



BARCELONA
1 – 4 MARCH 2027

SPONSORSHIP, SPEAKING & LEAD GENERATION OPPORTUNITIES

WHAT OPPORTUNITIES ARE THERE? > CONTEXT

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

The various promotional tools at MWC enable you to cut through the masses to target the specific groups of relevant and qualified 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 with the right people?
- How can your brand position be strengthened?
- 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

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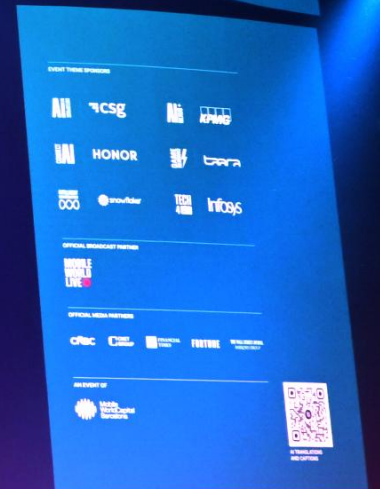
- > Networking Hub
- > Nuclo Events
- > Roundtables
- > MWC Connect



MWC26

PART 1 > SPONSORSHIPS

- > Event Themes
- > Event Sponsorships
- > GSMA Summits
- > Connected Industries
- > New Frontiers
- > #ChangeTheFace



EVENT THEMES > OVERVIEW



The most prominent exposure threaded throughout the event and the only guaranteed way into the prestigious MWC conference. MWC presents six overarching themes that lay the major focal points of the event and the speaking tracks of the prestigious MWC conference. Sponsorship of a theme intertwines significant amounts of high-profile branding with exclusive speaking opportunities and wider content.

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 them 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

£231,750

EVENT THEMES > DETAILS

Branding

- As a major event partner, you will be acknowledged as event theme sponsor across MWC Barcelona 2027, online, in email, on social media, in the press, in the Insight 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**

Lead Generation

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

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

Access

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

“ 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

£231,750



EVENT SPONSORSHIPS > OVERVIEW



Gain unrivalled exclusive exposure in front of the tens of thousands of MWC attendees via brand-forward sponsorship of the key facilities used by all attendees, from the online registration platform, to onsite badge pick-up, the event's badge and lanyards, the exclusive Conference networking area or a wide range of high-profile and high-traffic event facilities, including the cloakroom, WiFi info and water bottle giveaway. 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

- Badges
- Lanyards
- Leaders Lounge
- Registration
- Water Bottles
- Public Transport
- Sustainability
- WiFi
- Charging Stations
- Coffee Robot

▮▮ 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

£50k – £150k

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

Leaders Lounge

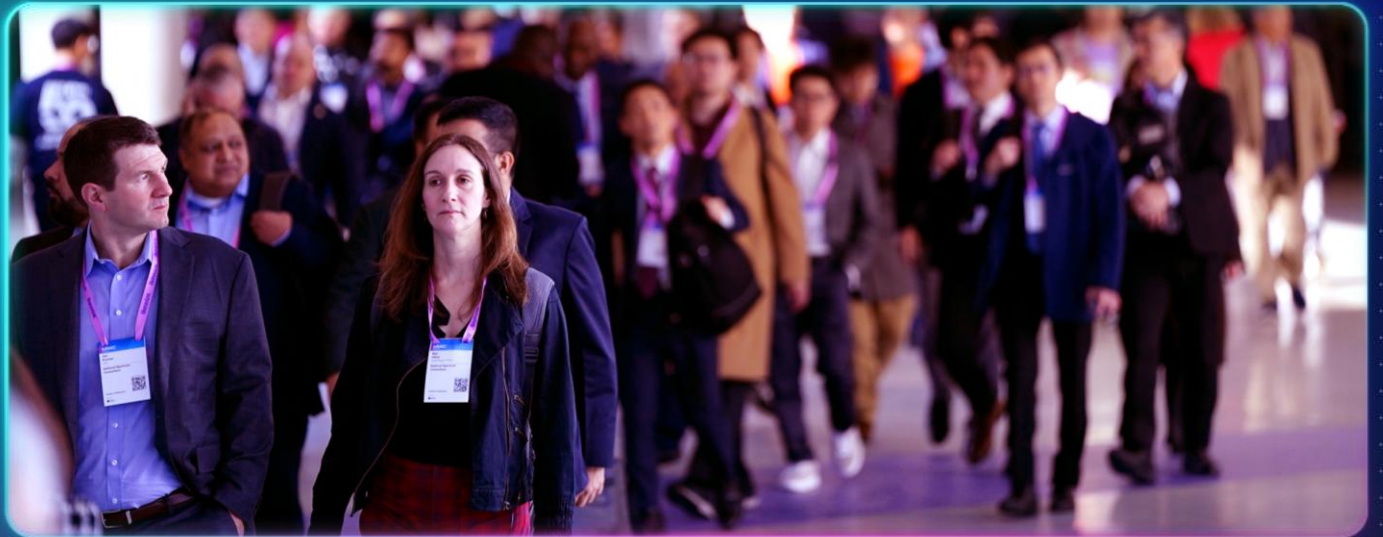
- This is a private, premium space dedicated exclusively to Leader pass holders, where senior decision makers and industry leaders will network with conference speakers and continue the debate off-stage
- Place your branding in the best place to find the leaders you need to turn meetings into successful deals
- High-profile exposure across this key MWC location, including digital and physical branding across the bar, speaker suite, networking lounge and entrance
- Sponsor of GLOMO Awards Networking Reception taking place here

