

GMIC NEW YORK

JUNE 11, 2015



Mobile is quickly becoming the center of how consumers interact with brands. With mobile usage skyrocketing and surpassing other channels, companies now have powerful new ways to engage with customers and create personalized user experiences.

Retail, brands and agencies are clamoring to harness the huge potential of mobile and are looking for the right tools and solutions to help make it happen. This trend has created an unprecedented opportunity for mobile technology providers to become major players in this booming marketplace.

GMIC NY will connect you to a highly qualified group of mobile decision makers who are actively looking for product like yours!



CUSTOMERS



Garner Predicts 2015: Weak Mobile Customer Service is Harming Customer Engagement

CONFERENCE SESSIONS

- Using Mobile to Deepen Customer Engagement
- Transform the Customer Journey with an Omnichannel Approach
- VC Perspectives
- Making Beacons Work for You
- Mobile Wallets: It's Not Just About Payments
- Millennials: Participating in the Brand Experience

WHO WILL ATTEND

- Senior Level decision makers from leading brands
- Mobile and Digital Strategists
- Marketing executives from leading brands
- Agency Executives
- Mobile Marketers and Developers



And above all, how do you place Customer Experience at the forefront whilst using the latest technology solutions to capture the boom that mobility has gifted the market.

CONTACT:

Sean Raman: sean.raman@gwc.net • 1-510-378-8288
Allan Shen: allan.shen@gwc.net • 1-415-425-2685

SPONSORSHIP OPPORTUNITIES

Benefits	Platinum (Exclusive) \$20,000	Gold \$12,000	Silver \$4,000
Pull up banner in the registration area (sponsor to provide)	✓		
One dedicated email to attendees post-event, through GWC	✓		
Sponsor (provided) signage at the event	✓ Opening night reception	✓ Location TBD	
One 20 minute sponsored session	Included	Included	25% off Limited opportunity
Promoted in all outbound marketing pre-event emails	✓	✓	
Logo on the event website	✓ High visibility	✓	✓
Table top presence at the event	✓ Prominent location	✓	✓
Sponsor recognition in the thank you email to attendees post-event	✓	✓	✓
Logo inclusion in the "Thank you Sponsors" signage on site	✓	✓	✓
Conference passes to be passed on to sponsor's clients (no staff)	10	5	3
Conference passes to sponsor staff	2	2	2

PAST GMIC SPONSORS



ABOUT

GMIC NYC is produced by GWC and is a sister event to other well-known GMIC events in Beijing, Bangalore, Tokyo, and San Francisco. GWC is an exclusive network of global CEOs and senior executives in the mobility space.

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