

Mobile Carriers Show 2017

April 5 – 7, 2017

Caesars Palace

Las Vegas, NV

Competitive Carriers Association (CCA) represents nearly 100 competitive wireless carriers, whose licensed areas cover more than 95 percent of the nation. Founded in 1992 by nine rural and regional wireless carriers as a carrier centric organization, CCA has grown to become the nation's leading association for competitive wireless providers serving all areas of the United States. Headquartered in Washington, DC, CCA advocates on behalf of our members' interests and works to educate policymakers on the key issues that impact our members' ability to compete, survive, and thrive.

Why CCA's 2017 Mobile Carriers Show?

CCA's 2017 Mobile Carriers Show (MCS 2017) provides the ideal meeting place for competitive carriers and wireless stakeholders to come together under one roof for networking, educational and business opportunities.

- We are North America's leading association for competitive wireless providers serving urban, rural, regional and national areas.
- CCA represents more than 85% of all the wireless services providers in the United States and several international carriers.
- Our members spend \$15 billion per year on products and services related to the wireless industry.
- The licensed service area of our members covers 95 percent of the nation, serving more than 120 million customers.
- More than 80% of our carrier membership has attended previous shows, many sending more than a dozen company personnel.
- Our trade show events bring together more carriers than any other conference and are the best venue for meeting and networking with the decision makers of carrier companies. Carrier CEOs and high-level executives walk the exhibit hall, meet with vendors and attend the numerous educational sessions.

Competitive Carriers Association

805 15th St. NW, Suite 401

Washington, DC 20005

Phone: (800) 722-1872

SPONSORSHIP OPPORTUNITIES

PINNACLE SPONSORSHIP

- Custom sponsorship - we will work with you to meet your needs. Includes best exclusive branding, lead generation and speaking opportunities!

DIAMOND SPONSORSHIP Rate: \$15,000 and above

- Company name or logo promoting Diamond Sponsor status in all MCS2017 materials*
- Logo recognition in all email blasts regarding the event
- Sponsor ribbon on each company attendee name badge
- Logo on "Sponsor" sign in registration area, and in on-site Program Guide
- Verbal recognition at sponsored event
- Insert in conference tote bag
- 1-time use of post-show direct mail list (through sponsor provided third party)
- Inclusion in a pre-show email blast (with link and 35 word blurb)
- Priority article placement in *The CCA Voice*, CCA's bi-annual magazine*
- 4 Complimentary Registrations

PLATINUM SPONSORSHIP Rate: \$9,500 and above

- Company name or logo promoting Platinum Sponsor status in all MCS2017 materials*
- Logo recognition in all email blasts regarding the event
- Sponsor ribbon on each company attendee name badge
- Logo on "Sponsor" sign in registration area, and in on-site Program Guide
- Verbal recognition at sponsored event
- Insert in conference tote bag
- 1-time use of post-show direct mail list, postage not included
- 2 Complimentary Registrations

GOLD Rate: \$5,000 and above

- Company name or logo promoting Gold Sponsor status in all MCS2017 materials*
- Logo recognition in all email blasts regarding the event
- Sponsor ribbon on each company attendee name badge
- Logo on signage outside the Exhibit Hall and near the Registration desk
- 1 Complimentary Registration

SILVER Rate: \$2,500 and above

- Company name or logo promoting Silver Sponsor status in all MCS2017 materials*
- Logo recognition in all email blasts regarding the event
- Sponsor ribbon on each company attendee name badge
- Non-Member silver sponsor companies receive CCA member pricing for attendees

BRONZE Rate: \$1,250 and above

- Company name or logo promoting Bronze Sponsor status in all MCS2017 printed materials*
- Sponsor ribbon on each company attendee name badge

Contact the CCA Events Team for more
information 202.827.6208 or
events@ccamobile.org

SPEAKING OPPORTUNITIES

Kick-off MCS 2017 with an (1) hour presentation on the first day of seminars, Wednesday, April 5. You pick the topic, provide a title, description, and the speaker(s) and CCA will promote your session in a pre-show e-blast, on the event website, on-site program guide, on-site signs, and the event app. **Includes a designated room at MCS 2017, basic AV**, and two full registrations for your speaker.**

Wednesday, April 5

- 9:45 A.M. – 10:45 A.M. PST
 - Seminar 1 \$6500
 - Seminar 2 \$6500
 - Seminar 3 \$6500
 - Seminar 4 \$6500