Leaders Lounge: £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 plus each page of the registration process
- Logo on the registration confirmation email
- Logo onsite on entrance access lanes

Registration Sponsor: £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 position their brand and executives and speak in front of a curated 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

£31,750 - £42,250

GSMA SUMMITS > DETAILS

Some summits focus on the technology enablers that underpin innovation and connectivity whilst others spotlight industry verticals, showcasing how mobile solutions are transforming specific sectors. Together, these summits serve as critical convening points for thought leadership, collaboration, and commercial alignment across the mobile ecosystem.

GSMA Summits at MWC2027:

- Agentic AI
- AI Devices
- AI Factories
- eSIM
- Future Networks
- Intelligent Airports
- Intelligent Health
- IoT
- Mobile Identity
- Quantum Technologies
- Satellite and NTN
- Security
- Tower

Summit Platinum Sponsor - £42,250

Two Available per Summit

- Presentation
- Panel speaking opportunity
- Video commercial (10 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 - £31,750

Two Available per Summit

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

£31,750 - £42,250



GSMA SUMMITS > DETAILS: 2026 AUDIENCE ANALYSIS & SUPPORTERS

Summit:	5G Future	Agentic AI	Device Enablement	Digital Health	eSIM	IoT	Mobile Identity	MVNO	Open Gateway	Quantum Technologies	Satellite & NTN	Security	Smart Airports	Tower
Unique Scans	636	658	110	150	434	350	245	171	403	202	448	459	246	264
Senior Level: C-Level/VP/President/Director/Head	319 50%	358 54%	45 46%	81 54%	208 51%	160 48%	149 62%	92 60%	186 54%	96 48%	240 54%	259 57%	129 52%	187 74%
C-Level	127 20%	136 21%	15 15%	39 26%	88 22%	60 18%	66 27%	52 34%	74 21%	36 18%	83 19%	83 18%	42 17%	108 42%
Companies	405	391	75	120	245	205	161	127	242	157	291	298	165	151
Countries	68	76	31	38	56	50	44	41	50	39	51	51	39	42
Platinum Sponsor	 	 					 		  		 	  		
	 	 	 	 	  	 					 		 	
Watch the MWC26 Recording:														

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

£63,345 - £184,755

CONNECTED INDUSTRIES > LEAD SPONSOR DETAILS

Branding

You will be acknowledged as Industry Official Sponsor for MWC Barcelona 2027 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 exhibition passes to attend the event.
- Access to the Event press list (including contact details, where available) pre-show

