



BARCELONA 27 FEB-2 MAR 2017

NEXTech Opportunities

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GSMA Mobile World Congress 2017

With robust interest in IoT, Robotics, AI, VR, AR, and Drones we have dedicated pavilions for each sector. We will bring together some of the most prominent companies for interactive experiences. The Drone Pavilion will include a “flying cage” to watch amazing drone demonstrations. Attendees may also choose to visit pavilions where they can immerse themselves in the 3D world of VR/AR and spend some time in the IoT Pavilion to learn more about how enabled objects collect and exchange data. Additionally the Robotics Pavilion will be dedicated to the evolution and advancement in robot technology. With the option of Sponsorship, Exhibition Space Only, Shell Scheme or Pods, there is an option for everyone.



NEARLY
101,000
ATTENDEES



FROM
204
COUNTRIES



55%+
of this year's MWC
attendees hold
senior-level positions



2,200+
EXHIBITORS

110,000 net sqm of exhibition & hospitality space

Operator companies
400+



Operator attendees
10,000+



Come and demonstrate how Drones are helping shape the meaning of 'mobile'

Drone Zone

There has never been more attention in the media regarding the growth of Drone Technology. Commercial Drones are set to change the face of Mobile Transport/Delivery, Agriculture, Infrastructure Inspection, Mining and Disaster Response. It's only right we feature a Drone Zone at MWC 2017.

Why be part of the Drone Zone?

- Position yourself as a leader in the Drone Ecosystem by demonstrating the relevance of this new technology to the decision makers in the B2B market
- Generate leads and do business with the multinational corporations that attend our show
- Fly your drones in one of our cages and demonstrate how you stand out from your competitors



UAV/Commercial Drone Market size is forecast to be valued at USD 2.05 billion by 2023; according to a new research report by Global Market Insights, Inc

"We could use drones to deliver urgent parts for our network. This would be especially useful for rural, hard-to-reach areas across the UK." — BT, Head of Customer Innovation, www.telecomstechnews.com



Book in some flight time in the Drone Cage to show what your drones can do!

Drone Cages

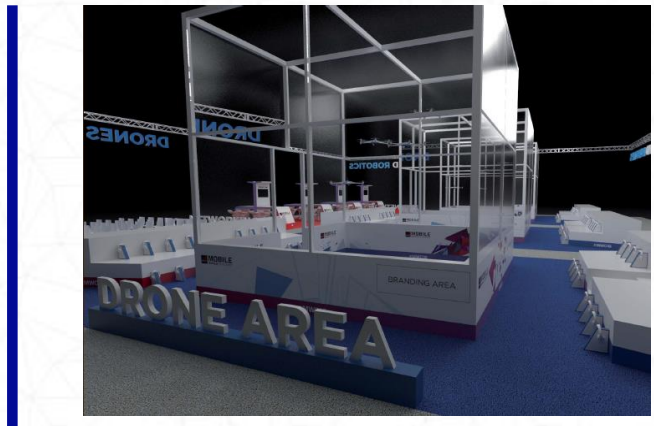
If your drone flies, there's only one way to show what it can do – by taking a cage and running flights. There is the chance to have one cage exclusive to your brand for the entirety of the event or by the day to host flight demonstrations

Drone Cage Features

- Located in the middle of the Drone Zone with prime viewing space
- Flights streamed live into the networking lounge
- Area to watch piloted flights or UAV demonstrations

Drone Cage Options

- Exclusive Cage for 4 day flight time – 2 available
- One Day flight time – One cage per client per day





With Robotics & AI about to revolutionise the world in which we live, there's never been a better time to take part

Robotics & AI Zone

The Robotics and AI zone will demonstrate the future of technology. With elements ranging from Companion Robotics to Robotic Automation and Industry 4.0, Cognitive Computing to Business Process Automation and Data Analytics – the Robotics & AI Zone will have it all!


Robotics & AI Features

- Generate leads and media interest by promoting your Robotics and AI products and services
- Show how businesses are utilising the latest Robotic and AI technology to revolutionise the way in which they operate
- Elevate your brand to ensure your company is recognised as a leader in the Next Generation ecosystem



“The next industrial revolution businesses will face, won't be based on mechanisation, engineering or globalisation. Instead, it will be the rise of automation and artificial intelligence (AI) systems that will power the next great business push.” www.businessinsider.com

Rise of the Machines: The Future has Lots of Robots, Few Jobs for Humans – wired.com



Think VR/AR is just for gaming, think again!
Take part in the VR/AR zone and see how
this tech is shaping many vertical industries

VR & AR Zone

If you've attended the show before, you won't have been able to miss the presence of VR & AR. So high was the coverage, that it seems only right to have a zone dedicated to these areas.

VR & AR Features

- Reach global tech media to build international brand awareness
- Showcase your latest tech in the VR/AR space and demonstrate how your company is shaping this incredible market
- Demonstrate the wide variety of applications for VR including Architecture, Sport, Medicine, Entertainment and Gaming and demonstrate how you stand out from your competitors



Facebook founder Mark Zuckerberg says "video & virtual reality is the future"

Augmented/Virtual Reality to hit \$150 billion disrupting mobile by 2020
www.digi-capital.com



Be a part of one of the most important Mobile Technology Pavilions at MWC 2017 – IoT – DOUBLING IN SIZE IN 2017!

IoT Pavilion

New in 2016, the IoT pavilion has been one of the most exciting new additions to the MWC show floor. Featuring the worlds most influential IoT companies, the pavilion will highlight the most innovative advancements in technologies affecting IoT.

IoT Pavilion Features

- Demonstrate how your company can do things 'bigger and better' by featuring amongst some of the leading names in IoT
- Elevate your brand and differentiate yourself from your competitors by demonstrating how your application of IoT is already changing our daily lives
- Make new business connections and leads by targeting key clientele who will be visiting the pavilion throughout the week



By 2020, the amount of Internet-connected things will reach 50 billion with \$19 trillion in profits and cost savings coming from IoT over the next decade. – www.cmo.com April 2015

Only 0.06% of things that could be connected to the Internet currently are, which means 10 billion things out of the 1.5 trillion that exist globally are currently connected. – www.cmo.com April 2015



NEXTech Lab

The NEXTech Lab is the only open presentation platform on the show floor, offering you a unique opportunity to showcase your products and services to the MWC Audience!

NEXTech Lab is available for 30 minute or 60 minute sessions and seats 50 people. The Lab is fitted with theatre-style seating, stage and AV commensurate with Lab size.

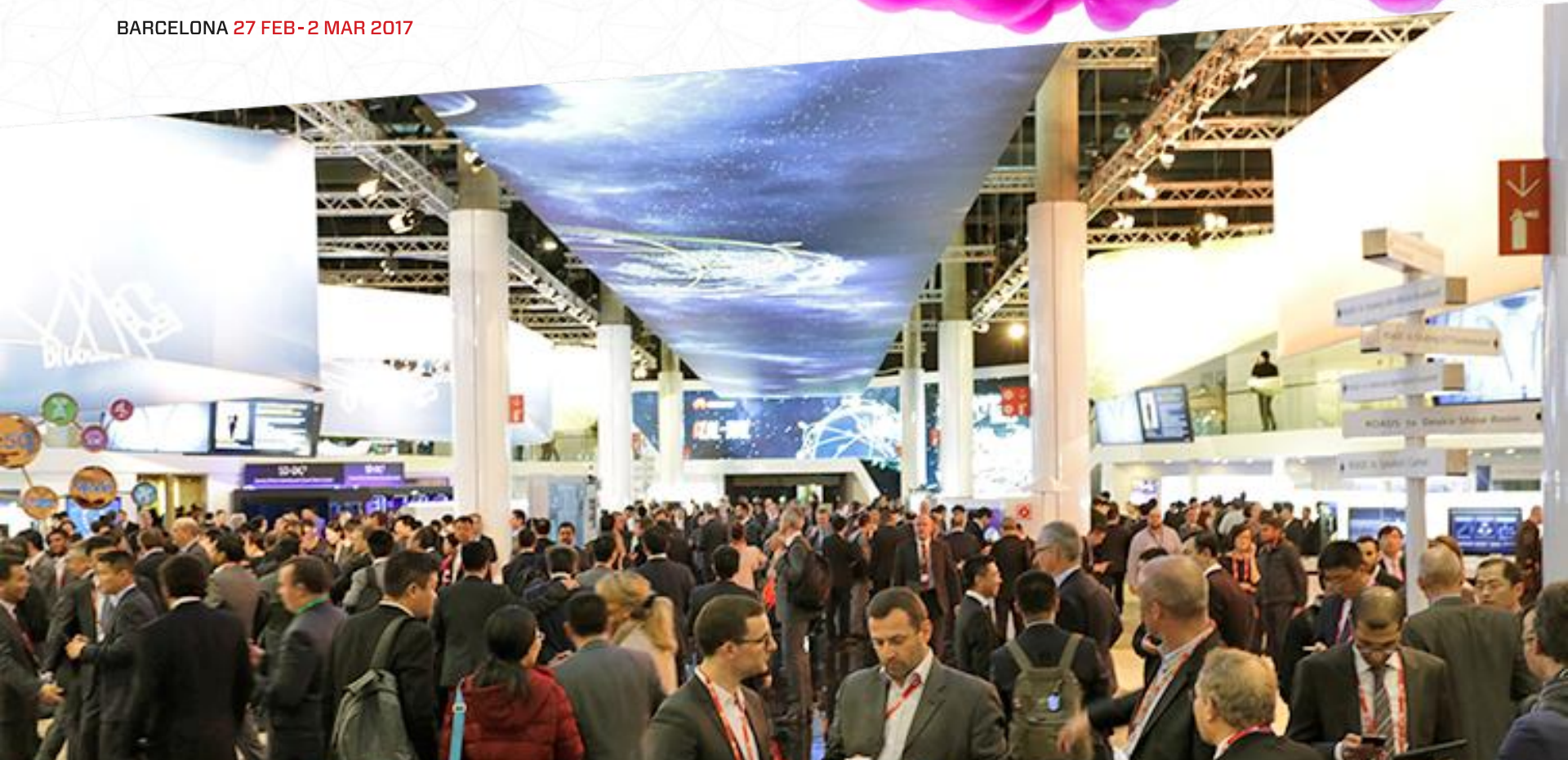
Benefits of becoming a NEXTech Lab Presenter:

- Elevate your brand and ensure you stand out from other exhibitors by positioning yourself as a thought-leader of the latest mobile innovations
- Benefit from the reach of the Mobile World Congress marketing efforts to promote your slot
- Create new business leads by receiving the contact details of the attendees at your presentation
- Increase the awareness of your products and services and drive traffic to your stand as a result of your presentation slot
- Meet new and existing clients by inviting key clients and prospects to attend your presentation



“This is where the world comes to talk about mobile.” Vice President Global e-commerce, Walmart





Contact Us

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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