

OPERATOR VILLAGE

New for 2013! The GSMA continues its commitment to the operator community with the creation of the Operator Village. The Operator Village aims to showcase the products and services of the GSMA members. As a valued full member of the GSMA, you receive a discounted rate to participate in this area. If you are committed to space elsewhere in the show, then you are able to participate for free in the Operator Village.

Operator Village

Located at the heart of the Gran Via exhibition in the Congress Square between the main exhibition halls, this thoroughfare features the highest volume of attendee foot traffic – guaranteeing maximum visibility and exposure. The Operator Village features 40 units of 4 x 8m space; each unit provides a showcase area combined with a private meeting room.

Members may choose from the following options:

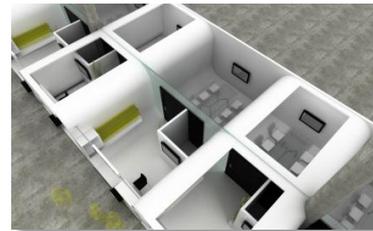
- **Hospitality Package:** Includes a complimentary 32sqm booth in the Operator Village and a special discounted rate per square metre for space only hospitality in Halls 1 or 2. *Value of space in Hall 1 or 2 must exceed value of Operator Village unit cost.*
- **Exhibition Package:** Operators preferring to exhibit in Halls 3, 5, 6, 7, or 8 receive the first 32sqm complimentary (*with minimum of 64sqm purchased*) or one of the Operator Village units. Exhibition space to be purchased at full space only exhibition rate.
- **Operator Village Only Package:** Operators opting to showcase in the Operator Village only will be charged 50% of shell scheme rate per unit.

Contact us for more details on exhibiting in the Operator Village or other custom-made options that fit your company's objectives and budget.

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- Potential of 40 units of 32 metres each
- High Traffic area
- Exclusive branding to distinguish Village from rest of event with distinct carpeting and design

About GSMA Mobile World Congress

The GSMA Mobile World Congress combines the world's largest mobile industry exhibition with an innovative and exciting congress featuring leading mobile operators, vendors, and content owners from across the world. The 2011 Congress featured 1,400 exhibiting companies and occupied more than 142,000 square metres of exhibition and hospitality space. The Congress also includes Global Mobile Awards, App Planet, mPowered Brands, and more.