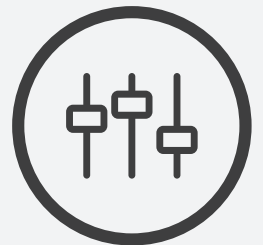




Latin America

# Sponsorship Programme

Have a continued presence with Latin America key stakeholders



## GSMA LA

Sponsorship Programme 2015

Connect with key decision makers in the mobile industry

Network with your **clients and** potential clients



Boost your participation and presence in GSMA LA events



[gsmala.com](http://gsmala.com)

# GSMA LA Operator Members 2014-2015

Country	Operators	Band
 ARGENTINA	Claro / Telecom Personal / Movistar	850/1900
 ARUBA	Digicel / SETAR	900/1800/1900/2100
 BELIZE	Belize Telecommunications	1900
 BOLIVIA	Entel S.A. / NUEVATEL PCS DE BOLIVIA / Telcel	850/1900
 BRAZIL	Algar / Claro / CTBC Celular / Nextel / Sercomtel Celular TIM Brasil / Oi / Vivo	850/900/1800/1900/2100
 BRITISH VIRGIN ISLANDS	Cable & Wireless / Caribbean Cellular Telephone / Digicel	850/900/1800/1900
 CHILE	ENTEL / Nextel / VTR MOVIL / Claro / Movistar	850/1700/1900/2100
 COLOMBIA	TIGO / Comsel / Movistar	850/1900/2100
 COSTA RICA	Movistar / Claro / I.C.E.	850/1800/2100
 CUBA	Cubacel	900
 DOMINICAN REPUBLIC	Orange Dominicana / Claro / Trilogy Dominicana	850/900/1800/1900
 ECUADOR	Alegro / Claro / Movistar	850/1900/2100
 EL SALVADOR	Claro / Digicel / Tigo / Movistar	850/900/1900
 FALKLAND ISLANDS	Cable & Wireless	900
 FRENCH WEST INDIES	Dauphin Telecom / Digicel / Orange Caraibe Outremer Telecom / Tel Cell	900/1800/2100
 GUATEMALA	Claro / Comcel / Movistar	850/900/1900
 GUYANA	Digicel / Cellink Plus	900/1800
 HAITI	Natcom / Comcel / Unigestion Holdings	850/900/1800/2100
 HONDURAS	Claro / Hondutel / Tigo	850/1900
 JAMAICA	Digicel / Cable & Wireless	850/1800/1900/2100
 MEXICO	Movistar / Iusacell / Nextel / Telcel	850/1700/1900/2100
 NETHERLANDS ANTILLES	Antillano por NV / Digicel Netherlands Antilles UTS Wireless Curacao / Telcel	900/1800
 NICARAGUA	Claro / Movistar	850/1900
 PANAMA	Cable & Wireless / Digicel / Movistar / Claro	850/1900
 PARAGUAY	Claro / Personal / Telcel / VOX	850/1900
 PERU	Claro / Nextel / Movistar / Viettel	850/900/1900
 SURINAME	Digicel / Intelsur / Telesur	900/1800/2100
 TURKS & CAICOS ISLANDS	Digicel / Islandcom / Cable & Wireless	850/900/1800/1900
 URUGUAY	Antel / Claro / Movistar	850/1800/1900
 VENEZUELA	Digicel / Movistar / Movilnet	850/900/1800



“The GSMA has expanded its profile and become the main voice of the mobile industry in Latin America. We only need to look at the time line of our activities at Latin American Vision 2014 Magazine to realise that we have been present at every key moment of the Latin American mobile sector taking part in every key event and promoting new industry initiatives throughout the region. For instance, we have promoted an inter-institutional dialogue by working with national operator associations -ASOMOVIL, AFIN, ANATEL, CASETEL, SINDITELEBRASIL- encouraging cooperation and providing support as well as developing joint initiatives with others like AHCJET and the Inter-American Development Bank (IADB). We are the most recognised and trusted industry representative of Latin American Mobile operators”.



Sebastián Cabello, GSMA LA Director

## GSMA Latin America

For more than 11 years GSMA LA has focused on addressing technical, commercial and regulatory issues of concern to the regional operator community and its suppliers. GSMA Latin America seeks to contribute to and represent the regional operator community as an integral part of GSMA global activities. It utilises Working Groups formed by operators as well as GSMA permanent staff based in the region to mobilise the industry's agenda and goals.

