Sports and Entertainment Supporting Sponsor

MATSING
LENS TECHNOLOGY ENABLED

Fintech Lead Sponsor

BBVA

Manufacturing Supporting Sponsors

DASSAULT SYSTEMES

NTT DATA

TREND

CTONE

Smart Mobility Supporting Sponsors

INDRA GROUP
INDRA | MINSAIT

KDDI
KDDI Spherience

kt

Fintech Supporting Sponsors

iFLYTEK

ManageEngine

Connected Industries - Lead Sponsor Details

Branding

You will be acknowledged as Industry Official Sponsor for MWC Barcelona 2025 online, in email, on social media, in the press, on the app, on stage, within Connected Industries and throughout the event on static and digital signage

Speaking

You will deliver your own 30 min session in your chosen Connected Industries Summit, host Connected Industries networking drinks, deliver a keynote presentation and speak in pre-event and post-event industry webinars

Access

- A large number of complimentary Discovery passes to attend the event.
- Access to the Event press list (including contact details, where available) pre-show

Lead Generation

Access to the leads from attendees of all content sessions for your chosen industry vertical



Watch Lisa Davis, Accenture talk about their Knowledge Partner sponsorship of Connected Industries

£179,375

1 available for Manufacturing, Smart Mobility, Fintech & Mobile Commerce and Sports & Entertainment



Connected Industries - Supporting Sponsor Details

Branding

You will be acknowledged as your chosen vertical's Supporting Sponsor for MWC Barcelona 2025 online, in email, on social media, in the press, on the app, on stage, within Connected Industries and throughout the event on static and digital signage

Speaking

You will run a keynote presentation and speak on a relevant panel of experts on one of the Connected Industry content sessions

Access

- A large number of complimentary Discovery passes to attend the event.
- Access to the Event press list (including contact details, where available) pre-show



Watch Kevin Simzer, Trend Micro talk about their Supporting Sponsorship of the Manufacturing Summit of Connected Industries

“This is a fantastic opportunity for us to meet with clients, partners, analysts and journalists. We've had so many fantastic meetings. Being Connected Industries Lead Manufacturing Sponsor has given us a lot of exposure and our sessions have been very well attended. We're very happy to be part of this and we'll definitely be back because this is so worthwhile for us.”

Hakan Cakar, NTT Data

£61,500

2 available for Manufacturing, Smart Mobility, Fintech & Mobile Commerce and Sports & Entertainment



Ministerial Programme - Overview

Discussion Panel

John Giusti
Chief Regulatory Officer
GSMA

Hon. Jyotiraditya M. Scindia
Minister for Communications and
Development of North Eastern Region
Government of India

Mike Fries
CEO
Liberty Global

Doreen Bogdan-Martin
Secretary-General
International Telecommunication Union

Hon. Mmoba Solomon Malatsi
Minister of Communications and Digital Technologies
South Africa

Mónica Aspe Bernal
CEO
AT&T Mexico



The Ministerial Programme is a unique forum for the world's most influential telecommunications leaders to unite and discuss the challenges and opportunities facing the mobile sector.

The programme further enables and celebrates the positive socio-economic impact mobile connectivity has played in both developing and developed countries. Delegates explored opportunities for mobile to deliver additional value across many adjacent industries and identified key policy drivers to continue advancing the digital economy and society.

Best suited for: companies seeking to raise their profile with governmental, organisational and industry bodies working on global issues including spectrum and sustainability.

“It's the first time where I've come into a room and you have regulators, private sector, governments and other organisations already there. We had a lot of stimulating conversations and I got quite a lot of new information from my meetings.”

Craig Jones, Director Cybercrime, Interpol

Prices from £56,375

Ministerial Programme - Details

Headline and supporting sponsorships available, which deliver:

- Speaking opportunities in front of this elite audience
- Access to the room for selected delegates to network with their senior peers
- Branding in the room to have a lasting impact on the attendees
- Pre- and Post-event inclusion in the event marketing campaign, reaching thousands
- List of delegations provided pre-event to facilitate networking
- Use of meeting space to host private discussions with delegates

“ This is a special forum for sharing experiences, learning and for discussing the challenges that the industry faces. ”

Ana Valero Huete, Public Policy Director, Telefónica

Prices from £56,375



Ministerial Programme - Details: Testimonial Videos & Stats



2024 MWC Ministerial Program Snapshot Stats:

- 1,740 Attendees
- 188 Delegations
- 148 Countries
- 66 Ministers
- 111 Heads of Regulatory Authorities
- 40 Intergovernmental Organisations
- 273 Industry CxOs, including 162 CEOs

