



# GENERATING LEADS TO GROW YOUR BUSINESS

## IMA - FinnMob Pavilion at Mobile World Congress 2010



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### **IMA - FinnMob Pavilion at Mobile World Congress 2010 (Hall 4, Level 1)**

For the 9th consecutive year, IMA (Israel Mobile Association) are organizing the Israeli mobile innovation pavilion at MWC 10 (3GSM) in Barcelona.

This time the Pavilion is organized in alliance with Finnish Mobile Association, supported by Invest in Finland, Greater Helsinki Promotion, Technopolis, Otaniemi Marketing, Oulu Innovation and TeleForum.

## **GENERATING QUALITY LEADS TO YOUR NEEDS**

With nearly 50,000 visitors in 2009, 50% C-level guests, 1,300 exhibitors and 182 countries represented, Mobile World Congress (MWC) is the place where the industry comes to do business.

FinnMob's partner IMA organized hundreds of quality meetings with senior level executives for their member companies over the 4 day event. FinnMob members participating will have access to IMA's matchmaking system before and during the event to book meetings.

Perceived by the top operators, vendors and integrators as the primary source for innovative solutions, the IMA - FinnMob Innovation Pavilion is their must-stop meeting and networking venue.

## COMPANIES RECEIVE EXCLUSIVE BENEFITS

### Intensive pre-show business development efforts, include:

1. Prominent showcase of your company in IMA's eMailers to operators
2. 30-second video interview of your solution, showcased on FinnMob's website and eMailers

### Save your space

YOU determine where your stand will be placed in the FinnMob Pavilion.  
(first come, first serve basis)

In Hall 1 (FinnMob gateway) stand you will have a place to stop for a drink with prospects and partners, visibility of your logo and touchscreens with your company info to direct traffic to your stand in Hall 4.



Free participation in a 2-hour FinnMob course:  
'How to achieve best results from MWC '10'

**“I was skeptic about IMA's capabilities in the infrastructure market. I was frankly astonished by the leads I got to potential clients & partners.”**

- Gaby Junowicz, VP Marketing & Business Development, Siklu Inc.

## AN EXCLUSIVE PACKAGE TO MEET YOUR NEEDS

The FinnMob Pavilion, covers 100sqm, divided into company meeting venues with table, 4 chairs and FinnMob stand with company specific vertical poster 1 x 2m. See below the details. It is also possible to build closed meeting rooms with extra charge.

### Package includes:

1. Pre arranged one-on-one meetings
2. International Pre-event Marketing
3. Space, Table & 4 chairs & Branded booth
4. Event Branding, Logo Sign & Bullets
5. Exhibitor PASSES, 2
6. Internet, Access to Standard WiFi (not for demo)



Once you've ordered your Package, the IMA – FinnMob Team adds your company to its business development efforts, securing you one-on-one meetings with the type of clients you've pre-defined.



As the Member of the Pavilion, you have access to IMA – FinnMob Pavilion Lounge & Café where served complimentary refreshments, and the multilingual IMA and FinnMob Team is present and active in making sure you can make the most of every meeting.



### **Enterprise Europe Network works with FinnMob delegation**

This high-profile Matchmaking event will bring together suppliers and users of mobile technology and know-how from all over Europe to discuss solutions and new opportunities for the future.

pre-scheduled meetings based on pre-qualified profiles | no participation fee  
More info and registration at: [www.een.cat/mobile-brokerage](http://www.een.cat/mobile-brokerage)

### Pricing method:

- All costs transparently divided between participants
- 50% off by a support from Ministry of Employment and Economy TEM. Support is paid afterwards.
- Current estimation of the spend is 7.000 Euros
- (14.000 Euros before TEM support)

50%, 7.000 invoiced first, and defined sum in second invoice.

FinnMob returns possible unused funds but do not charge extra if budget is exceeded. 14.000 is maximum sum for the company.

### Package in details:

#### Pre-Event Business Development Campaign

- ⊙ Extensive international business development campaign
- ⊙ Pre-arranged meetings with key prospects
- ⊙ Pre-event email & telemarketing campaigns
- ⊙ Entry in the IMA Catalogue, distributed by IMA

#### Pre-Event Marketing

- ⊙ Participation in FinnMob's Pitch Clinic
- ⊙ Participation in FinnMob-IMA Social Media campaign
- ⊙ Full page profile and logo on IMA's and FinnMob's website
- ⊙ Full page profile and logo on the IMA Solution Catalogue
- ⊙ Marketing tips sent via FinnMob eNewsletters
- ⊙ Promotional material to send to your prospects

#### Event Branding

- ⊙ Artwork & printing are included in all packages
- ⊙ Company logo and key messages included in all Material

#### Brokerage Staff & Facilities

- ⊙ Demo Center
- ⊙ Refreshments and public areas
- ⊙ Multi-lingual event Staff

#### Post Event follow up process

- ⊙ Lead follow-up process
- ⊙ PR campaign and success stories

## **PACKAGE PAYMENT**

**Payment terms:**

Registration is final after first payment.

1. First payment, 7.000,00, by December 20, 2009.
2. Second payment, max. 7.000,00, by January 15, 2009.

**Cancellation terms:**

You will be charged 100% cancellation fee if canceling after December 20, 2009.

**Method of Payment:**

Bank Transfer: OP 579043-21410

**Total Amount Enclosed:**

7.000,00 Euros

Contact Name & Title: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Please fax to: 09 2517 7441 or  
Scan and send to: [ismo@finnmob.com](mailto:ismo@finnmob.com)