Lead Generation

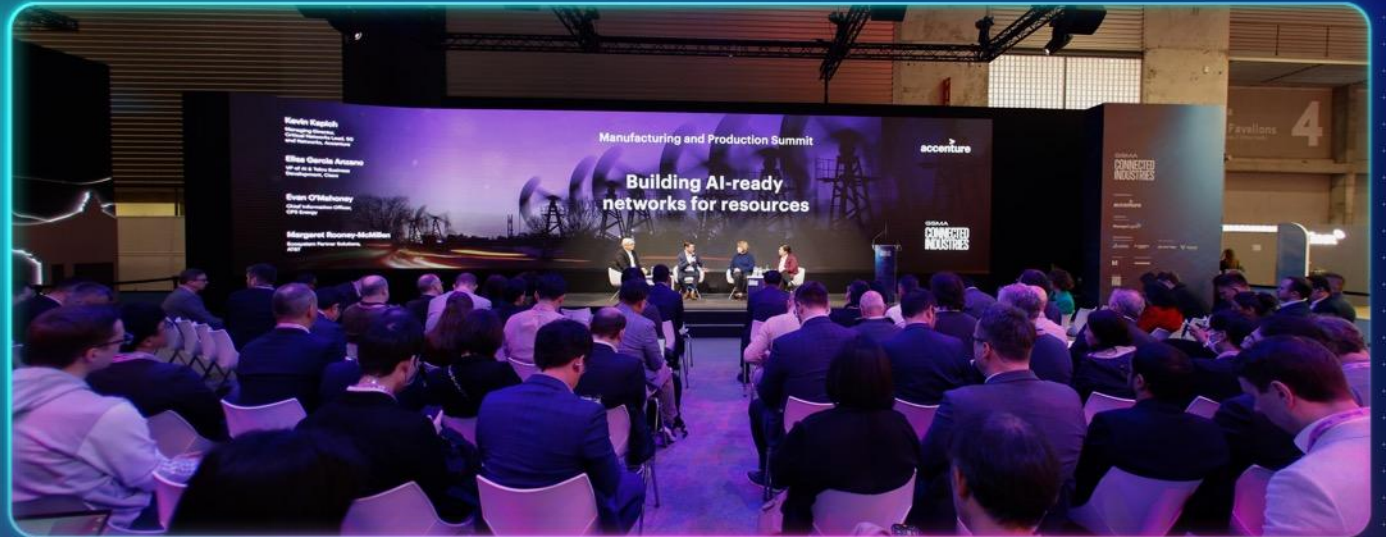
Access to the leads from attendees of all content sessions for your chosen industry vertical



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

£184,755

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 2027 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

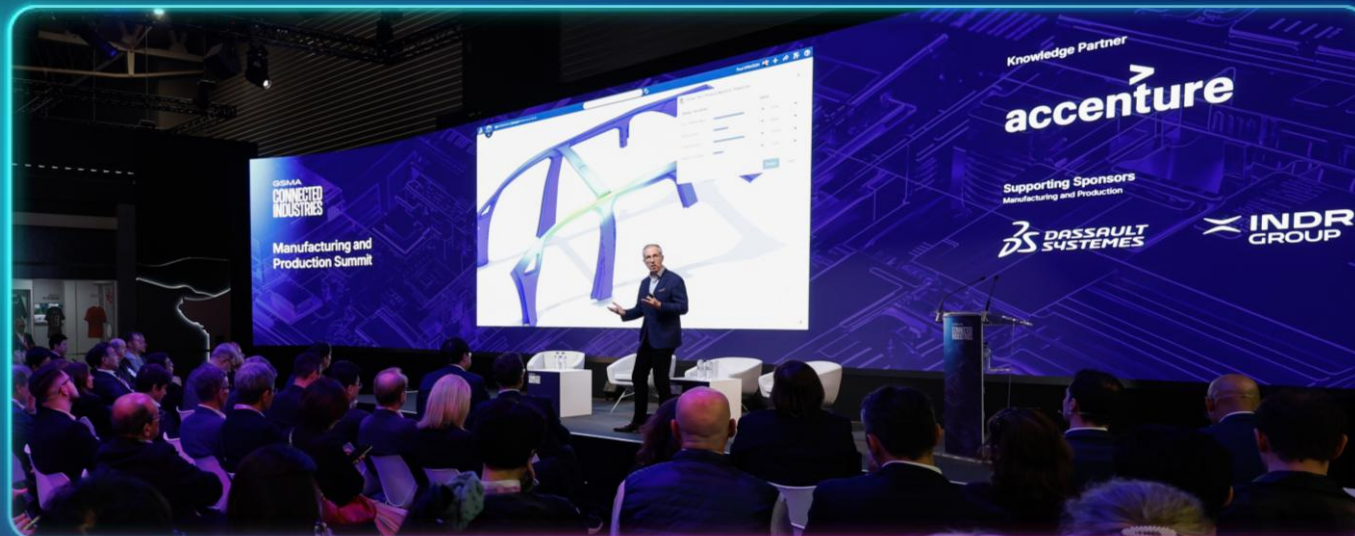
- A large number of complimentary exhibition passes to attend the event.
- Access to the Event press list (including contact details, where available) pre-show