2025 MWC Ministerial Program Speakers/Attendees include:

- Doreen Bogdan-Martin – Secretary General, ITU
- Krzysztof Gawkowski, Deputy Prime Minister, Poland
- Jyotiraditya M Scindia – Minister of Communications, India
- Sangbu Kim – VP Digital Transformation, World Bank
- Kaan Terzioglu – Group CEO, VEON
- Teresa Ribera – EVP Clean, Just and Competitive Transition, European Commission

Prices from £56,375

Diversity 4 Tech Programme - Overview



This important programme of MWC showcases the mobile ecosystem's collective commitment to this strategic business priority to accelerate change and impact so that people, industry and society thrive.

D4T brings together expert thought leaders who inspire, connect and share solutions for equality, diversity and inclusion. Formed of a well-attended two-day Summit, an invite-only roundtable, a networking event and an award presentation, sponsors of this programme will be highly visible as they help to enact change in the industry.

Best suited for: companies seeking to raise their profile with governmental, organisational and industry bodies working on global issues including spectrum and sustainability.



Hear Julie Teigland, EY talk about their Diversity 4 Tech headline sponsorship at MWC2024

Rates from £30,750

Diversity 4 Tech Programme - Details

Diversity 4 Tech Summit

Platinum Sponsor - One Available

- Presentation and panel
- Video during summit
- Platinum-level branding and marketing

£41,000

Gold Sponsor - Two Available

- Presentation or panel
- Gold-level branding and marketing

£30,750

Diversity 4 Tech Roundtable

Roundtable Sponsor - Two Available £50,000

- Six guests to invite-only roundtable
- Logo within marketing campaign and invitations
- Branding in roundtable room
- Introductory speech

£55,000

Rates from £30,750



Partner Programmes - Overview

5G-A Sparks a Surge in Digital Intelligence

5G is booming worldwide

398
34.9%
6.2 million
29.5%
2 billion
32.0%
total
68.0%

5G-A is gaining momentum



5G-A×AI is unlocking new value



GTI

MWC25

5G-A Sparks a Surge in Digital Intelligence

5G is booming worldwide

5G networks	398
YoY growth	34.9%
5G base stations	6.2 million
YoY growth	29.5%
5G users	2 billion
YoY growth	32.0%
5G device ratio to total new shipments	68.0%

5G-A is gaining momentum



Partner Programme

Thought leadership and lead generation are the critical elements of any live event marketing strategy. With MWC's logistical and marketing support, you can deliver a flexible and tailor-made, slick and professional conference event that delivers hundreds of leads into your event marketing funnel and a lasting content piece that sticks in the minds of your target audience.

Best suited for: companies seeking total control over the content direction, speaker line-up and scheduling of content at MWC whilst preserving the high production values and impact of a summit/conference-style content programme

- Set on professional purpose-built theatres at a variety of sizes, a partner programme is an hour-long, 90minute, half day or full day conference event designed by you
- This offers you the stage to deliver custom-crafted thought leadership – press launches, partner/alliance gatherings, product roadmaps, product and service demonstrations and announcements, customer showcases, or workshops – to your invited audience. Network with your peers in your programme breaks, build on existing relationships and meet new business prospects.

“The level of professionalism in the MWC team's execution was unparalleled and it helped to make the entire experience of HONOR's first MWC activation productive and enjoyable. The team was prompt, professional and knowledgeable. I highly recommend MWC to any company looking for a reliable organisation to help plan and execute an exceptional conference.”

Ray Guo, CMO, HONOR Device Co., Ltd

Partner Programmes - Details

Marketing Support

- Event details listed on MWC website and app
- Event details integrated into MWC agenda, alongside main conference sessions
- Partner Programme registration integrated into main MWC registration process
- Logo & hyperlink on Sponsors & Partners page of website
- Mention in relevant marketing email communications
- Branding within theatre and on external digital signage
- Dedicated marketing manager from GSMA to support activities

Additional Services

Commission our team of analysts and subject matter experts at GSMA Intelligence to host your session with you. An expert analyst will provide original research and data on current market trends and provide insights and analysis that you can't find outside of the GSMA, with all of our industry contacts and neutral counsel. In addition, the analyst can help curate content and brainstorm key topics to help to find speakers.



