



Exhibition & Hospitality

#MWC20

More than
109,000
ATTENDEES
from **198 Countries
and Territories**




3,640
International Media
and Industry Analysts

MWC19 is the world's
largest tradeshow
certified as

zero
carbon*

*Pending Certification




2,400
Exhibitors over
120,000 square
metres

7,900
CEOs PARTICIPATED

59%
of MWC19 attendees hold
Senior Level positions

4YFN | Connecting
Startups
23,000+
ATTENDEES


760+
EXHIBITORS
including **600** startups



Exhibition & Hospitality



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Exhibition Opportunities

In 2019, the exhibition featured 2,400 exhibitors from across the globe with representatives from all facets of the mobile industry. Exhibiting at MWC allows you to showcase your products and services to more than 109,000 key decision-makers in a state-of-the-art exhibition facility. By exhibiting, your company can deliver excitement with advanced product demonstrations, industry-changing announcements, and more.

We will bring you another amazing MWC Barcelona from 24 February to 27 February 2020, in the Mobile World Capital Barcelona. Join us at MWC Barcelona for another instalment of the world's biggest and best mobile industry event comprising of a massive exhibition, an award-winning conference, outstanding networking opportunities, partner programmes, the Glomo Awards and much, much more.

“MWC is the ideal place for us to continue our business discussions, continue building on our relationships and continue expanding our business.”

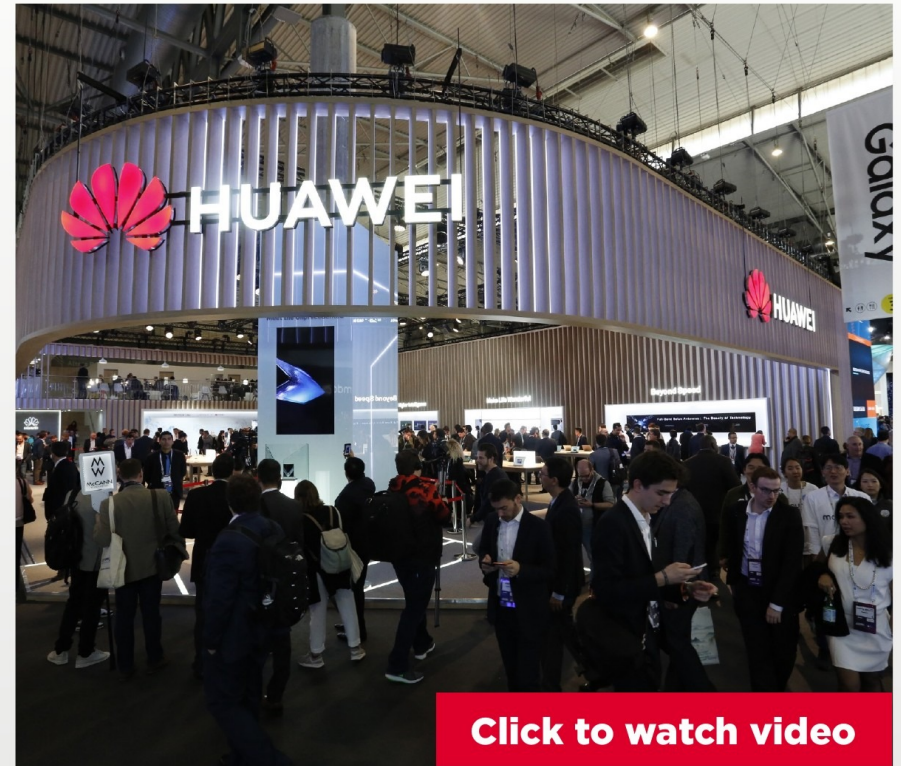
- Patrick Recasens i Morente, General Counsel, Company Secretary & Corporate Communications, flowLive



More than **109,000**
Attendees



From **198** Countries
and Territories



General Exhibition

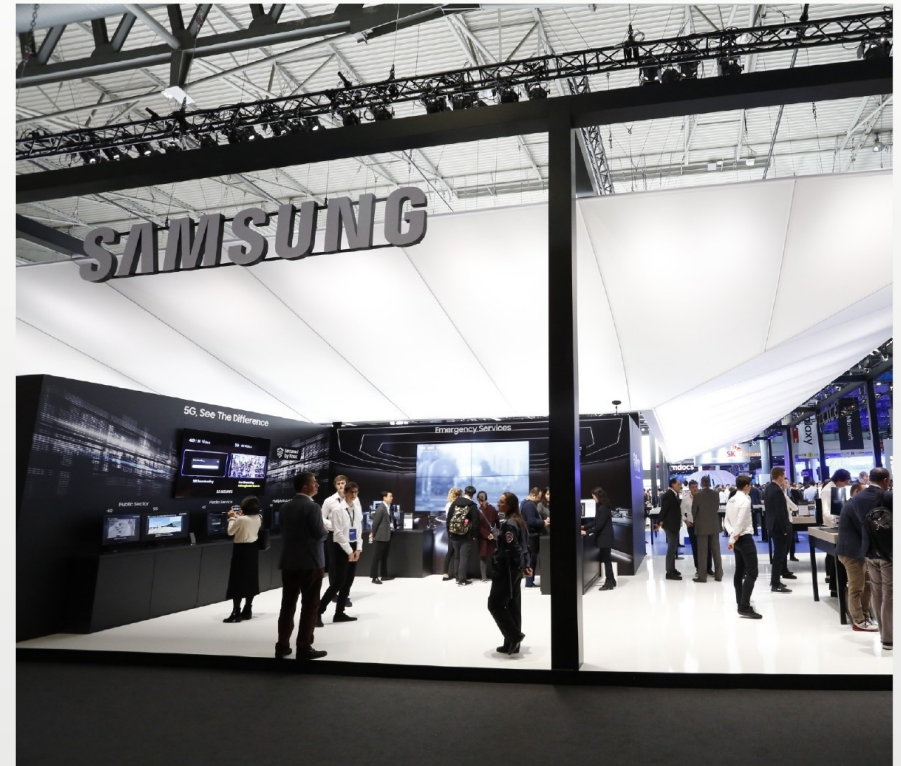
Hall 1, 5, 6, 7 and Congress Square

Benefits to Exhibiting:

- Face-to-face meetings with top prospects
- High-level networking activity
- Exposure to more than 109,000 industry attendees
- Visibility to over 3,600 press & media
- Chance for you to showcase new products and solutions via a bespoke or turnkey exhibition stand

“Vuzix is a company specialised in enterprise products and we find that MWC is a perfect event since it brings a larger amount of relevant clients to our stand compared with other events which are more consumer oriented”

- Jordi Boza, Director of Sales EMEA and LATAM, Vuzix



Digital Planet Exhibition

Hall 8.1

Formerly known as App Planet, Digital Planet has evolved beyond smart phone applications to focus on the the current digital consumer/enterprise experience and how they interact with technology. This includes advertising, apps, mobile analytics, content, digital commerce and everything surrounding that.

Digital Planet Benefits:

- Meet with over 11,000 developers and marketing firms
- Showcase new products and apps

Hours:

- Attendees: 09:00 - 19:00
- Exhibitors: 07:00 - 20:00
- CC8 Business Meeting & Daily Meeting Rooms: 07:00 - 22:00



More than 13,000
Attendees interested in
app/mobile services



23% of Total
Attendees in 2019



NEXTech Hall 8.0

Showcasing cutting-edge technology from Artificial Intelligence, Virtual/Augmented Reality, Drones, Robotics and IoT.

NEXTech Hall 8.0 is now one of the event's most exciting destinations. Featuring the most forward thinking, innovative companies in the mobile ecosystem, there are several pavilions and zones showcasing cutting-edge technology trends. Features of the NEXTech Hall include: IoT Pavilion, Graphene Zone, NEXTech Lab Theatre, Partner Programmes and Power Hour Sessions.

Attendees will have the opportunity to immerse themselves in a series of 360-degree experiences in the Virtual Reality and Augmented Reality Zone or visit the IoT Pavilion to see how millions of "things" are getting connected, creating smart homes, smart cities and smart industries.

Hours:

- Attendees: 09:00 - 19:00
- Exhibitors: 07:00 - 20:00



[Click to watch video](#)



A variety of Exhibition and Hospitality Packages to fit your goals and budget:

- Exhibition stands are charged per square metre and can be booked as Space Only or as an all-inclusive turnkey solution - a pre-built stand with furniture, lighting and power. All exhibitors receive an allocation of complimentary exhibition passes for staff and guests.
- Exhibitors are listed in the following areas:
 - Official MWC website
 - Product and Services Directory (website and MWC Event app)

Packages include:

- Exhibition – Space Only
- Exhibition – Shell Scheme
- Exhibition Stand Plus
- Hybrid Exhibition & Hospitality Space
- Hospitality – Space Only
- Executive Meeting Rooms
- Meeting Rooms
- Business Meeting Rooms



Space Only

Hall 1, 4, 5, 6, 7, 8.0, 8.1 & Congress Square

Building on a Space Only footprint, you have total control over design, materials, and layout to best promote your products and services or entertain prospective clients. These spaces are completely customisable and give you total control throughout the build process. Space Only stands include a power supply.

Exhibitors come to MWC to:

- Generate leads
- Conduct meetings with key clientele
- Grow contact base
- Showcase their latest products and solutions
- Gain substantial press and media coverage



£1,010 per sqm



Shell Scheme

Hall 1, 5, 6, 7, 8.0, 8.1 & Congress Square

Shell Scheme Packages Include:

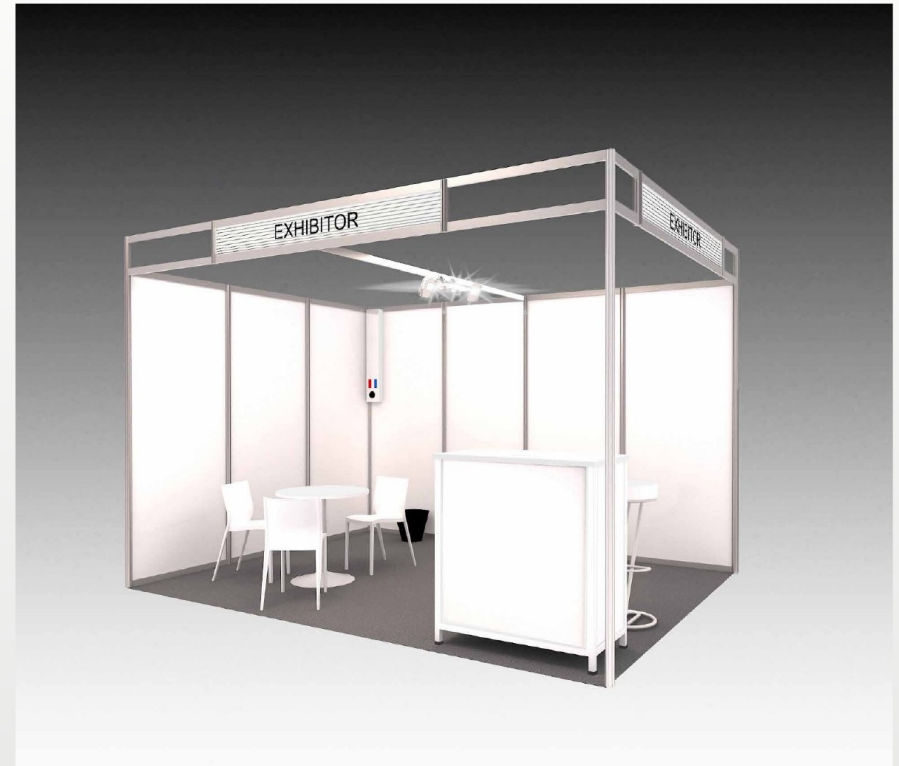
- Stand construction
- Power supply
- Lighting
- Furniture
- Can be sold any size up to 36sqm

Shell Scheme Stands up to 18sqm:

- One round table
- Three chairs
- One counter
- One barstool
- Wastepaper basket

Shell Scheme Stands above 18sqm:

- One round table
- Six chairs
- Two counters
- Two barstools
- Wastepaper basket



£1,100 per sqm



Exhibition Stand Plus

Hall 1, 5, 6, 7, 8.0, 8.1 & Congress Square

Exhibition Stand Plus Packages Include:

- Customised graphics with your branding
- Carpentry walls and counter
- Can be sold any size up to 36sqm

Exhibition Stand Plus up to 18sqm:

- One round table
- Three chairs
- One counter
- One stool
- Wastepaper basket
- Free standing TV
- Three built-in electrical sockets

Exhibition Stand Plus stands above 18sqm:

- One round table
- Six chairs
- Two counters
- Two stools
- Wastepaper basket
- Free standing TV
- Four built-in electrical sockets
- Lockable storage closet

7A23

EXHIBITOR NAME



£1,360 per sqm



Pods on the Walkway

Place your brand in front of 100,000+ attendees by taking advantage of the Pods on the Walkway. Located close to Hall 8.1, these pods allow you to elevate your brand visibility and receive attention by being in one of the highest traffic flow points of the venue. Use this opportunity to meet the right people and generate key new business.

Pod includes:

- 2 sqm
- AV Screen
- Wi-Fi
- Company name plate
- Branded front panel on the counter located on a major traffic thoroughfare with thousands of attendees frequently passing by!

“This is where the world comes to talk about mobile. We’re a global retailer and we’re doing this on a global scale.”

- Vice President Global e-commerce, Walmart



£7,950



Hybrid Hall 3

Hybrid Stands in Hall 3 combine exhibition and meeting spaces into one footprint. The hybrid stand gives exhibitors the unique ability to showcase their products and services while hosting clients in custom designed private meeting spaces.

Hybrid Hall Benefits:

- One of the most high-profile exhibition locations
- Showcase new products
- Entertain clients
- Meet prospective clients

Hours:

- Attendees: 07:30 - 22:00
- Exhibitors: 07:00 - 22:00
- For exhibitors' convenience, Hall 3 has extended opening times and exhibitors must ensure their stand is secured at all times.



Hall 2 Hospitality

Hall 2 hosts fully enclosed meeting and hospitality areas where companies can design and build fully customisable Space Only Hospitality Suites focused on pre-arranged meetings.

Hospitality Hall Benefits:

- Host high-profile meetings
- Entertain clients
- Meet prospective clients
- Fully customisable hospitality stands

Hours:

- Attendees: 07:30 - 22:00
- Exhibitors: 07:00 - 22:00
- Space in Hall 2 is intended for meeting and hospitality purposes and generally spaces must be fully enclosed. The exception to this is spaces that face a green aisle, these must comply with Hall 2 Hybrid rules*

**For exhibitors' convenience, Hall 2 has extended opening times and exhibitors must ensure their stand is secured at all times.*



Space Only Hospitality Suites

Space Only Hospitality is available for companies needing a self-built private space. Dedicated to Hospitality Suites only, Hall 2 provides private meeting areas and a quiet atmosphere for conducting meetings or entertaining clients.

Space Only Hospitality Suite Package Includes:

- Space with power supply
- 100-word company profile within the event website
- Company listing in the Product and Services Directory within the event website and mobile app
- Allocation of complimentary exhibition passes



£1,010 per sqm



Meeting Rooms

There are a variety of meeting room options to fit your goals and budget. The following packages provide you with an array of different rooms for you to conduct business and host clients

- Space-Only Hospitality
- Meeting Room Packages
- Executive Meeting Rooms
- CC1 Daily Meeting Rooms
- Business Meeting Room



Executive Meeting Rooms Hall 2.1

The Hall 2.1 Executive Meeting Rooms share a communal reception area, reception counter and refreshment area. Basic business centre facilities are available along with tea, coffee, and water. You will also be offered cava and beer for you and your guests from 17:00 - 19:00 Mon-Weds. Choose between a standard boardroom table, lounge layout or an unfurnished room, ready for your own furniture customisation.

Package includes:

- Inclusive of AV Equipment*, Plasma and HDMI Cable
- Wi-Fi throughout the area
- Listing in the event website and mobile app
- Allocation of exhibition passes
- One boardroom table**
- Lockable cupboard with key
- Wastepaper basket
- Coat Hanger

Executive Meeting Rooms Benefits:

- Highly functional meeting rooms
- Private, formal setting
- Turn-key set-up with minimal preparation



8PAX: £26,710 - 12PAX: £40,905 - 16PAX: £53,415



Executive Meeting Rooms Hall 2

Hall 2

The Executive Meeting Rooms in Hall 2 are in an exclusive location situated in the heart of the event. With limited numbers of 8 PAX, 12 PAX, and 16 PAX rooms available, be sure to stake your place.

Basic business centre facilities are available along with tea, coffee, and water. You will also be offered cava and beer for you and your guests from 17:00 - 19:00 Mon - Weds.

Package includes:

- Inclusive of AV Equipment*, Plasma and HDMI Cable
- Wi-Fi throughout the area
- Listing in the event website and mobile app
- Allocation of exhibition passes
- One boardroom table**
- Lockable cupboard with key**
- Wastepaper basket
- Coat Hanger

Executive Meeting Rooms Benefits:

- Highly functional meeting rooms
- Private, formal setting
- Turn-key set-up with minimal preparation



8PAX: £26,710 - 12PAX: £40,905 - 16PAX: £53,415



Executive Meeting Rooms Hall 4

The Executive Meeting rooms in Hall 4 are in an exclusive location within MWC Barcelona. With limited number of 8 PAX, 12 PAX and 16 PAX rooms available, be sure to stake your place.

