

MOBILE WORLD CONGRESS 2018



Follow the action #MWC18

<http://www.techhub.fi/mwc18finland/#>

+ Finland Pavilion at Mobile World Congress

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Do you have solutions for AR/VR? Cyber Security? IoT? 5G? Mobility?

Join the world's largest gathering of mobile and related industry executives with Finland Pavilion at the Mobile World Congress (MWC)!

Mobile World Congress is the world's largest annual gathering of mobile and related industry executives:

- **February 26 – March 1, 2018 at Fira Gran Via in Barcelona, Spain**
- In 2017 in review:
 - More than 108 000 attendees from 204 countries
 - More than 2 300 companies showcased their products and services
- Finland Pavilion is organized by Finpro together with Team Finland players!

Creating a

**Better
Future**



MWC Concept 2018

Finland – Technology Superpower

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Finland Pavilion is located in hall 1 (1H1)

- Better visibility for your company as a member of Finland Pavilion at the biggest mobile trade show in the world
- High profile presence & Capturing exhibition space for company presentations, demos and meetings
- Possibility to use meeting rooms
- Networking opportunities – invite your clients and partners to onsite cocktail events

Team Finland support for companies

- Preparation event for companies participating Finland Pavilion
 - Personal coaching for brushing up your company's value proposition
 - Sales pitch training in one-day training events (max 10 companies/day)
- Support in business matchmaking/Business Finland advisory services

Strong focus on pre-marketing to generate traffic to & buzz at the Pavilion

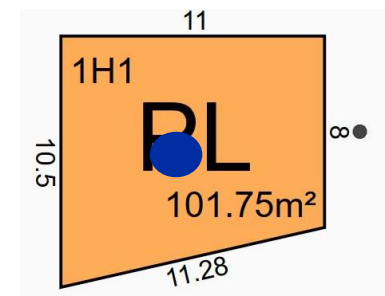
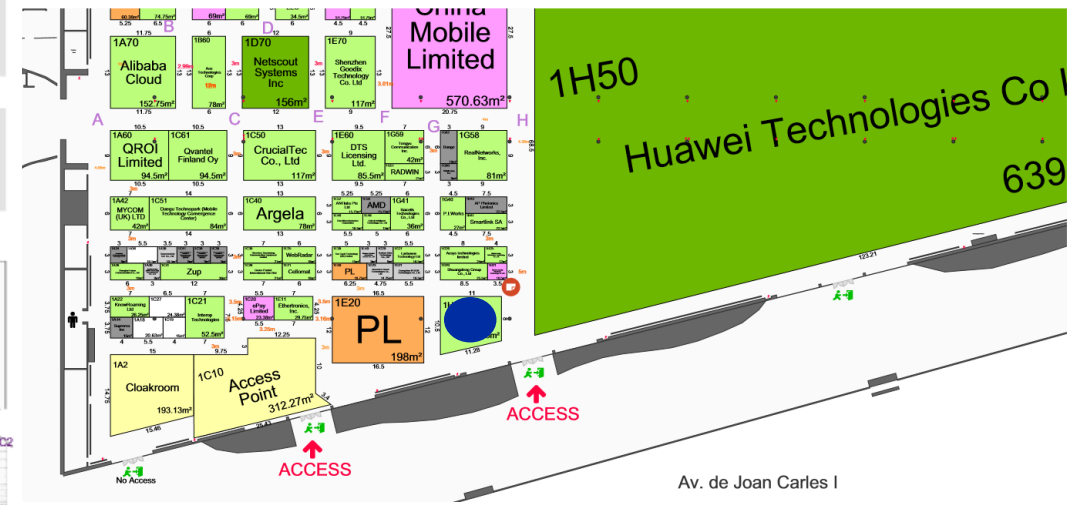
- Pre-event presence at the Finland virtual stand (website)
- Social media content to maximize visibility prior & during the event
- Media work to target national and international media





Finland Pavilion in Hall 1 (1H1) at MWC 2018

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● Finland Pavilion



MWC 2018 Attendance Packages

MWC Deluxe, Premium, Light



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Key Elements	MWC Deluxe	MWC Premium	MWC Light
Presence at the Finland Pavilion	Permanent corner (5m2) at the Pavilion, "pop-up corner" with own company branding	Permanent desk at the Pavilion, logo at the demo desk	Pavilion as a home base / meeting point
Company Coaching	Sales pitch&Value prop coaching, Team Finland prep day, Business Finland advisory services	Sales pitch&Value prop coaching, Team Finland prep day, Business Finland advisory services	Sales pitch&Value prop coaching, Team Finland prep day, Business Finland advisory services
Visibility before & during MWC 2018	SoMe marketing campaigns, logo visibility at the Pavilion, 1 targeted&paid SoMe campaign message, highlighted visibility at Techhub.fi	SoME marketing campaigns, logo visibility at the Pavilion, highlighted visibility at Techhub.fi	General pavilion marketing and limited logo visibility at the pavilion
Meeting rooms	Possibility to pre-book meeting rooms at the Pavilion (8 slots)	Possibility to pre-book meeting rooms at the Pavilion (7 slots)	Possibility to pre-book meeting rooms at the Pavilion (4 slots)
Coctail events at the Pavilion	YES!	YES!	YES!
Stage time	1 Keynote session every day and daily pitching opportunity	Pitching opportunity every day	Pitching opportunity every day
Tickets	3 Exhibitor tickets included (additional 500€/each, max2)	2 Exhibitor tickets included (additional 600€/each, max2)	1 Exhibitor ticket included (additional 600€/each, max2)
Price (excl. VAT)	18 000 € (Book before 1.10. with early bird price 15 000 €)	8 200 € (Book before 1.10. with early bird price 7 000 €)	4 000 € (Book before 1.10. with early bird price 3 500 €)