- 2:00 P.M. – 3:00 P.M. PST
 - Seminar 5 **SOLD**
 - Seminar 6 \$5500
 - Seminar 7 \$5500
 - Seminar 8 \$5500

Description, title, and speaker must be provided by **January 27, 2017 for inclusion in on-site printed materials.*

***Basic AV includes one (1) computer projector, projector screen, podium and podium microphone, one (1) wireless lavalier microphone for session moderator, head table and chairs for panelists with two (2) table microphones, Wi-Fi Capability (typically provided throughout the venue)*

WEB ADS

Exhibiting at the show? Let people know! Advertise front and center on CCA's show website with a banner ad. At very reasonable prices you get prime placement on CCA's event website. There is a limit of five rotating banners in this exclusive spot, so your ad will get maximum visibility!

Banner Ad: Starting as low as \$500/month

MEETING ROOMS

Looking for a private room to meet with your customers and prospects? CCA offers 10x10 hard walled meeting rooms. Meeting space comes with a table, (4) chairs, basic electric, and a locking door. These rooms are accessible all day! Limited availability.

- **\$2,500/ 1 Day**
- **\$3,999/ duration of MCS 2017**

EXCLUSIVE SPONSORSHIPS

“PASSPORT TO PRIZES” \$500 + GIVEAWAY (Limited to 10)

A great way to drive traffic to your booth! Your participation in the Passport to Prizes program will generate hundreds of opportunities to get your message across to attendees.

Here’s how it works: Attendees will receive the “passport” when they register. After having their card stamped by all participating exhibitors, they return the card to be eligible for one of a number of great prizes. Requires donation of a \$100 minimum value generic prize or \$200 value company product.

- Your logo, booth number and the prize you are giving are listed on the passport and on site program
- Prize type and estimated value must be provided by January 27, 2017 for inclusion in print and email promotions.

LEAD GENERATION PACKAGE – Limited to 10\$3,000

Flyer insert in show tote bag.

- Inclusion in a CCA pre-show email blast (with link and 35 word blurb).
- Company recognition in post-show email blast.

MCS 2017 TOTE BAG SPONSORSHIP \$10,000 (INCLUDES PRODUCTION COSTS)

Your logo will be seen throughout the show when you sponsor these bags given to all show attendees when they check in. A great awareness builder!

FLYER INSERT IN MCS 2017 TOTE BAG \$1,000/PREMIUM \$1,500

Deliver your message directly to every conference delegate by including an insert into the show tote bag. Sponsor provides insert. Premium inserts include any non-paper items. Sponsor is responsible for shipping costs.

SIGNAGE IN MAIN FOYER/REGISTRATION \$5,000

Make your presence known! With your meter board prominently displayed in the registration area, attendees will identify you as an industry leader before they even set foot in the hall.

Meter board will be designed by vendor but produced by CCA. All meter board proofs must be approved by CCA.

HALF PAGE AD IN PROGRAM GUIDE \$8,000

Feature your ad prominently on the on-site program guide & small ad in the pocket guide!

LANYARDS **SOLD**

Badges are required for entrance to all events, so your name will be “front and center” on the lanyards, and attendees, throughout the conference

EXCLUSIVE SPONSORSHIPS

COFFEE SLEEVES \$4,000

Display your company logo on every sleeve of coffee purchased at the coffee bar.

HOTEL KEY CARDS SOLD

Your company logo and personalized image will be printed on all hotel keys cards. Get into the hands of all attendees staying at the conference hotels. Deadline for sponsorship and materials is January 3, 2017.

PHOTO BOOTH \$5,000

Make memories happen at MCS 2017! A custom backdrop located in the exhibit hall with your company logo. It's a great way for all attendees to bring your sponsorship home with them.

CHARGING STATION \$6,000

Rather than looking for an outlet, sponsor the charging station on the exhibit hall floor. Graphics will be customized for the sponsor.

MINTS \$3,000

One of the most popular items at registration! Get your name on these candies that will be located on our registration counters.

NOTEPAD \$5,000

Make sure everyone at the conference takes notes using a notepad printed in 1-color ink with your company name.

EXCLUSIVE SPONSORSHIPS

PENS\$2,500

Make sure everyone at the conference takes notes using a customized pen with your company logo. The pen will be produced and placed in each attendee tote bag.

LOUNGE SOLD

Provide attendees with a space to sit, chat with peers, check their email, or enjoy a cup of coffee. Located in a high traffic area, the lounge is the perfect place to make your company name and logo visible to everyone!

