4 Years from Now [4YFN] is the startup business platform of Mobile World Capital Barcelona that enables startups, investors, corporations and public institutions to discover, create and launch new ventures together, strengthening the entrepreneurial ecosystem.

4YFN offers unique connecting initiatives, such as custom networking activities, technical abilities workshops, congresses, community outreach and open innovation programmes.

We believe that the startup culture is the driving force for change in the economic and social fabric globally.

www.4YFN.com
We Connect
We build, empower and boost connections between international tech hubs

We Inspire
We believe knowledge is the key to development, so we aim to broaden your mind

We Ignite
We discover and highlight innovation & technology leaders, in order to give birth to disruptive and innovative ways to understand and do business
MOBILE WORLD CONGRESS AMERICAS 2017
Moscone Center, San Francisco

Over 21,000 Total Attendees
300+ Press/Industry Analysts
More than 1,000 Exhibitors
59% Senior Level Professionals

The 2017 Mobile World Congress Americas showcased how mobile is creating the connected life, transforming how individuals, businesses and entire industries communicate, interact and innovate.

This event highlights core mobile technologies, consumer and industrial applications in the Internet of Things, the intersection of mobile with entertainment, content and media, and the leading role of the Americas region in driving global innovation.
4YFN at Mobile World Congress Americas 2018

4YFN will bring its renowned startup program to Mobile World Congress Americas. With an exhibition zone dedicated to innovators, education from thought-leaders, and interactive workshops, 4YFN is the ideal platform to connect startups, investors, and corporations disrupting the mobile ecosystem.

**Program**
- Conference
- Workshops
- Startup Pitching Sessions

**Key Themes**
- From Innovation to Business
- Disruptive by Mobile
- Digital Media
- Media & Entertainment

**Exhibition**
Gathering the top startups, creators, and disruptors from the Americas and beyond.
JOIN US! EXHIBITION

Three Exhibition Packages

STARTUP POD
Startups Only

STARTUP CORNER
8-10 startups

SPACE ONLY
STARTUP POD
Startup Only

POD

- Information Counter (slope shelf) with lockable cupboard
- 2x Stools
- Waste bin
- Basic electric with two sockets
- Company Name, Logo and short description printed on fascia above each startup counter
- Free public Wi-Fi

PASSES

- 3 MWC Americas Exhibitor Visitor Passes

BRAND AWARENESS

- Company logo & 100-word company profile included on 4YFN website
- Company Name & 100-word company profile included on MWC Americas website
STARTUP CORNER

8-10 Startups

Ideal for communities, country & city delegations and accelerators

INCLUDES

- Delegation logo on the top of the structure
- Furniture Package per Startup: Information counter (slope shelf) with lockable cupboard; 2x Stools; Wastebin; 2x Sockets
- Company Name, Logo and short description per startup
- Allocation of MWC Americas Exhibitor Visitor Passes
- Free Public Wi-Fi
- Company logo & 100-word company profile included on 4YFN website
- Company Name & 100-word company profile included on MWC Americas website
## SPACE ONLY BENEFITS

- Completely customizable space
- Represent your company culture
- Reflect your company’s ambition
- Specially made areas for product demos, informal meetings, and more!
- Flexibility with branding and structure

## BOOTH

Building on a Space Only footprint, you have full control over design, materials and layout to best promote your products and services or entertain prospective clients.

These spaces are completely customizable and give you full control throughout the build process.

## PASSES

- Allocation of MWC Americas Exhibitor Visitor Passes

## BRAND AWARENESS

- Company logo & 100 words company profile included on 4YFN website
- Company Name & 100 word company profile included on MWC Americas website
JOIN US! PARTNERSHIP

Three Partnership Packages

GOLD PARTNER
2 Available

SILVER PARTNER
3 Available

BRONZE PARTNER
4 Available

Partnerships Benefits:
Brand Visibility
Content
Exhibition
Pass Allocation
## GOLD PARTNER

### BRAND VISIBILITY
- Naming rights of 4YFN Theater or 4YFN Networking Lounge
- Invitation to attend & logo visible at Chairman’s Cocktail Reception
- Logo included in Sponsor & Partner logo section of eBrochure, and: Logo included in 4YFN highlight within the eBrochure
- Partner logo and hyperlink on MWC Americas website and 4YFN website
- Logo included on selected digital signage within 4YFN area

### CONTENT
- Keynote speaker slot
- 40-minute speaking slot or pitching session for startups

### EXHIBITION
- 360sqft Space Only Package

### PASSES
- