



MOBILEMONDAY

SHANGHAI CHAPTER



SPONSORSHIP OVERVIEW





Background

Founded in Helsinki in 2000, MobileMonday (www.mobilemonday.net) is now the most developed mobile industry-related community and event organizer. MobileMonday is a non-profit organization, already running in more than 70 cities around the world, regrouping over 80,000 mobile professionals and holding over 400 events worldwide in 2007.

MobileMonday in Shanghai

MobileMonday Shanghai (www.mobilemondayshanghai.net) is the leading networking community and series of mobile industry events in China. While still strongly focusing on mobile, it has become a platform for internet, technology, mobile and media professionals to meet and exchange.

Focused on the highly attractive mobile industry segment, well-located yet short-enough (3h on average, after business hours), MobileMonday Shanghai has become a favorite among tech entrepreneurs from Shanghai, from the rest of China and from overseas when they travel to Shanghai.

MobileMonday has met immediate success since it was launched in October 2006, and regularly draws between 100 and 150 guests at each meeting. MobileMonday Shanghai has so far hosted 16 events (as of 30/06/2008) on such relevant topics as mobile advertising, mobile user-generated content, mobile TV, mobile payment and transactions, mobile web 2.0, branded handsets, Mobile IM, Mobile gaming, Location-based services and social networking, mobile search, etc. Each topic is presented by leaders in the industry with majority of companies presenting, represented by their CEO's.

In addition to the regular events organized by the MobileMonday Shanghai team, MobileMonday bi-weekly newsletter reaches out to over 3,000 registered members (database growing by 50 to 100 per month). These members represent the most comprehensive database of mobile and mobile affiliated industry professionals. MobileMonday Shanghai events are also accessible online to worldwide audiences.

Our media partnerships and other industry partnerships, ensure that MobileMonday member organizations and sponsors receive significant exposure through other channels too.

Event Format

Events take place on one Monday every month, officially from 7pm till 9.30pm, however, generally extending further as members spend time to network and interact.

Each guest is charged 100RMB at the entrance. This ensures audience relevancy and allows us to maintain the high standards and quality of the event that our guests and sponsors expect.

Event starts with 30-40 min networking, followed by 3 presentations (in general) of 10 minutes by keynote speakers, and a 45 min panel with keynotes and other guests panelists, followed by a full meal (from Sept 2008) and more networking.

Venue is Kathleen's 5 restaurant and bar, close to the JW Marriott (Shanghai Art Museum). Kathleen's 5 is a very high-end venue, yet very central and big enough to contain our monthly meetings. The ambience and layout ensure excellent exposure for our supporting sponsors too.





Past Speakers

MobileMonday Shanghai attracts the highest quality speakers from leading companies in China. Over the last 2 years, some of our speakers (who are also regular guests) include:

1. Li Zhaohui (Jeffrey Li) – Director, Strategic Partnership Development, Google
2. Alvin Wang Graylin—CEO and Co-founder, mlInfo (mobile search)
3. Justin Mallen, CEO Silk Road Telecommunication (mobile enterprise services)
4. Wei Shen, CEO, GMedia Corporation (mobile barcodes)
5. Alvin Yang, Director of Business Development, Tencent
6. Alex Liang, Founder and CEO, Pica (mobile Social Network)
7. Henry Cheung, Regional Director, Walt Disney Company
8. Ms Jian Hu, Chief Finance Officer, EBT Mobile (cell phone distributor)
9. Ding Gang (Mike), Widsets China Director, Nokia.
10. Mu Rong, Founder / CEO of PepTalk (Location-based Social Network)
11. Sam Flemming, CEO/Founder, CIC Data (word-of-mouth marketing)
12. Joshua Maa, CEO and Founder, Madhouse (mobile advertising)
13. Jeff Lin, APAC Managing Director, Gypsi (Location-based Social Network)
14. Pierre Asseo, Managing Director Asia, Modelabs (custom-made handsets and accessories)
15. Greg Shen, CEO, Smartpay (mobile payment)
16. Zhu Bo, Founder/CEO, Cgogo (mobile search)
17. Ms. Angel Chan, CEO, iVision China (mobile TV advertising)
18. Patrick Henzen, NFC Director, NXP (semi-conductors)
19. Andrew Tang, CEO, Zero Global (Mobile Enterprise services)
20. Ms Sandy Tian Yi, CEO, Babeeta (mobile push mail)
21. Ray Guo, Co-Founder, Pioco (Mobile Marketing – Bluetooth)
22. Charles Yin, EVP, MyClick (Mobile Marketing)
23. Robert Hayes, APAC Managing Director, Glu (mobile gaming)

A detailed list of past speakers and representative list of members is available on request.

Current Media Partners

Interfax China:

Interfax China is a leading provider of the English-language news on the China's key industries: IT, telecommunications, energy, health and metals. (www.interfax.cn). Interfax China is a member of the Interfax International Information Group. The Group includes the largest news agencies of Russia and Ukraine and is present in other countries of the former Soviet Union as well as in the Central Europe. Interfax China employs an international staff with many different nationalities represented.

BDL Media

BDL Media was formed in 2004, bringing together the strengths of its founders' relationships and contacts in the Chinese direct marketing and media worlds. We are growing fast and continue to forge new services that control how our clients do their China marketing. BDL web platform includes China Tech News (www.chinatechnews.com), among others.