Basic business centre facilities are available along with tea, coffee, and water. You will also be offered cava and beer for you and your guests from 17:00 - 19:00 Mon - Weds.

Package Includes:

- Inclusive of AV Equipment*, Plasma and HDMI Cable
- Wi-Fi throughout the area
- Listing in the event website and mobile app
- Allocation of exhibition passes
- One boardroom table**
- Lockable cupboard**
- Wastepaper basket
- Coat Hanger

Executive Meeting Rooms Benefits:

- Highly functional meeting rooms
- Private, formal setting
- Turn-key set-up with minimal preparation



8PAX: £26,710 - 12PAX: £40,905 - 16PAX: £53,415 - 24PAX: £81,805



Business Meeting Rooms

Hall 8.1

The Business Meeting Rooms in Hall 8.1 offer soundproofed walls, carpeted floors, and a lockable door to provide extra privacy. There are three different rooms sizes, 21sqm, 32sqm and 40sqm, all of which are offered furnished or unfurnished to best suit your business purposes.

Package Includes:

- Boardroom table
- Lockable cupboard
- Basket
- Listing in the event website and mobile app
- Coat Stand
- Basic AV equipment: plasma screen & HDMI cable
- Wi-Fi throughout the area
- Allocation of exhibition passes
- Branding - 1 logo on door and modest branding within the room



21sqm (10PAX): £29,715 - 32sqm (16 PAX): £39,500 - 40sqm (16PAX): £41,385 - 30PAX (Unfurnished): 41,385



Standard Meeting Room

Hall 2, 5, 6, 7 and 8.0

Package includes:

- Lockable single door, ceiling, carpet, furniture, company nameplate, general lighting and power supply
- 100-word company profile within the event website and mobile app
- Company listing in the Product and Services Directory within the event website
- Allocation of complimentary exhibition passes

Rooms up to 18sqm:

- One conference table
- Six armchairs
- Coat hanger
- Wastepaper basket

Rooms above 18sqm:

- Two conference tables
- Eight armchairs
- Coat hanger
- Wastepaper basket

Rooms above 36sqm:

- Three conference tables
- Fifteen armchairs
- Coat hanger
- Wastepaper basket



Exhibitor: £550 per sqm - Non-Exhibitor: £1,100 per sqm



Meeting Room Plus

Hall 2, 5, 6, 7 & 8.0

Package includes:

- Large branding space on exterior
- 40" Plasma screen inside for your use
- Lockable single door, ceiling, carpet, premium furniture, company nameplate, general lighting and power supply
- 100-word company profile within the event website and mobile app
- Company listing in the Product and Services Directory within the event website
- Allocation of complimentary exhibition passes

Rooms up to 18sqm:

- One white conference tables
- Six chairs
- One small cabinet
- Coat hanger
- Wastepaper basket

Rooms above 18sqm:

- Two conference tables
- Eight chairs
- One small white cabinet
- Coat hanger
- Wastepaper basket

Rooms above 36sqm:

- Three conference tables
- Fifteen chairs
- One large armchair
- Two armchairs
- One small table
- One small white cabinet
- Two Coat hangers
- Wastepaper basket



Exhibitor: £850 per sqm - Non-Exhibitor: £1,365 per sqm



South Village Hospitality Pavilions

The Hospitality Pavilions located at the South Entrance are a great way to entertain, network and engage new and existing business partners.



Outdoor Pavilion Furnished

Package Includes:

- Meeting Room Packages
- Entrance fascia (Glass panels and one double door)
- Graphic with booth number
- GSMA Logo
- Terrace 3 x 5m with teak terrace and teak fence
- Painted MDF periphery internal walls at 2.2m
- Ceiling - white lining including embedded lighting
- 30db wall & ceiling insulation
- Anthracite grey carpet tiles
- 2 AC floor mounted units
- 6.6kw free power / 12 Kw switchboard (24h power consumption)
- 4 double embedded sockets
- 1 RJ45 socket (6m x 6m will receive 2)
- 8 Embedded downlights on white wooden beams
- 1 power lead for plasma screen
- 1 Smoke detector
- 2 Power leads for AC units
- Fire switches connection / Fire extinguisher
- 2Mbps internet line
- WiFi AP enable (WiFi enable - service not included)
- Basic booth cleaning (no cleaning is included during event days)
- Power consumption (24 hours)