### 4 GSMA LA Working Groups

BARG LA - Billing and Roaming

TECT LA - Technical and Terminals

REGU LA - Regulatory

SEGF LA - Security and Fraud

GSMA LA Working Groups are chaired by operators and form the official point of contact for operators' delegates to communicate common problems and address solutions.

These groups are supported by GSMA staff and industry experts. GSMA LA represents operator interests to the government/regulatory organisations and agencies as well

as to consumers by promoting the industry viewpoint and showing the common goods provided by its members.

GSMA LA has several types of meetings and avenues in which operators and vendors engage together in a face-to face setting. These include:

- › **Plenary Meetings**, where all our Working Groups get together and conduct simultaneous sessions. We have two plenaries a year (Apr/May and Nov/Dec) hosted by our local operator members. We gather more than 300 participants in a three-day event.
- › **Working Group Meetings**, where each group conducts sessions with activities that are completely focussed on their area of interest.
- › **Ad hoc events and workshops**, GSMA LA organises special workshops for operators and regulators to address key issues of concern to operators.
- › **Press Briefings**, The GSMA has launched numerous studies and participates in presenting its views in many relevant events across the region.

These events represent a key opportunity for current GSMA associate members, and particularly regional vendors, to interact with operator executives and present their views their views on many issues including industry matters and operator problems.

### GSMA LA 2015 Upcoming Events:

- › Mar 3, 2015 Latin American Summit, Ministerial Programme, MWC 2015.
- › Apr/May, 2015 GSMA LA Plenary Meeting #43.
- › Jul, 2015 3rd Regional Telecommunications Congress & GSMA LA Regulatory WG Meeting.
- › Sep/Oct, 2015 GSMA LA Billing & Roaming Working Group Meeting.
- › Nov/Dec, 2015 GSMA LA Plenary Meeting #44.

GSMA LA has developed its Annual Sponsorship Programme in order to channel regional and global provider participation. This programme has allowed sponsors to strategically position their brands and benefit from the interaction with operator executives in GSMA LA activities and Working Groups, as well as promote their products and provide case studies for each product's implementation each product's implementation products and provide case studies for each product's implementation.

# Latin America is growing and so is GSMA LA

**+235 million mobile broadband connections**

Nicosia, Chipre /1997 First Meeting



**+710 million SIM connections**

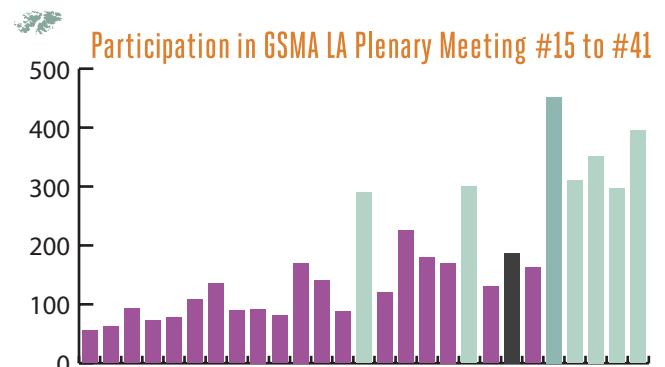
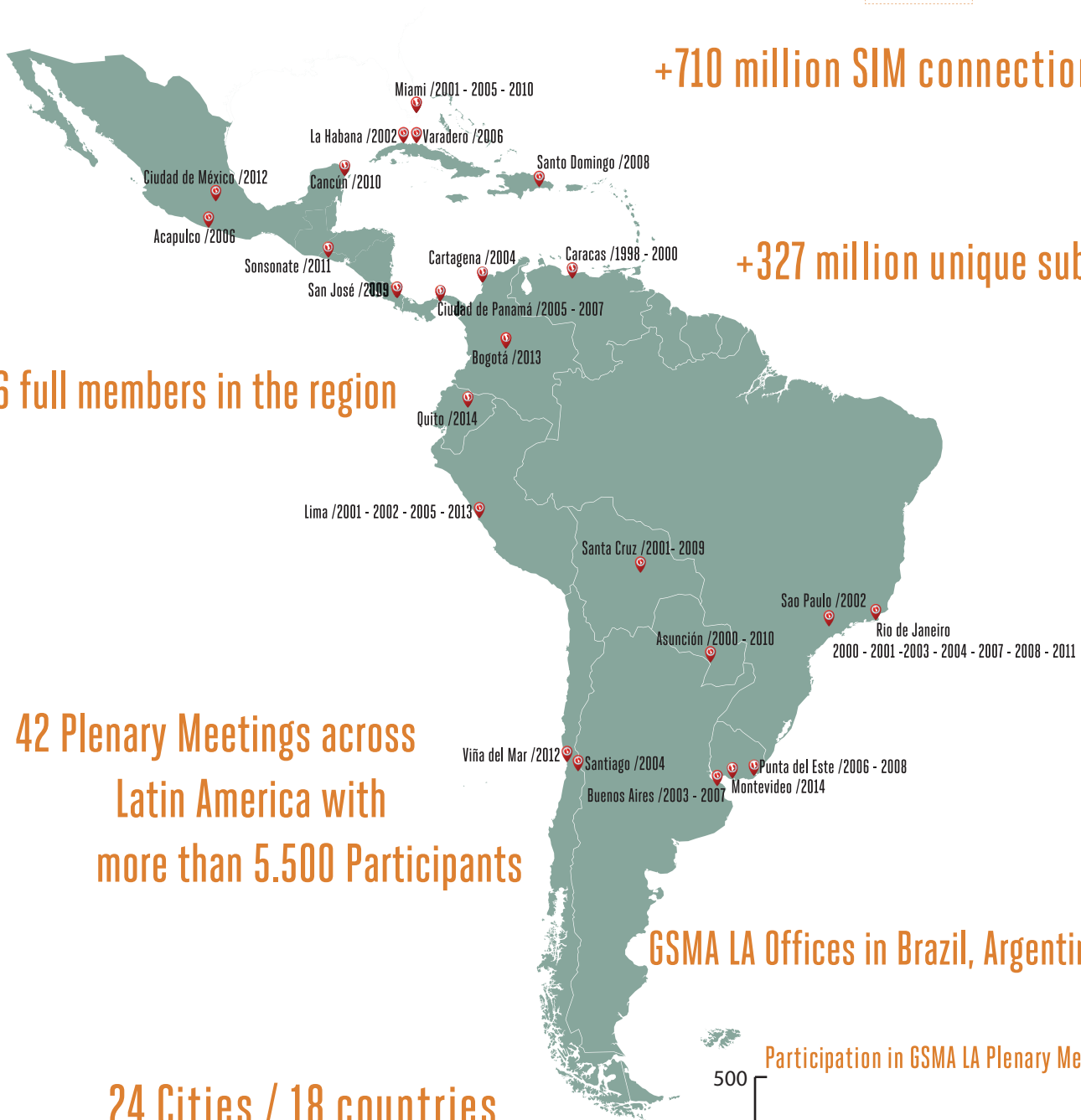
**+327 million unique subscribers**

**96 full members in the region**

**42 Plenary Meetings across Latin America with more than 5.500 Participants**

**24 Cities / 18 countries**

**GSMA LA Offices in Brazil, Argentina and Chile**





## GSMA LA Annual Sponsorship Programme

The 2015 GSMA LA Annual Sponsorship Programme has been developed through great consideration for mobile suppliers' commercial needs. The programme is based on the desire to offer significant opportunities to mobile carriers as well as to present their products and services.

### What are the specific benefits for the Official Sponsors of GSMA LA?

#### › Associate your company image with the GSMA

**brand:** Unique opportunity to associate the image of your company with GSMA and its activities at the regional level. The perception as partner of GSMA and its members is key to increasing clientele and to having greater visibility as an established industry provider.

As an annual sponsor your logo will appear on banners and articles on the GSMA Latin America website ([www.gsmala.com](http://www.gsmala.com)), as well as its monthly newsletters, stage backdrops and banners at events throughout the year.

#### › Active participation in the GSMA LA 2015 Events allows your company to:

##### a) Interact closely with current and potential customers:

GSMA LA events offer the opportunity to connect with executive operators from all 25 Latin American countries and many Caribbean countries, providing formal and informal environments that will allow you to strengthen your contacts and personal relations.

**b) Obtain additional passes to GSMA LA events:** Only by becoming a standard sponsor, associate members can participate with up to six delegates, and premium sponsors with up to 10 delegates. (GSMA Associate Members are able to access GSMA LA events by sending up to 2 delegates at no cost).