// 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

£63,345

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



CONNECTED INDUSTRIES > DETAILS > INDUSTRY VERTICALS IN FOCUS

Agentic commerce and the human experience



Fintech & Mobile Commerce

- 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

Building AI-ready networks for resources



Manufacturing & Production

- 🔧 **Technologies**
 - Artificial Intelligence (AI)
 - Connectivity & Networks
 - Industrial IoT & Edge
 - Automation & Robotics
 - Digital Twin & Simulation
 - Immersive & Visual Tech
- 📁 **Business Factors**
 - Operational Efficiency & Cost
 - Resilience & Safety
 - Quality & Collaboration
 - Workforce Transformation
- 🌱 **Other / Enablers**
 - Cybersecurity & Interoperability
 - Smart Infrastructure & Integration
 - Remote & Predictive Operations
- 🌐 **Smart Themes**
 - Smart Industry & Manufacturing
 - Connected Industries & Infrastructure
 - Specialized Smart Domains

Connectivity meets autonomy



Smart Mobility

- Intelligent Transport Systems
- Business Models
- User Experience
- Connected Vehicles and Platforms
- MaaS (Mobility as a service)
- Traffic Management
- Logistics and moving goods
- Tele Operations
- AI in Smart Mobility
- Digital Twin
- Edge Computing
- Private networks
- Open Gateway
- Electrification
- Data governance
- Positioning
- SDV
- Cloud
- Automation
- Cyber Security
- Identity
- Regulation
- IoT
- 5G
- NTN

From field to screen: AI-powered, immersive fan experiences at scale



Sports & Entertainment

- 5G monetisation strategy
- 5G private networks and network slicing
- Blockchain
- Casino games and online betting
- Cloud
- Console and game design
- Content creation and strategy
- Crowd analytics
- Distributed antenna systems and fixed wireless access
- Esports
- Frictionless payments, venue access and fan experience
- Haptics, XR Headsets, immersive content and augmented reality
- Identity
- Mobile apps and gaming
- OTT, Video On Demand and Live streaming
- Platforms and devices
- Revenue optimisation
- Subscription revenues
- UX
- Web 3.0

CONNECTED INDUSTRIES > AUDIENCE ANALYSIS

MWC2026 Audience Analysis

	Fintech	Manufacturing	Smart Mobility	Sports & Entertainment
Unique Scans	740	666	531	477
Senior Level (C-Level / VP / Director / Head)	446 60%	336 51%	216 47%	130 53%
C-Level	198 27%	150 24%	79 17%	51 21%
Companies	410	384	331	319
Countries	85	64	62	47

Knowledge Partner

accenture

MWC2026 Partners & Sponsors

Manufacturing Lead Sponsor

ALAT

Sports and Entertainment Supporting Sponsor

MATSING
LENS TECHNOLOGY ENABLED

Fintech Lead Sponsor

ManageEngine

Manufacturing Supporting Sponsors

DS DASSAULT
SYSTEMES

INDRA
GROUP
INDRA | MINSAIT

Smart Mobility Supporting Sponsors

kt

Fintech Supporting Sponsors

iFLYTEK

VONAGE

NEW FRONTIERS > OVERVIEW



This high-impact zone brings together three of the most commercially significant technology shifts shaping the industry:

- Quantum Computing and Next Gen Connectivity
- Satellite and Non-Terrestrial Networks
- Physical AI

New Frontiers is built for companies looking to showcase innovation, forge new partnerships, and accelerate business growth. Through a mix of live demonstrations, on-stage sessions, expert roundtables, and curated networking, it provides a platform to put your solutions in front of the right buyers, partners, and customers.