[View more on next slide](#)

25sqm (5x5): £54,060 - 36sqm (6x6): £69,360



Outdoor Pavilion Furnished

Additional Items Included Within Furnished Package:

- Dividing wall to create the meeting room + Door 12 Pax meeting room furniture set: 12 chairs + Boardroom table
- 2 armchairs + 1 coffee table (6m x 6m will receive four armchairs + 2 coffee tables)
- LCD LED screen 40" - Wall mounted
- Terrace furniture set (60x60 cm table teak + 4 chairs) x 2
- Full wall vinyl 485 x 221cm (in meeting room)
- Polycanvas to wood frame. 120 x 80cm (in reception area)
- 1 Waste basket
- 1 Coat hanger



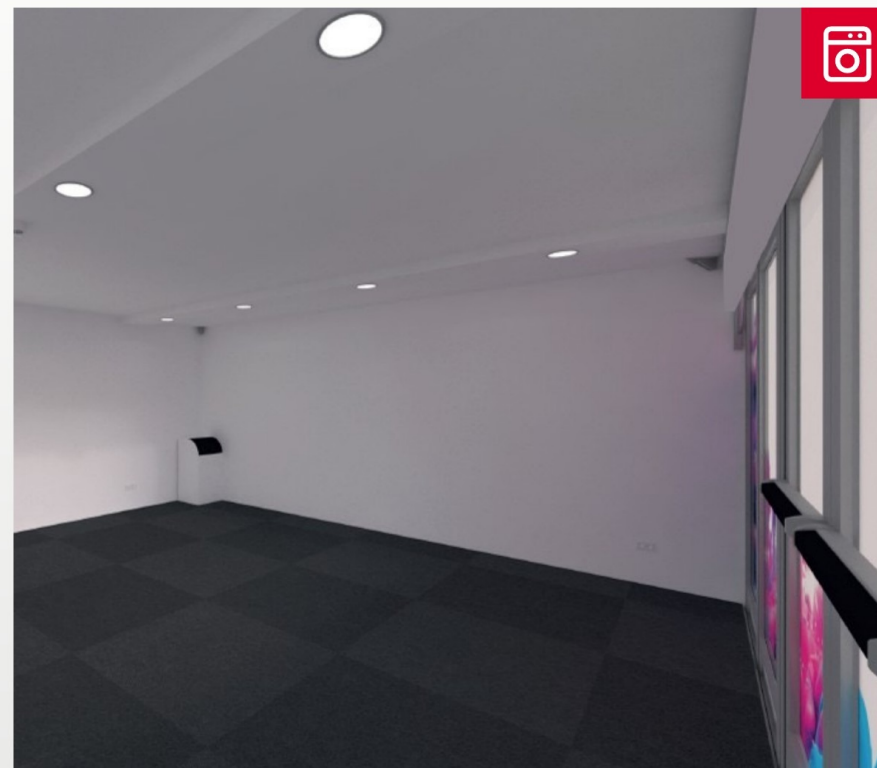
25sqm (5x5): £54,060 - 36sqm (6x6): £69,360



Outdoor Pavilion Unfurnished

Package Includes:

- Contra vision busgraphic vinyl on front façade (full width branding site)
- Entrance fascia (Glass panels and one double door)
- Graphic with booth number
- GSMA Logo
- Terrace 3 x 5m with teak terrace and teak fence
- Painted MDF periphery internal walls at 2.2m
- Ceiling - white lining including embedded lighting
- 30db wall & ceiling insulation
- Anthracite grey carpet tiles
- 2 AC floor mounted units
- 6.6kw free power / 12 Kw switchboard
- 4 double embedded sockets
- 1 RJ45 socket (6m x 6m will receive 2)
- 8 Embedded downlights on white wooden beams
- 1 Smoke detector
- 2 Power leads for AC units
- Fire switches connection / Fire extinguisher
- 2Mbps internet line
- WiFi AP enable (WiFi enable - service not included)
- Basic booth cleaning (no cleaning is included during event days)
- Power consumption (24 hours)



25sqm (5x5): £48,655 - 36sqm (6x6): £63,445





Contact

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