Hear Jackie Rutter, Analog Devices talk about their successful partner programme event at MWC2024

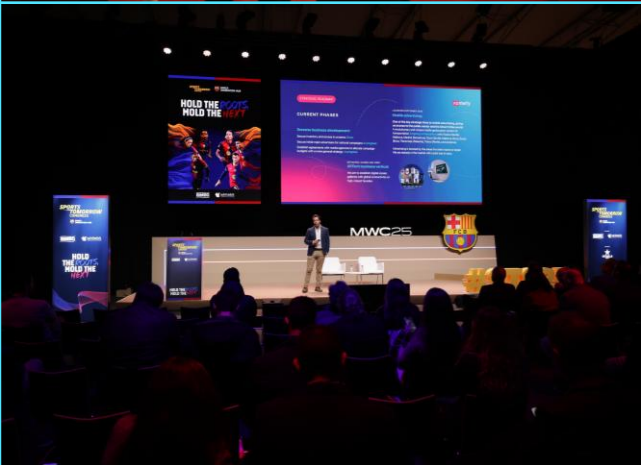
	Full Day	Half Day	Power Hour (Day 4)	Power 90 (Day 4)
100 seats	£85,000	£44,000	£16,000	£26,750
150 seats	£117,500	£60,000	£19,750	£32,500
250 seats	£168,750	£85,000	£26,000	£40,000
350 seats	£205,000	£105,000		
500 seats	£256,250			

Operational Support

- Theatre set-up and seating
- Stage set-up
- Audio visual / IT equipment
- Onsite staff
- Catering options available at additional cost

Registration Support

- Complimentary passes for you and your guests
- Invitation system setup, training and use
- Lead Generation through Partner Application System
- Onsite scanning solutions



On-Stand Partner Programme - Overview



Stand out as a thought leader and drive traffic to you by delivering custom-crafted content to an invited audience, directly from your exhibition stand. Rather than occupying a separate location to run your content, you have the opportunity to take advantage of the MWC conference agenda and RSVP system to promote and encourage an audience for your content, with an agenda listing each day of the event.

Best suited for: exhibitors seeking to attract an audience for their on-stand content, whether it be a live interview, workshop or on-going demos and content

- List one event each day of MWC in the MWC agenda with a dedicated sign-up page on mwcbarcelona.com that is promoted to the MWC audience
- Receive contact details of the attendees registering online for your event
- Vet and select the attendees you want to attend with our specially-built registration portal
- Have control over how your information is presented, with ability to update pre-show
- Make use of your custom on-stand facilities that you've designed particularly to your requirements and keep all of your key staff in one place, on-stand
- Capitalise on the increased traffic flow on your exhibition stand to promote your wider products and services to new and existing contacts
- Benefit from the reach of the MWC marketing campaign efforts to promote the event content schedule

£41,000 per location

On-Stand Partner Programme - Details

Benefits

- Make use of your custom on-stand facilities rather than the partner programme theatres
- Keep all of your key staff in one place, on-stand
- Capitalise on the increased traffic flow on your exhibition stand to promote your wider products and services to new and existing contacts
- Benefit from the reach of the MWC marketing campaign efforts to promote the event content schedule
- Scan the badges of attendees to capture lead data with a specific topic linked

Package Features

- List one event each day of MWC in a single location – that's four listings
- Receive contact details of the attendees registering online for your event
- Vet and select the attendees you want to attend with our specially-built registration portal
- Your session is further promoted with a dedicated Partner Programme page on mwcbarcelona.com
- Have control over how your information is presented, with ability to update pre-show
- Option to add a host/hostess with badge scanner to welcome guests and assist with scanning for lead data

£41,000 per location



Broadcast Stage - Overview



This is an intimate TV-style studio designed to host live-streamed coverage of the MWC conference and exciting footage from the wider show floor. As the home of Mobile World Live TV, a session here allows you to reach a global online audience whilst aligning with the world-leading MWC conference agenda, senior-level interviews and top content. You are left with a high-quality marketing asset for use in future campaigns. This truly delivers amongst the best hybrid speaking opportunities of its class.

