

# 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

















# NETWORKING SPONSORSHIPS

## TUESDAY, April 4

..... **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 ..... **SOLD**

**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!

# 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 <sup>ST</sup> PLACE .....	\$3,000
2 <sup>ND</sup> PLACE .....	\$2,000
3 <sup>RD</sup> PLACE .....	\$1,000

## ADDITIONAL ITEMS

BEVERAGE CARTS .....	\$8,500/CART
BUS TRANSPORTATION .....	\$3,000
LUNCH .....	\$10,000

# 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' x20'
- 20' x20'

### **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 Pocket Guide (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 boothspace.

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.