



INVITATION TO PARTICIPATE

The World Summit Award Office is pleased to invite to the WSA-mobile Winners' Conference and Gala in Abu Dhabi. Besides honouring the best mobile content and innovative applications worldwide, there will be a high ranking conference covering the content aspects of mobile communication in the 21st century.

WORLD SUMMIT AWARD MOBILE

JOIN, MEET AND NETWORK WITH THE BEST

WINNER'S GALA, CONFERENCE, AND EXPO

5TH - 8TH DECEMBER 2010 | ABU DHABI

WWW.WSA-MOBILE.ORG

WORLD SUMMIT AWARD Office:

ICNM – International Center for New Media

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Main partner and supporter:



مركز أبوظبي لأنظمة المعلومات والمعلومات
Abu Dhabi Systems & Information Centre

Co-organizers and partners:



Why should you participate? Three main reasons at a glance

Unique m-content

The WSA-mobile is the only ICT event worldwide, which reaches the mobile community in over 160 countries and is able to promote the best mobile content and innovative applications out of this huge selection. This gives you the unique opportunity to be in the best position in getting the right feeling for this thriving industry. 2010 WSA-mobile evaluated more than 400 projects from over 100 countries!

Highest level contacts

This event is held under the patronage of the United Nations (UN Global Alliance for ICT & Development), which gives you the guarantee of a long lasting, first class event worldwide, with highest international dignitaries, including Heads of State, leaders of government and business as well as outstanding members of civil society.

Market development

Content markets are highly segmented and still under development. The opportunities for value added services are just opening up; content is the main driver for customer attraction and future profitability. This brings you into contact with highly profiled mobile experts from India, Africa, South America, and other developing markets.

HOST FOR ABU DHABI

- H.H. Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi
- H.E. Mohammed Ahmed Al Bowardi, Secretary General, Executive Council of Abu Dhabi
- H.E. Rashed Lahej Al Mansoori, Director General, Abu Dhabi Systems & Information Centre

GUESTS OF HONOUR

- Ban Ki-Moon, Secretary-General, United Nations (tbc)
- Sha Zukang, Under-Secretary-General, DESA, United Nations
- Ivo Ivanovski, Minister of Information Society of the Republic of Macedonia
- R. Chandrashekhar, Secretary, Department of Information Technology, Government of India
- Muhammad Yunus, Chairman, Grameen Bank, Bangladesh (tbc)
- Tomi Ahonen, Mobile Visionary and Author, Hongkong / Sao Paulo
- Jari Tammisto, CEO/President, MobileMonday Global, Finland

CORPORATE EXECUTIVES

- Leading organisations within the UNO (UNIDO, UNESCO, UN-GAID, ...)
- International companies of the industry
- Leaders of Governmental Organisations in ICT and Development
- High profiling NGOs representing innovative visions in improving the information society



INVITATION TO PARTICIPATE

A) WSA-MOBILE GALA PARTNERSHIP

75.000 EURO

The WSA-mobile Gala sponsor is the exclusive partner for the winners' celebration and awarding ceremony at the **Abu Dhabi National Exhibition Centre**. He is widely promoted before, during and after the Gala event, in all press activities and relevant publications (adoptions and additional requests to be discussed):

- Interview with Sponsor partner on stage
- Presentation of 30 sec. videos before, during and after Gala event on 3 – 4 video screens
- Logo on branding materials, banners & visuals
- End credits in 8 winners video
- 1 page in WSA-mobile booklet (more than 5.000 for event & post event)
- 2 branded Sponsor tables at Gala event
- 12 VIP invitations

B) WSA-MOBILE WINNERS CONFERENCE & WORKSHOP PARTNERSHIP

40.000 EURO

The winners conference is a 2 days event after the Gala at the **YAS Marina Formula 1 Circuit**, where winners, experts and partners meet for workshops, presentations, exhibitions and best practice exchange. A winners' conference sponsor is partner for the whole event and will be promoted and offered extensive exposure (adoptions and additional requests to be discussed):

- Partner at 1 workshop incl. panel speech attendance
- Own booth at exhibition (3 x 3 meters included; space only; design to be approved by WSA and built up by sponsor on his own costs)
- Logo on up to 10 banners & visuals at the event location
- 1 page in WSA-mobile booklet (more than 5.000 for event & post event)
- Presentation of 15 sec. videos on video screens at the venue

C) CATEGORY PARTNER

20.000 EURO

A category sponsor becomes an exclusive partner for one of the 8 categories (i.e. m-Business & Commerce), supports and brings forward the most excellent applications in its area and is promoted explicitly in relation with this domain:

- Price hand-over to 5 category winners at the Gala event
- Logo at category banner
- Branding of the category booth (5 winners per category booth)
- 1 page in WSA-mobile booklet (more than 5.000 for event & post event)
- 1 branded Sponsor table at Gala event
- 6 VIP invitations

D) LABELLING / MERCHANDISING PARTNER

10.000 EURO

A labelling sponsor provides certain give aways for the event attendees (e.g.: Conference Bag, USB-Stick, T-Shirt, ...) in accordance with the WSA-mobile office. Of course can the gift being branded with the sponsor's logo and messages (the sponsor has to provide the give away(s) in addition to the sponsoring fee).

E) ADDITIONAL OPTIONS

- Own Sponsor booth: Price on request
- Branding of entrance at Gala venue (Abu Dhabi National Exhibition Centre)
- Booklet Ad – 1 page: € 2.000 (more than 5.000 for event & post event)
- Booklet Ad – ½ page: € 1.200 (more than 5.000 for event & post event)
- Branding of 1 “Mobile phone shell” at Gala event (framing the video walls): € 5.000
- Branding of all 6 - 8 “Mobile phone shell” at Gala event (framing the video walls): € 20.000
- Presentation of 15 sec. videos before, during and after Gala event on 1 “mobile phone” video screens: € 3.000
- Presentation of 15 sec. videos before, during and after Gala event on all 6 – 8 “mobile phone” video screens: € 12.000

Further options on request!

CATEGORIES OF WSA- MOBILE 2010

- m-Business & Commerce
- m-Government & Participation
- m-Learning & Education
- m-Entertainment & Lifestyle
- m-Tourism & Culture
- m-Media & News
- m-Environment & Health
- m-Inclusion & Empowerment

TIMEFRAME

- May / June Contest Promotion
- June Contest launch and start of national pre-selections
- July Opening of WSA-mobile contest registration
- September 30 Closing of the registration
- October 16 – 19 Evaluation and Jury
- December 5 – 8 Winners Events & Celebrations in Abu Dhabi
- December 6 WSA-mobile Global Winners' Gala in Abu Dhabi

