

What Is MobileFocus Global?

MobileFocus® Global is Pepcom's annual international media event held during the Mobile World Congress® tradeshow. The event showcases the latest innovations in smartphones, tablets, apps, laptops, GPS, Bluetooth devices, wireless services and more.

When And Where Is It?

MobileFocus Global will be held from 7:00 to 10:00 pm on Monday, Feb. 27, 2017, *the first evening of the tradeshow*. The event takes place at the Palau de Congressos de Catalunya, adjacent to the five-star Fairmont Rey Juan Carlos I hotel in Barcelona.

Are You Affiliated With The Tradeshow?

MobileFocus Global is an independent media event that is produced by, and a registered trademark of, Pepcom Inc. But we work closely with the management of the tradeshow to make sure that all of the qualified attending press are invited.

Are There Speaking Or Presenting Opportunities?

No, MobileFocus Global is strictly a demo event. Many journalists and analysts dislike sitting through speeches or presentations, but will happily entertain brief product demos. Pepcom events offer just that opportunity, which entices more and better media.

What Kinds Of Companies Participate In This Event?

MobileFocus Global is host to a wide variety of companies. Participants in recent events include 3M, AMD, American Express, Asus, Barnes & Noble, Casio, Chevrolet, Cisco, Dell, DeLorme, Disney, eBay, Energizer, FileMaker, Ford, Garmin, Gogo, Google, HP, HTC, Huawei, Intel, Intuit, Kingston, Kodak, Lenovo, LG, Magellan, MetroPCS, Microsoft, Mitsubishi, Motorola, MobiTV, Netflix, Nike, Nokia, Panasonic, Philips, Qualcomm, RIM, Samsung, SiriusXM, Sony, Sprint, T-Mobile, Toshiba, Visa, Yahoo! and many more.

Are There Different Exhibiting Levels At MobileFocus?

Yes, we have three exhibiting levels at MobileFocus Global: Basic, Standard and Premier. Basic exhibitors may bring two company or agency representatives, and they receive a four-foot demo station with linen, signage, and power. Standard exhibitors receive a six-foot station with the same amenities, and can bring up to four representatives. Premier exhibitors have a 10-foot station and may bring up to six representatives. Internet access and computer or TV displays are also available at a discounted rate.

How Does The Event Work?

A complete upscale "walking" dinner buffet, including open bars, is provided for the press and analysts, who arrive and visit the exhibitors at their convenience. Exhibitors arrive about two hours prior to the event to set up and grab a bite to eat.

Who Handles The Publicity?

Pepcom handles all the promotion, invitations, and RSVPs for the event. We draw from our own media databases, as well as press services, and tradeshow lists. We also assemble an event press kit on USB, which is given to each journalist and analyst who attends.

What Types Of Media Attend This Event?

More than 400 journalists and analysts *from more than 30 countries* typically attend the MobileFocus Global event. A few of the media outlets that attended recent events include ABC, AP, BusinessWeek, CNBC, CNET, Consumer Reports, Engadget, Forbes, Fortune, Fox, Gizmodo, Huffington Post, L.A. Times, Mashable, NBC, New York Times, Newsweek, PC Mag, PC World, Popular Science, Re/Code, Rolling Stone, Slate, TechCrunch, The Verge, Time, Tom's Guide, U.S. News, USA Today, Wall Street Journal and Wired. After the event, each participating company receives a list of attendees and their contact information.

Can I Request A Special Location At The Event?

Yes! We can usually honor requests to be placed in certain areas of the venue, or to be located near (or far from) other participants.

How Long Will Spots Be Available At This Event?

MobileFocus Global sells out every year, often two to three weeks before the event, so we encourage you to book your spot early!

What Does It Cost?

The cost is \$5,500 (US) for Basic exhibitors, \$8,500 (US) for Standard exhibitors, or \$11,000 (US) for Premier exhibitors.

How Do I Sign Up To Participate?

Becoming an exhibitor at MobileFocus Global is very easy. Simply contact Jon Pepper at (US) 212.355.6326 (jon@pepcom.com) or Jen Ferency at (US) 561.278.5094 (jen@pepcom.com) for an exhibitor agreement, then fax or email the signed agreement to us at (US) 561.278.5603. Once you're signed up for MFG, our events staff will contact you regarding all of the logistical details.