Please note that Team Finland will not provide travel arrangement services such as booking flights or hotels.



MWC 2018: Attendance packages Deluxe

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MWC Deluxe (price: 18 000€, early bird price 15 000€, valid until 30.9.2017)

- Preparation events in January-February
 - Finland lightens up Barcelona event in Helsinki (discussions on business content, practicalities, how to make most out of the exhibition participation, pitching/value prop training)
 - Business Finland advisory services
- Visibility before and during MWC 2018
 - Visibility in the event promotion materials
 - 1 paid and targeted SoMe campaign message (main channels FB, LinkedIn, Twitter)
 - Highlighted visibility at <http://www.techhub.fi/mwc18finland/#> (i.e. increased visibility for your company video/banner, (production not included))
 - Part of the general pavilion marketing (before – during – after MWC)
 - Logo visibility at the pavilion
 - Book a meeting campaign in <http://www.techhub.fi/mwc18finland/#>
- Part of the program at the Finland pavilion
 - Permanent "pop up" corner (5m2) at the pavilion with own company branding
 - 1 keynote session every day
 - Daily pitching opportunity
 - Cocktail events for networking
- Booking of meeting rooms
 - Access to the meeting rooms during the exhibition, pre booking possibility for 8 slots
- Three exhibitor tickets, possibility to purchase additional tickets (max2) for 500€/each



MWC 2018: Attendance packages Premium

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MWC Premium (price: 8 200€, early bird price 7 000€, valid until 30.9.2017)

- Preparation events in January-February
 - Finland lightens up Barcelona event in Helsinki (discussions on business content, practicalities, how to make most out of the exhibition participation, pitching/value prop training)
 - Business Finland advisory services
- Visibility before and during MWC 2018
 - Visibility in the event promotion materials
 - Part of the general pavilion marketing (before – during – after MWC)
 - Highlighted visibility at <http://www.techhub.fi/mwc18finland/#> (i.e. increased visibility for your company video/banner, (production not included))
 - Logo visibility at the pavilion
 - Book a meeting campaign in <http://www.techhub.fi/mwc18finland/#>
- Part of the program at the Finland pavilion
 - Permanent desk at the pavilion with the company logo continuously visible
 - Daily pitching opportunity
 - Cocktail events for networking
- Booking of meeting rooms
 - Access to the meeting rooms during the exhibition, pre booking possibility for 7 slots
- Two exhibitor tickets, possibility to purchase additional tickets (max2) for 600€/each



MWC 2018: Attendance packages Light

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MWC Light (*price: 4 000€, early bird price 3 500€, valid until 30.9.2017*)

- Preparation events in January-February
 - Finland lightens up Barcelona event in Helsinki (discussions on business content, practicalities, how to make most out of the exhibition participation, pitching/value prop training)
 - Business Finland advisory services
- Visibility before and during MWC 2018
 - Visibility in the event promotion materials
 - Part of the general pavilion marketing (before – during – after MWC)
 - Limited logo visibility at the pavilion
- Book a meeting campaign in <http://www.techhub.fi/mwc18finland/#>
- Part of the program at the Finland pavilion
 - Pavilion as a home base / meeting point, not a permanent stand with own logo
 - Daily pitching opportunity
 - Cocktail events for networking
- Booking of meeting rooms
 - Access to the meeting rooms during the exhibition, pre booking possibility for 4 slots
- One exhibitor tickets, possibility to purchase additional tickets (max2) for 600€/each



How to Join?

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- Team Finland organizes a Call for Participation where companies are invited to express their willingness to join the event
 - Companies can express their willingness to join by filling in and signing the contract form (a separate document "Call for Participation / Order form")
 - The places at the Finland Pavilion are filled in with suitable companies on the "first come, first served" basis until the maximum number of companies is reached. Therefore, Team Finland reserves the right to close enrollment at any time.
 - The companies that have signed the order confirmation will be contacted directly. The price of the attendance package will be invoiced once Finpro has confirmed the company's attendance at Finland Pavilion.
- Send filled and signed contract form to Minna Juuti:
minna.juuti@finpro.fi





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Thank You