**c) Stand/booth at GSMA LA events:** GSMA LA Official Sponsors will have the exclusive benefit of having a standard stand/booth during 2015 events, where you can have hosts/hostesses, deliver information and deliver information and products about your business and offer promotional gifts. (It includes a small table, two chairs and a tablecloth with your logo).

**d) Speaking opportunities:** Potential opportunities to communicate and present your successful business cases in Plenary sessions or in Working Group meetings.

**e) Preferential opportunities to standout:** During GSMA LA events, your company will be able to sponsor social meetings such as luncheons, dinners and cocktails with the logistical support of the host operator and our staff.

#### › Exclusive presence in our online monthly newsletters to the GSMA LA database:

GSMA LA monthly newsletters go to an extensive database of more than 5000 industry contacts and are a main source of communication for operators. The newsletters are in English, Spanish and Portuguese. Every monthly issue has a banner at the bottom of the newsletter, which displays our annual sponsors. If you are a Premium sponsor, your company can publish an article in one of our newsletters during the year. This article will be linked to our website where it will also be published.

#### › Sponsor's exclusive participation in the GSMA LA website [www.gsmala.com](http://www.gsmala.com) (English, Spanish & Portuguese):

- The sponsor's logo will be included in a banner below GSMA LA's logo with all our annual sponsors.
- Publication of the sponsor's contact information in the GSMA LA Official Sponsors Directory.
- One article published per year (1 month of continued publishing) on the homepage of the website with up to 800 words and illustrations.
- Premium sponsors will have the opportunity to be in the main rotating banner of GSMA LA news. 3 designs during the year. (the production is responsibility of the sponsor)

#### › Exclusive participation in the GSMA Latin America Vision 2015-16 magazine edition:

Only GSMA LA official sponsors have the benefit of publication in our magazine. The magazine, which is bilingual (English and Spanish), is distributed annually to many industry-related entities including all the executives of our key operators, international industry organisations and government organisations, such as the Ministries of Telecommunications and Economy for each Latin American country, among others. Latin American countries, among others.

The complete edition is also posted on the GSMA LA website (for reading and printing). Every sponsor is entitled to one one full-colour advertisement or one article in English and Spanish (up to 1,200 words per language) as well as participation in the official supplier directory.



#### › Exclusive participation in the 2nd edition of "PERSPECTIVES", the GSMA LA Official Sponsors Guide:

Only our official sponsors will have the benefit of having one ad and one article publication in our supplier's guide. This bilingual media will be distributed during the first GSMA LA Plenary Meeting of the year to all attendees in both Spanish and English.



# 2015 GSMA LA Sponsorship Programme Benefits

Premium sponsors are entitled to all Standard Sponsor benefits plus the following:

Standard	Premium
<b>FEEES</b>	
Early Bird (Until 31 January, 2015): 16,000 USD	Early Bird (Until 31 January, 2015): 25,000 USD
Regular (Until 31 March, 2015): 18,000 USD	Regular (Until 31 March, 2015): 30,000 USD
<b>MONTHLY NEWSLETTERS</b>	
a) Company logo on the banner at the bottom, standard size	a) Company logo in a privileged location, large size
	b) One highlighted article in one GSMA LA newsletter (linked to the GSMA LA website)
<b>GSMA LA WEBSITE</b>	
a) Company logo on the banner at the bottom of the GSMA LA homepage, standard size	a) Company logo in a privileged location, large size, in a privileged location
b) Company logo and contact details in the Sponsors directory of the GSMA LA website during the year, standard size	b) Company logo and contact details in the Sponsors directory of the GSMA LA website during the year, large size
c) One article in the GSMA LA website front page boxes, highlighted on the home page (English, Portuguese and Spanish versions)	
	d) Participation in the front page main banner promoting your products (one of the four moving positions that will be presented together with other GSMA LA activities and highlights)
<b>GSMA LATIN AMERICA VISION - ANNUAL MAGAZINE</b>	
a) One full-page colour advertisement	
b) Company logo and contact details in the Official Sponsors directory of the magazine, standard size	b) Company logo and contact details in the Official Sponsors directory of the magazine in a privileged location, large size
	c) One article of up to 1,200 words (English and Spanish)
<b>PERSPECTIVES - GSMA LA SPONSORS GUIDE</b>	
a) Full colour half page advertisement	a) One full- page colour advertisement in privileged location
b) One article of up to 600 words per language (Eng/Spa)	b) One article of up to 1200 words per language (Eng/Spa)
<b>GSMA LA EVENTS</b>	
a) Strategic location at GSMA LA events with a simple stand during the year. It includes a small table, 2 chairs and a tablecloth with logo	
b) Possibility of delivering a presentation of a business case in the Working Group sessions (depending on the Working Group Chair/Deputy agreement and conditions)	b) Possibility of delivering a presentation of up to 30 min for a business case at a Plenary Meeting open session (one per year, depending on the agenda space availability) and several presentations at Working Group meetings (with the Chair agreement)
c) Priority on sponsorship opportunities in additional meetings (luncheons, coffee breaks, etc.)	
d) Communication support for your programmed sponsored events (dinners, cocktails, etc.)	
e) Company logo in the GSMA LA events agendas (digital and printed) during the year, standard size	e) Company logo in the GSMA LA events agendas (digital and printed) during the year, in a privileged location, large size
f) Company logo in the GSMA LA events banners, standard size	f) Company logo in the GSMA LA events banners, in a privileged location, large size
g) Up to 6 delegate passes per event, free of charge	g) Up to 10 delegate passes per event, free of charge
	h) Company logo in the events folders during the year