Sponsorship Opportunity

Want to engage the China's most networked community mobile? By sponsoring MobileMonday Shanghai, you can reach not only the local mobile industry, but leading voices in affiliated industries in the Internet and Media industries, as well as advertising, finance, etc

Ten Reasons why you should sponsor MobileMonday Shanghai





1. Reach out to our registered database of 3,000 members (growing 50-100/month).
2. Monthly events with a regular attendance of 100 – 150 guests.
3. 60% of member base are senior, director or C-level executives. The most recognized monthly meeting for tech entrepreneurs from Shanghai or travelling to Shanghai
4. Over 75% attending members are Chinese nationals.
5. Each event runs for over 3 hours giving your brand huge exposure.
6. Highly targeted audience, each one could be considered a high net worth individual.
7. Associate with a market leading event in a very upmarket location.
8. Media and Industry association partnerships extend your brands exposure.
9. Events summaries and presentations are also accessible online, and as part of a global organization, your brand gets exposure through links on MobileMonday global chapter websites (more than 70 MobileMonday chapters across the globe).
10. And finally, because it quite simply is the best platform for a brand targeting discerning, high value consumers as well as entrepreneurs, directors, investors in the tech industry.....

As a sponsor: Gain direct, web and media exposure before, during and after events

- Good visibility over one full year – MobileMonday invites less than 5 sponsors per year – Maximizing visibility on our mailings, website and during the events.
- Email exposure: sponsor banner in html-emails sent to guests prior to events (+3,000 x 2 emails sent monthly, growing 50-100 per month).
- Web site exposure: typically 155x255 pixels vertical banner, on the on the right side of MobileMonday Shanghai home page, as well as on ALL pages of the MobileMonday Shanghai website (www.mobilemondayshanghai.net).
- Sponsor's logo embedded in MobileMonday Shanghai's presentation template, which is used by ALL speakers during events.
- Giant (2 x1 m) vertical sponsor banner, placed on stage (or reception) during events.
- Possibility to hold a promotion booth (at sponsor's expenses) held during events to demo products and services, as well as promotional giveaways during the event. The booth shall not contain more than 1 or 2 persons max
- Possibility to suggest speakers and topics.
- Possibility to invite 5 guests in total (including Sponsor's employees). MobileMonday seating is limited, and on invitation only. The list of chosen guests and employees will be provided to MobileMonday at least one week prior to event.

Founders & Organizers:

Bruno Bensaid is the Founder of MobileMonday Shanghai chapter.

An old-timer in China (11 years), Bruno Bensaid is one of the few foreigners who successfully led a China mobile value-added services provider, under a technology license with a French leading mobile gaming company (In-Fusio) from 2002 to 2005. Bruno Bensaid established game distribution, sales and customer service channels with China Mobile, China major internet portals and handset vendors, growing revenue to \$3 Mil and increasing subscriber base to 5 million in less than 3 years. Bruno also led operations of several European mobile software companies in China, including Tokyo-listed Faith Inc, a leader in mobile ringtone and music content.





Since 2006, Bruno devotes his time coaching European Venture Capital funds (and portfolio companies) and local TMT startups on strategy, operations and fund raising. Bruno worked on several M&A in the social networking, online advertising and e-commerce fields, and is currently an advisor and angel investor in several ventures. Bruno is also a regular speaker and moderator at local and international mobile events, such as GSMA Mobile World Congress (over 60,000 attendees in 2008), and he sits on the China advisory board of Ad:Tech, the leading interactive marketing conferences organizer. bruno@mobilemondaysanghai.net

Ranjit Singh, co-founder, is the CEO of Fugumobile Limited, a leading mobile marketing and gaming company headquartered in Shanghai and has a deep understanding of brand marketing, consumer entertainment and technology gained from over fourteen years in the consumer, Internet and telecom industry. Ranjit@mobilemondaysanghai.net

Sage Brennan, co-founder, is a principal at Pacific Sun, a Hong-Kong based Hedge Fund. In his past position, Sage was JLM Pacific Epoch's Director of Research, where he was responsible for research projects. Brennan has worked as a technology analyst in China since 2000. Leveraging previous experience in the telecom and IT infrastructure industries in the U.S. along with more recent experiences in China, he contributes a weekly column covering China's technology industry to Marketwatch. sage@mobilemondaysanghai.net

Co-organizers:

Stan Chu is Founder and Managing director at Allotek Shanghai, and Co-Founder of iNezha.com (ex-name: Anothr.com). Previously VP at stockstar.com (acquired by NASDAQ JRJC) and Senior Manager of Siemens. He is a widely recognized Web2.0 and Mobile2.0 thought leader in China. He is a blogger.

Lucy Lee, Business Development Manager at Phone Valley (Asia), the mobile marketing agency of the Publicis Group. Lucy was previously business development manager at Orange (China) in Beijing. She brings a strong network of startups, academia and telecom operators.

Be our next sponsor, and promote your brand in Shanghai, all over China and overseas (our guests and website visitors include guests from all over China and from overseas).

Contact Us: Bruno Bensaid bruno@moiblemondaysanghai.net or +86 13818184399 or Ranjit Singh at Ranjit@mobilemondaysanghai.net or +86 13916033556