This is where deals start. Engage directly with operators, enterprises, regulators and policymakers and seek out technology partners who themselves are actively seeking new capabilities. Build partnerships, generate qualified leads, and position your brand at the centre of the industry's next wave of growth.

If you're developing technologies that will define the future of connectivity, New Frontiers gives you the platform to launch, connect, and scale.

Speak and Exhibit from £20k

NEW FRONTIERS > DETAILS



• Accumulated
hyperscale
power

(TWh)
1000

Physical AI

- Physical AI Summit
- AI Leaders Networking Event
- Demo Sessions on New Frontiers Stage

Major discussion points:

- Robotic coordination and network predictive movement
- Integrated Sensing and Communication (ISAC)
- Smart radio and intelligent surfaces
- Low-power chips and neuromorphic edge processing
- Multi-modal fusion of vision and wireless data
- Microsecond latency and real-time execution
- From research to deployment: Live pilots with robots, drones and automated vehicles



Satellite & Non-Terrestrial Networks

- Satellite & NTN Summit
- Demo Sessions on New Frontiers Stage

Major discussion points

- The top strategic priorities and emerging potential of satellite networks to revolutionize global connectivity via integration with mobile networks (4G and 5G)
- Addressable revenue across consumer and B2B/IoT segments
- Growing role of satellite-enabled connectivity in servicing national disasters (e.g. hurricanes) and emergency response situations
- Changing competitive dynamics among satellite groups, particularly in the direct-to-cell segment
- Technological advances at the satellite, chipset and device level
- Regulatory considerations to enable scale



Quantum Technologies and Next Gen Connectivity

- Quantum Technologies Summit
- Post Quantum Summit
- Demo Sessions on New Frontiers Stage

Major discussion points

- Quantum technologies for telecoms
- Advanced semiconductor roadmaps
- Photonics and optical innovation
- Compute-network convergence
- Energy efficiency and performance at scale
- Supply chain resilience and geopolitics
- From research to deployment, including maturity timelines and where operators are already piloting or commercialising these technologies

NEW FRONTIERS > DETAILS

Exhibit

Found prominently at the entrance to Hall 6, where the MWC Conference, Summits, Leaders Lounge and MWC Networking Hub are found, exhibitors from these three technology areas can host self-built or pre-built spaces to demo, network and capture sales leads.

Space Only: £1,155 per square metre
Exhibition Stand Plus: £1,555 per square metre
New Frontiers Pod: £10,300

Speaking

All exhibitors in New Frontiers will also take a session on the purpose-built demo stage found within the zone, which seats 50. These are 20 minute, high-impact keynotes or short panels to celebrate innovation and share your exciting product milestones.