## GSMA LA Official Sponsors 2014

Premium Sponsor



Standard Sponsors



## Frequently asked questions

### Concerning contract and payment:

- 1. What do I need to do to become an Official Sponsor of GSMA LA?**  
Fill in the contract with all the company requested details, sign and send it to GSMA LA.
- 2. When is the deadline for sending the contract to GSMA LA?**  
The early bird deadline is 31 January, 2015. The regular deadline is 31 March 2015.
- 3. How do I pay for the GSMA LA Sponsorship Programme?**  
Once you have filled out the contract, signed it and sent it to GSMA LA, you will receive an invoice that can be paid by electronic transfer following instructions from GSMA.

### About GSMA LA Events:

- 4. How much does a pass for each GSMA LA event cost?**  
The events are free of charge for attendees. As an Official Sponsor you will be able to get up to 10 passes per event per company. Each participant needs to register at the GSMA LA's website when the event is announced.
- 5. What do I need to know and do to set up my booth at the events?**  
GSMA LA and the operator host will coordinate this with the hotel where the event is held. Therefore, you can count on a space with a table and two chairs ready to be used. If you want to set up banners, they are allowed with the consideration that their cost and setting will be your own responsibility. If you want to add more elements to enhance your visibility (such as a plasma TV), this is possible only if it is feasible in the location and if the cost and organisation of the special setting is covered by your company. The space allotted for a standard booth is 2x2 metres.

- 6. Is GSMA LA and/or the operator host responsible for my merchandise to be used during the event?**  
No. GSMA LA and the operator host of each event are not responsible for the delivery and storage of a sponsor's merchandise. Each company should cover the costs involved and consider the varying restrictions and laws around the region, as well as the different couriers and customs processes. However, GSMA LA and the host will be able to give you information about customs agencies for the region.
- 7. If I want to present at a GSMA LA event, whether it is a Plenary or Working Group session, what do I need to do?**  
You should contact GSMA LA and propose the topic to present. Presentations are usually no longer than 30 minutes and should include PowerPoint. Working Group presentation acceptance will depend on Chair or Deputy Chair acceptance and is contingent on how it fits into the agenda.
- 8. What if I want to offer a speech during a Working Group session?**  
You should contact the Chair or Deputy Chair of the WG to which you are interested in presenting. The leaders of the Working Groups are the people who decide the content of the meeting agendas. Since there are many topics to discuss in WG meetings, we suggest you to make contact beforehand.
- 9. If I want to add my merchandise to the event's welcome kit, what do I need to do?**  
You should contact GSMA LA at least two weeks before any event to confirm your interest in including your brochure and/or merchandise in the kit. GSMA LA will let you know the amount of samples needed and the date to deliver them by once you are in the event's hotel. In order to add your material, it must be received by GSMA LA at least one day before the beginning of the event.
- 10. Who is responsible for this programme at GSMA LA?**  
Ms. Bernardita Oyarzún, Senior Marketing Manager at GSMA LA. Please contact her at: boyarzun@gsma.com



Latin America

[www.gsmala.com](http://www.gsmala.com)

For questions regarding the GSMA LA Sponsorship Programme, please contact Bernardita Oyarzun at [boyarzun@gsma.com](mailto:boyarzun@gsma.com)