Best suited for: companies seeking live-streamed hybrid content on a well-attended open showfloor stage and re-usable video assets for use in year-round marketing campaigns

£41,000

Broadcast Stage - Details

Brand Awareness

- Your session is listed in the main MWC agenda on website and MWC App on one of the main conference stages
- Your session is further promoted with a dedicated Partner Programme page on mwcbarcelona.com and with a listing on the Mobile World Live website
- A wide multi-channel marketing campaign is run to help you with attracting an audience, both for in-person attendees and online
- Further promotion of the MWC VOD content will help to attract continued lasting attention
- Presence on the Mobile World Live daily newsletter
- Opportunity to upgrade to a wider Mobile World Live marketing package, including live broadcast on 100+ screens throughout the venue

Package Features

- A 30-minute content session in the dedicated Broadcast Stage, an open stage on a busy location on the show floor. Suitable for fireside chats and keynote presentations
- Your session is live-streamed on mwcbarcelona.com and then hosted on-demand on mobileworldlive.com for you to have a professional reusable content asset to leverage year-round
- Run a hybrid content opportunity to reach a wider audience and more eyeballs

Data Analytics and Lead Generation

- Welcome hosts scanning attendees entering the area and stood nearby
- Access to scanned in-person attendee lead information and analytics on live and on-demand viewing figures

£41,000



Networking Hub - Overview



Located at the front of the conference village in Hall 6, the Networking Hub is a purpose-built casual zone that you can hire to run networking events listed on the main MWC agenda for up to 100 people.

It's fully-featured with screens and a presentation area, bar, reception desk and support staff with zoned mixed furniture for a successful event with customers, partners and colleagues.

We will also source eight targeted guests for a more intimate one-on-one discussion during your networking event via the Meeting Services Programme. Read more on page 33

Best suited for: Companies without suitable space on their stand to host a high-profile networking event for lead generation with customers and advance conversations with prospects and partners.

£29,995

Networking Hub - Details

Your brand will be highly visible in this busy location, with your event listed on the MWC website to receive and manage RSVPs

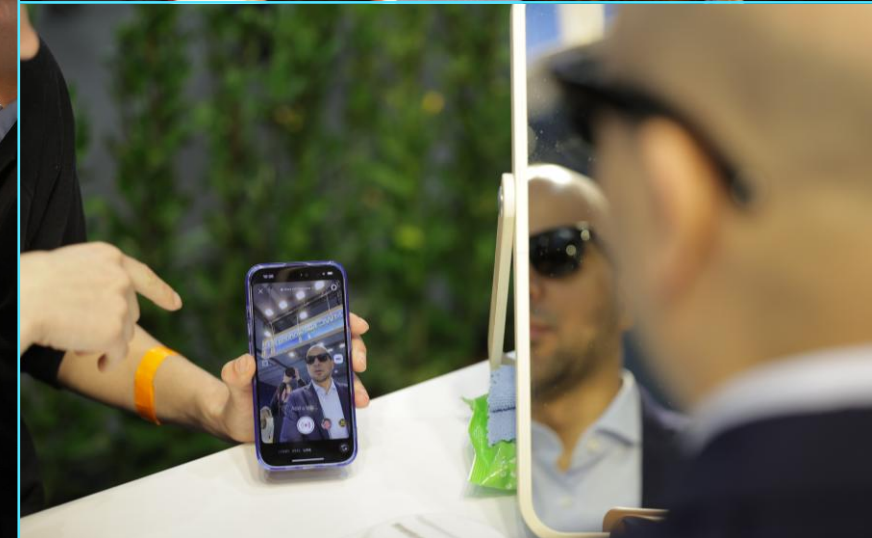
Networking Hub is available for hire:

- Each morning of show days with set up from 7am and the event running 08.30am – 11am
- Lunchtimes of show days with set up from 12pm and the event running 12.30pm – 14.30pm
- Evenings of Days 1, 2 and 3 with set up from 4.30pm and the event running 4.30pm – 6.30pm
- Later evening events may be possible on request
- Wide variety of catering, staffing and entertainment options can be arranged

Benefits of hosting:

- Exclusive event hosting environment conveniently located in a highly visible location
- 8 targeted guests sourced by the MWC Meeting Services programme according to a brief you set, to attend 1-on-1 meetings during the event
- Lead generation opportunity via MWC website RSVPs and scanning attendee badges
- Increased recognition on website and app agenda and onsite schedule screens to attract attendees and raise your profile
- Flexible venue to host a variety of event types

£29,995



Roundtables - Overview



There are many situations where your marketing objectives are best served by reaching wide audiences through our brand exposure and thought leadership sponsorships. There are also others where a targeted, intimate get-together of a smaller group of customers, industry partners and key prospects is a more successful format.

Partner with us to host such a live event, whether as a roundtable of like-minded experts sharing their knowledge and industry best practices, or a workshop, training event, or similar gathering of critical individuals.

We will support with everything you need to make the event a contributor to your event goals but, more importantly, to leave a lasting positive impression on your customers and partners.

