



**MWC**19<sup>TM</sup>  
Los Angeles

IN PARTNERSHIP WITH  
**ctia**<sup>TM</sup>

October 22-24 2019

# PRESENTING MWC LA 2019



Connectivity



IoT



Immersive  
Content



Disruptive  
Innovation

**INTELLIGENT  
CONNECTIVITY**



October 22-24 2019



## 5G

5G is designed to create speed, flexibility and agility to create the services and performance needed for use cases with far higher reliability requirements than are possible today. With a wealth of use cases, trials and commercial applications available, as well as devices starting to make an appearance in the market, this theme will focus on business models, policy and proven use cases with lessons learned.

- 5G Business Case & Economics
- Spectrum
- Network slicing
- Densification
- Edge Computing
- Customer data
- Collaborative Intelligence



## IoT

Though it has been a buzz word for many years, the Internet of Things continues to outperform the hype. At the beginning of 2017, Gartner predicted that there would be 8.4 billion connected devices that year across industries and verticals. In 2018, Statista registered that over 20 billion devices were connected around the world in 2017. This theme will examine successful use cases and implementations to identify where the opportunities still exist to win with IoT.

- Digital Transformation
- Transportation
- Future of work
- Digital IQ
- Collaborative Intelligence
- Security
- Smart city



## Immersive Content

Immersive Content creates an experience that blurs the line between the physical world and digital world. When the mobile device moved from being the third screen to the first screen for viewing content, the need for hyper-connectivity, increased processing power and global mobile platforms became more important than ever. This theme will look at the technical innovations that deliver and distribute mobile and immersive content.

- VR/AR
- 5G & Live Entertainment
- Distribution
- Content Creation
- Business Models
- Interactive
- Voice Interfaces
- Entertainment
- Sports
- Gaming/Gamification



## Disruptive Innovation

New technologies like AI, blockchain, data analytics, wireless charging and new user interfaces have accelerated innovation and market growth across industries from core to device. As companies try to keep up with the opportunities that these technologies provide, they must also change their internal culture to support this rapid change. This theme will look beyond the hype, focusing on use cases, agile business strategy and best practices when integrating disruptive technologies.

- AI & AI Ethics
- Blockchain
- Data analytics
- Graphene
- Wireless Charging
- New interfaces & future of device
- Voice & Future of work
- Security, Trust & Data Privacy
- Customer Experience

October 22-24 2019

# ABOUT MWC LA


 NEARLY  
**22,000**  
 ATTENDEES

Representing the industry

TELCO & OPERATOR	34%
ENTERPRISE & BRAND	28%
VERTICAL INDUSTRIES	26%
OTHER	12%


 ATTENDEES  
 FROM

112 Countries  
and Territories

TOP COUNTRIES:  
 U.S. JAPAN  
 KOREA MEXICO  
 CANADA INDIA  
 U.K. HONG KONG


 NEARLY  
**1,000**  
 PARTICIPATING  
 COMPANIES

**75 HOURS**  
 PROGRAM CONTENT


**6,500\***  
 YOMO  
 STUDENTS

\*not included in overall attendance number


**220**  
 Media and  
 Industry Analysts

**4YFN** | Connecting  
 Startups  
**130** STARTUPS


**400+**  
 SPEAKERS ACROSS  
 4YFN, SUMMITS, &  
 CONFERENCE


**64%**  
 of this year's MWC  
 Americas attendees  
 hold senior-level  
 positions

# EXHIBITION SPACE ONLY



**MWC19**  
Los Angeles

IN PARTNERSHIP WITH  
**ctia**

October 22-24 2019

\$55 PER SQFT

Create special areas for product demos,  
information meetings and more!

## PACKAGE INCLUDES:

- Completely customizable space
- Flexibility for branding and structure
- Create special areas for product demos, information meetings and more!
- 100-word company profile include within event website and app
- Company listing in the product & services directory within event website and mobile app
- Allocation of complimentary exhibition passes
- **Double Deck option is available at \$26.50 per sqft**