Contact CCA to discuss your idea or sponsorship goals!

MOBILE APP SPONSORSHIPS

PROMOTION PACKAGE* \$750

Get in the palm of every attendee at the show! Our mobile app promotion package includes a push notification and one-hour logo placement on the home screen dashboard. A push notification is a text message that is sent through the conference app. This powerful, real-time marketing tool encourages activity at the event and allows the sponsor to command attention of attendees at a specific time with a specific message.

The home screen dashboard is the most accessed part of our conference app. The start and end times for logo placement can be scheduled in advance to ensure that your brand will be in front of attendees when it will be most effective: during a key speaker’s address, before the exhibit hall floor opening or before the show ends. Use logo placement to alert attendees to your presence at CCA's show!

SPLASH SCREEN \$3000

The splash screen is the first thing users see every time they open the app, an average of 10x per day, per user. It prominently features the sponsor’s branding along with the MCS 2017 logo!

MENU SPONSOR \$2,000

Elevate your brand to the conference app’s premier location – as a sponsored logo on the app menu, which attendees with reference nearly every time they open the app. Give attendees a prominent gateway to your company’s offerings by being front and center!

*Please note that only level sponsors will be promoted in the Mobile App under the MCS 2017 sponsors tab.

NETWORKING SPONSORSHIPS

TUESDAY, April 4

WELCOME RECEPTION **SOLD**

Help CCA kick-off the 2017 Mobile Carriers Show by sponsoring the opening party! Provide all attendees with a unique Las Vegas experience with food and beverages for everyone. This is a sure way to reconnect with friendly faces, meet new peers and show your strong support for the show.

WEDNESDAY, April 5

MEDIA BREAKFAST \$25,000

Includes a speaker on the panel!

Exclusive sponsorship on the first full day of our show. Begin the day with a full breakfast and informative speaker panel.

EXHIBIT HALL LUNCH \$15,000 / sponsor

Sponsor the first exhibit hall session of MCS 2017! Sponsorship includes your company name and logo featured prominently leading up to and during the show. Attendees will thank you for the meal!

HAPPY HOUR \$20,000 / sponsor

Help introduce CCA attendees to Las Vegas by sponsoring a Happy Hour! Sponsors will receive drink vouchers to pass out to attendees for use at one of the bars in the exhibit hall. Make sure carriers and event attendees can enjoy a drink while networking in the exhibit hall! Vouchers will be customized with sponsor's logo and given to the sponsor before the hall opens.

Contact CCA to discuss your idea or sponsorship goals!

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NETWORKING SPONSORSHIPS

THURSDAY, APRIL 6

HOT BUFFET BREAKFAST \$5,000/sponsor limited to 3 available
Make sure attendees start the day with a hot cup of coffee and a full American breakfast buffet. Your name and logo will appear front and center as attendees start the day with an all American breakfast.

EXHIBIT HALL LUNCH \$15,000 / sponsor
Everyone loves free lunch! Make sure attendees don't go hungry as they visit the exhibit hall show floor to see the latest and greatest in our industry. Your company name and logo will be prominently featured.

EXHIBIT HALL RECEPTION..... \$10,000/sponsor limited to 3 available
Sponsor drinks in the exhibit hall, and be the last company on the minds of attendees before the hall closes. Your name and logo will be featured on drink vouchers and also mentioned in remarks. Vouchers will be customized with sponsor's logo and given to the sponsor before the hall opens.

FRIDAY, APRIL 7

FAREWELL NETWORKING BREAKFAST \$10,000
Provide attendees one final chance to connect before they head out of town. The farewell networking breakfast allows one more opportunity for attendees to connect in a casual setting before heading to the airport.

GOLF TOURNAMENT SPONSORSHIPS

Sponsor CCA's Golf Tournament! This fun, networking event brings carriers and vendors together for a day out on the links. Sponsorship includes your company logo in all golf related e-blasts and marketing materials .