Best suited for: companies who have a very targeted idea of their ideal clients and seek an all-in-one package to host and discuss with them

£45,000

Roundtables - Details

We can help you with:

- Professional venue for up to 25pax, with networking space, observer area and A/V set up
- Onsite welcome desk and host/hostess staff
- Sourcing of 16 delegates based on your brief of the ideal target candidates
- Onsite meet-and-greet of delegates
- Listing in the event agenda, with ability to vet and curate interested delegates

You can also benefit from:

- Further assistance with audience acquisition according to a defined brief
- Moderator/host to drive the discussion
- Bespoke research to be delivered by one of our GSMA Intelligence experts
- Development of session content
- Catering during networking event

£45,000



Roundtables - Testimonials



“We engaged the GSMA team for organizing a Chief Marketing Officer (CMO) round table during MWC2024. We had a very specific set of stakeholders from a defined industry and I am pleased to share that the event was extremely successful with a well-structured agenda and extremely good participation.

The GSMA team was extremely responsive and worked closely with our team to ensure we connected to the right audience.

It was a pleasure to work with you all on this project and thanks for all the great work. “

Suryadeep Verma, CMO, Comviva

“We engaged with the MWC Meeting Services team ahead of running a customer roundtable at the FIRA in Barcelona. Our brief about the type and level of delegates we wanted to attract was very specific and presented a challenge for the team to identify and recruit the correct people.

I am very pleased to say that the MWC Meeting team identified and engaged with a large list of potential candidates and were not only able to fill the slots at the round table, but also arrange for one-to-one discussions with people who were not able to attend on the day.

The team engaged with us on a regular basis, to keep us up to date on event recruitment and to discuss and adjust the delegate profile, based on availability.

A worthwhile exercise for Tata Communications and very well supported by the MWC Meeting team. Thank you.”

Ben Bannister - Director - Mobility & IoT Services, Tata Communications

“We had the great pleasure of working with the GSMA Team to support our roundtable event. The team was proactive, highly responsive to feedback / input and very accommodative when issues arose that required quick pivoting. I would highly recommend using their services for organizing a roundtable event at future conferences”

Brad Rose, Chief of Staff to Global Unlimited Reality Practice Lead, Deloitte



Meeting Services - Overview



At a giant and diverse event like MWC, making sure you reach the right decision makers is more important than ever before. Our concierge meeting service can ensure you maximise your time and return on investment at the event and make meaningful connections.

We offer an end-to-end solution via a dedicated team who excel in qualifying and arranging meetings with your ideal target executives, allowing you to make the connections that matter effortless.

If time is money, then spending it in the company of the right people is an investment and partnering with us on the meeting services programme helps you to extract further value from your existing activities.

Best suited for: companies looking for help with finding targeted, high-quality actual meetings with existing and new prospects

£9,995 per 8 meetings

Meeting Services - Details

We can help you with:

- Pre-qualified, pre-arranged, face-to-face meetings with your selection of customers, partners and industry executives
- Securing the ideal participants for roundtables, workshops, private dinners, lunch briefings and other live events at MWC

We will support you with:

- A consultative briefing process to identify key meeting prospects
- Personalised outreach from highly experienced MWC team
- A designated account manager, providing timely periodic updates
- Reminder messages to the guest with onsite meet-and-greet service
- Post-campaign reporting

£9,995 per 8 meetings



Meeting Services - Testimonials



I had an excellent experience working with the GSMA meeting services team this year at MWC Barcelona. They were very responsive and supportive throughout the whole process from start to finish. They secured us excellent meetings with delegates, and more than half have converted into our sales pipeline. I look forward to working with them again at MWC Las Vegas.

Sadie Conley, Demand Generation Specialist, Ozmo

“The meetings GSMA were able to secure for us were of value to us and enabled us to meet with some white space prospects and senior stakeholders from existing accounts we wouldn’t have been able to reach ourselves. The team were efficient in the pre-planning and incredibly proactive on site to ensure meetings happened. A very valuable tool to broaden our reach on site and ensure we are meeting with the right people amongst the 1000’s at MWC.”

Natalie Katje, Marketing Manager, Progressoft

“This experience has been very fruitful, I have no doubt about it. Allow me to express my gratitude for your cooperation and proactive efforts throughout the process. Meeting the team was a pleasure and your attentiveness to detail was exceptional, making the entire experience worthwhile. I’ll be in touch for the next MWC!”

Alex Riches, EMEA Event and Marketing Manager, ServiceNow



Contact

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

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