# WALLS AND CARPET



**MWC19**  
Los Angeles

IN PARTNERSHIP WITH  
**ctia**

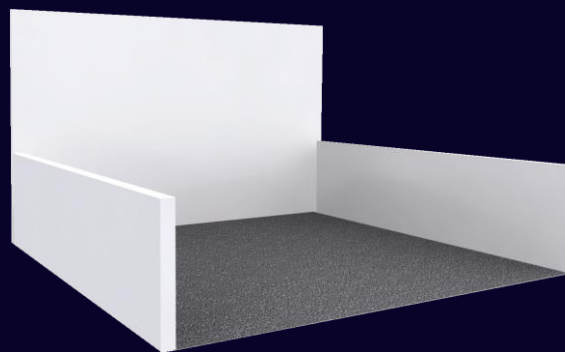
October 22-24 2019

\$60 PER SQFT

## PACKAGE INCLUDES:

- Exhibition area built with walls and black carpet
- 100-word company profile include within event website and app
- Company listing in the product & services directory within event website and mobile app
- Allocation of complimentary exhibition passes

10 x 10 AERIAL VIEW





# SHELL SCHEME

October 22-24 2019

\$65 PER SQFT

## PACKAGE INCLUDES:

- One round table, three chairs, one lockable information counter, one barstool, one electrical outlet, wastepaper basket
- General lighting
- Black carpet with daily cleaning
- Modular wall system - 8' high backwall, 3' high sidewalls
- Fascia with company name and booth number
- 100-word company profile included in event website and app
- Allocation of complimentary exhibition passes
- Allocation of furniture are based on stand size. Details will be available in the Online Event Manual.



CORNER BOOTH



INLINE BOOTH

3' 3" SIDEWALLS

# EXHIBITION STAND PLUS



**MWC19**  
Los Angeles

IN PARTNERSHIP WITH  
**ctia**

October 22-24 2019

\$90 PER SQFT

Stand out amongst the exhibitors with a premium stand build design.

## PACKAGE INCLUDES:

- Custom digital graphic backwall - 8.5' x 8.5'
- One round table, three chairs, one lockable information counter, one barstool, one freestanding 40" plasma TV monitor, three electrical outlets, wastepaper basket
- Standard black carpet with daily cleaning
- Modular wall system with seamless finish - 10' high backwall and 3' high sidewalls
- General lighting
- 100-word company profile included in event website and app
- Allocation of complimentary exhibition passes
- Fascia with company name and booth number
- Allocation of furniture are based on stand size. Details will be available in the Online Event Manual.



INLINE BOOTH



CORNER BOOTH

# STANDARD MEETING ROOM



**MWC19™**  
Los Angeles

IN PARTNERSHIP WITH  
**ctia**™

October 22-24 2019

\$67 PER SQFT

Host business meetings in private meeting rooms on the exhibition floor.

## Meeting Space Size

100sqft	(10'x10')
150sqft	(10'x15')
200sqft	(10'x20')

## Maximum PAX

4
6
10

## PACKAGE INCLUDES:

- Fascia with company name and room number
- Lockable single door
- One round or oval conference table commensurate with room size
- Number of chairs commensurate with room size
- One lockable information counter
- General lighting
- One electrical outlet
- Standard black carpet with daily cleaning
- Modular 8' high wall system with seamless finish
- Wastepaper basket
- 100-word company profile included in event website and app
- Allocation of complimentary exhibition passes



10 PAX MEETING ROOM



# EXECUTIVE MEETING ROOM



**MWC19™**  
Los Angeles

IN PARTNERSHIP WITH  
**ctia**  
TM

October 22-24 2019

\$17,500 (8 PAX) / \$22,600 (12 PAX)

Located on level 2 of the venue overlooking the exhibition floor, executive meeting rooms offer privacy and excellent turnkey facilities.

## PACKAGE INCLUDES:

- Modular 10' high wall system with partial ceiling
- Custom exterior and interior branding
- One boardroom table, one credenza/side board, free standing 40" plasma monitor, number of chairs commensurate with room size, waste basket, coat stand
- Carpet with daily cleaning
- Wifi and electricity
- Allocation of complimentary exhibition passes
- Common EMR lounge area with refreshments and basic business services



EMR 15x20 AERIAL VIEW



EMR 15x15 AERIAL VIEW

# CONTACT US

October 22-24 2019

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

## Japan Contact

**Japan:** +81 3 6258 0582

Nano Opt Media, inc  
Sales Team

[sales@f2ff.jp](mailto:sales@f2ff.jp)

12F SHINJYUKU L TOWER. 1-6-1 Nishishinjyuku,  
Shinjyuku-ku, Tokyo 163-1512, JAPAN

[www.mwcshanghai.com](http://www.mwcshanghai.com)