



mma[™]

mobile marketing forum

MOBILE EXPERIENCE LAB SPONSORSHIP

Sponsorship includes:

- Large Mobile Experience Lab Banner co-branded with sponsoring Company and placed prominently at Mobile Experience Lab
- Demo Stations (4) for to showcase mobile campaigns: selection in conjunction with sponsor and the MMA. Stations located in the main exhibition area.
- Sponsor and MMA co-branded e-mail invitation to all attendees and Day 1 MC call-out to all attendees
- Table top display area, located in exhibit area, if desired
- Valuable branding to include:
 - Company logo prominently displayed on all event signage as Mobile Experience Lab Sponsor
 - Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
 - Company logo in event show guide
 - Full page advertisement in event show guide
- Corporate branding on all marketing materials including:
 - Prominently displayed on the MMF website with link to company site as Mobile Experience Lab Sponsor
 - All HTML email and press releases distributed by the MMA in conjunction with the event
- 15% clients and colleagues discount off MMF event registration (for sponsored event)
- Four (4) complimentary MMF event registrations and two (2) exhibitor passes