TOURNAMENT PRIZES

1 ST PLACE	\$3,500
2 ND PLACE	\$3,000
3 RD PLACE	\$2,500
4 TH PLACE	\$2,000
5 TH PLACE	\$1,500
CLOSEST TO THE PIN (FRONT & BACK)	\$3,000
MOST ACCURATE DRIVE (MEN & WOMEN)	\$3,000
LONGEST DRIVE (MEN & WOMEN)	\$3,000
HOLE IN ONE	\$2,500
PITCH & PUTT	\$3,000

ADDITIONAL ITEMS

TOURNAMENT VISORS	\$2,500
BAG TOWEL	\$2,500
WATER TABLE	\$2,500
BEVERAGE CARTS	\$8,500/CART
BUS TRANSPORTATION	\$3,000
BLOODY MARY BAR	\$3,000
LUNCH	\$10,000
GOLF SHIRTS	\$8,000
GOLF BALLS	\$3,500

EXHIBIT PRICING

MCS 2017 offers you an opportunity to showcase your products, services and company message to key decision-makers and stakeholders in the telecom industry. Exhibiting at the conference provides you valuable access to leaders in the field, as well as the opportunity for one-on-one interactions that you won't find at any other show.

Booth Fees

Booth Sizes

- 10' x 10'
- 10' x 20'
- 20' x 20'

CCA Member Booth

- \$29.99/ sq. ft. before February 17, 2017
- \$30.99/ sq. ft. after February 17, 2017

Non-Member Booth

- \$48.99/ sq. ft. before February 17, 2017
- \$49.99/ sq. ft. after February 17, 2017

Booth fees include:

- (1) line booth ID sign
- (1) 6' skirted table
- (2) Chairs
- (2) Complimentary exhibit hall registrations per 10'x10' booth space
- A complete listing in the MCS 2017 program (deadlines apply)
- Listing and link on MCS 2017 show website

EXHIBIT HALL HOURS

TUESDAY, April 4

- Exhibitor Move-In 3:00 P.M. – 8:00 P.M. PST

WEDNESDAY, April 5

- Hall Open 12:00 P.M. – 6:00 P.M. PST

THURSDAY, April 6

- Hall Open 11:30 A.M. – 2:00 P.M.
- AND 4:30 P.M. – 6:30 P.M.
- Exhibitor Move – Out 6:30 P.M. – 8:30 P.M. PST

IMPORTANT EXHIBITOR DATES

February 17

- Early Bird Discount ends.

February 24

- 50% refund with cancellation ends.
- No refund or cancellations after February 24, 2017.

EXHIBIT SPACE GUIDELINES

Application and Contract Information: To reserve exhibit space, complete the Exhibit Space Application and return it to CCA along with full payment. All reservations must be made on the official application form. Exhibit space is reserved on a first come, first serve basis.

Space Assignment: Booth spaces are selected on a first-come basis. Eligibility to exhibit is at the discretion of CCA. CCA reserves the right to determine the eligibility of any company that submits an exhibit application.

CCA will make every effort to accommodate your preferences and requests. CCA reserves the right to make any modifications that may be necessary to best accommodate all requests for space. Companies requesting adjoining space or any special requests may submit them in writing along with the application to exhibit.

Booth Relocation: If it becomes necessary to relocate an exhibitor after a contract has been accepted, CCA will contact the company involved. Every effort will be made to reassign the exhibitor to a similar space.

EXHIBIT SPACE GUIDELINES

Exhibitor Services Kit: Freeman Exposition Services is the official decorator for MCS 2017. CCA, on behalf of exhibitors, arranges with responsible parties for various exhibitor services. Complete information regarding carpentry, drapes furniture, electrical work, etc., is completed well in advance of the exhibition dates.

Security: Security guards provide protection for the overall exhibit area on a round-the-clock basis during show days but not for any individual exhibit. CCA is not liable for any exhibiting company's property or for the security of the exhibitor's booth. In-booth security is the responsibility of and at the expense of the exhibitor. Forms for individual security are provided in the Freeman service kit.

Distribution of Giveaways: Distribution of customary promotions, such as product literature and inexpensive corporate identification giveaways such as note pads, pens and pencils are permitted and do not need written approval. Items must be made available, while supplies last, to all CCA meeting attendees regardless of registration type or demographics.

Registration and Badges: Two complimentary MCS 2017 registrations are provided for each 10' x10' exhibit space. All exhibitors wishing to register their personnel in advance must register prior to the close of online registration. Any additions or changes in registration after this date must take place on site by the person in charge of the company's booth space.

Admission to the exhibition and all MCS 2017 events is granted only to fully registered attendees. Official badges must be worn whenever the registrant is in the Exhibit Hall; exchange of badges between individuals is prohibited. Member, exhibitor, program participant and spouse badges will show the name and affiliation of the wearer. The general public is not admitted into the Exhibit Hall.