New Frontiers Stage Session: £10,285

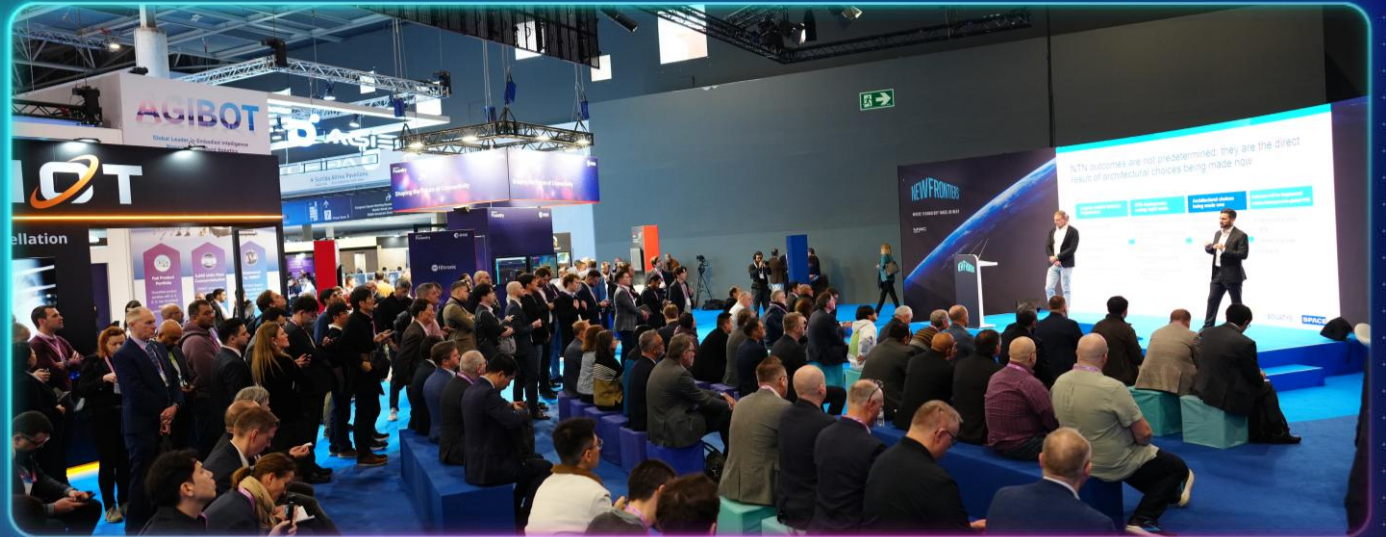
Sponsorships

Related summits, roundtables and networking events exist on these areas and are available for sponsorship with included speaking and branding opportunities

From £31,750

£20,385

New Frontiers Pod and New Frontiers Stage Session



#CHANGE THE FACE > OVERVIEW



The Change the Face programme at MWC Barcelona brings the industry together on a shared mission to drive meaningful action on diversity, equity and inclusion, building on a global movement that champions collaboration, shared insight and lasting impact across the technology ecosystem.

Anchored by a two-day Summit, invite-only roundtable, networking event and GLOMO award moment, the programme convenes influential leaders shaping real change. Sponsors are positioned at the centre of this agenda, with strong visibility as they align with a collective industry effort to accelerate progress at scale.

Best suited for: companies looking to position their brand and executives as leaders in diversity and inclusion, engaging a curated, senior audience driving real industry change, and amplifying their voice through GSMA's global platform and marketing.



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

Rates from £31,750

#CHANGE THE FACE > DETAILS

#ChangeTheFace Summit

Platinum Sponsor - One Available - £42,250

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

Gold Sponsor - Two Available - £31,750

- Presentation or panel
- Gold-level branding and marketing

#ChangeTheFace Roundtable

Roundtable Sponsor - One Available - £55,000

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

Rates from £31,750



PART 2 > SPEAKING OPPORTUNITIES

- > Partner Programmes
- > On-stand Partner Programmes
- > Broadcast Stage



PARTNER PROGRAMMES > OVERVIEW



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

£16,480, - £263,940

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

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

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	£87,550	£45,320	£16,480	£27,555
150 seats	£121,025	£61,800	£20,345	£33,475
250 seats	£173,815	£87,550	£26,780	£41,200
500 seats	£263,940	£150,000		



ON-STAND PARTNER PROGRAMMES > 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, grasp the opportunity to build your own on-stand demo area, stage or similar and 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

£42,230

ON-STAND PARTNER PROGRAMMES > 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 open showfloor TV-style studio stage seated right in front of the MWC Main Stage, hosting live-streamed coverage of the MWC keynotes, conference as well as interviews and presentations.

Sessions on the Broadcast Stage are interspersed into the live linear coverage of Mobile World Live TV, the official coverage of MWC broadcast across screens, hotel TVs, online and in-app featuring exciting footage from the wider showfloor.

Your own self-programmed session here allows you to reach not only a large in-person group but 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

£42,230

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 (longer form content supported by slides/video is better served by a partner programme)
- 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

£42,230





PART 3 > LEAD GENERATION & NETWORK OPPORTUNITIES

- > Networking Hub
- > Nuclo Dining
- > Round Tables
- > MWC Connect

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 a small stage for an introductory speech, demo stations with screens, coffee/drinks bar, roaming catering staff, reception desk and welcome area with zoned mixed high and low furniture for a flexible 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 MWC Connect programme. Read more on page 37

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

£30,895

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 shows 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 4pm 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

£30,895



NUCLO EVENTS > OVERVIEW



Located at the very front of MWC, the award-winning Nuclo Restaurant offers a sophisticated blend of designer cuisine, elegant ambience, and a curated wine cellar – making it the perfect venue for hosting guests in style during the world's premier connectivity event. Whether you're planning a high-level networking dinner, a relaxed drinks reception, or an intimate private interview, Nuclo provides a versatile and memorable setting that reflects the prestige of your brand.

Over the years, Nuclo has become a go-to destination for major sponsors looking to make a lasting impression. Its adaptable layout and premium service make it ideal for a wide range of event formats, from intimate VIP gatherings to large-scale celebrations. With its prime location and reputation for excellence, Nuclo elevates any occasion – helping you connect, celebrate, and engage with impact at MWC

£26,395

NUCLO EVENTS > DETAILS

A prestigious and exclusive environment at the front of the show for a special bespoke event for your chosen audience.

Nuclo is available for hire:

- Towards the end of show days 1-3 with set up from 5pm and the event running 7pm – 10pm
- Later evening events may be possible on request
- Multiple flexible furniture arrangements are possible
- Wide variety of catering, staffing and entertainment options can be arranged

Benefits of hosting:

- Exclusive event hosting environment conveniently located at the front of Fira Gran Via
- Elevated profile above your competitors
- Increased recognition to drive traffic to your exhibition stand and website
- Intimate venue to host key clients and potential customers

£26,395



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

£46,350

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

£46,350



ROUNDTABLES > DETAILS: TESTIMONIALS

"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 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 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**



MWC CONNECT > 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

£10,285

MWC CONNECT > 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

£10,285



MWC CONNECT > DETAILS: 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. GSMA's meeting services program delivered real, measurable impact for Ozmo. Two meetings scheduled for us at MWC Barcelona last year moved through our pipeline and closed as won before year-end—clearly demonstrating the value and quality of the connections GSMA enables."

**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**



"We used MWC Connect and the experience was second to none; the team managed the process seamlessly, removing a lot of operational pressure around meeting coordination. Everything was structured and set up in advance, which made a marked difference onsite."

We were very happy with the results at MWC26 and are already looking ahead to MWC27

**Megan Beaumont, Events and Comms Manager,
NSCALE**

MOBILE WORLD LIVE > OVERVIEW

**MOBILE
WORLD
LIVE**

MWC Official
Broadcast Partner

As the Official Broadcast Partner of MWC26 Barcelona, Mobile World Live provides you with unparalleled reach before, during, and after the event via their popular digital channels.

Extend your onsite sponsorships in the venue and reach a wider global audience, supported by our unbeatable in-house production team.

Extend your campaign to an online global audience of over 188,000 professionals



MWC Preview Event



MWC broadcast



MWC Daily News



**MWC daily
highlights video**



**Broadcast video
interviews**



TV commercials



**Newsletter
advertising**



Website advertising



**On-site broadcast
screens**



**INSIGHT – the official
magazine of MWC**

MOBILE WORLD LIVE > BROADCAST SPONSOR

A unique opportunity to sponsor the MWC27 Barcelona live broadcast, reaching audiences across the event and the wider global mobile industry.

Mobile World Live's exclusive broadcast brings the event keynotes, breaking news, interviews and showfloor action live from Barcelona to viewers around the show and around the world, across hundreds of screens around the venue, including giant screens at the major traffic points, as well as online and in-app.

- Broadcast Branding: Your logo in prime top-left position during the day and overnight broadcasts.
- Broadcast Advertising: 30-seconds of broadcast advertising, played hourly during the daily broadcast.
- Broadcast Video Interview: 5-minute interview with your executive broadcast across screens on-site, in hotels, online, and promoted in the MWC Daily News and Daily Newsletter.
- Bumper: Sponsor bumper broadcast between programming, for added exposure.
- On-site Branding: Your logo and 'Broadcast Sponsor' will be displayed at the Mobile World Live studio where senior industry decision-makers and leaders will assemble for their interviews.
- Exclusive Daily Highlights Video Sponsorship: Exclusive sponsor of each daily highlight video, with 10 seconds of your content at start and end, reaching 188,000 mobile professionals.
- Stand Tour Video: 10-minute stand tour feature, with up to 2 guests, filmed and edited by our production team, broadcast twice during MWC27 Barcelona.

£60,000



THANK YOU FOR YOUR CONSIDERATION

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

MWC Barcelona Sales:
sales@mwcbarcelona.com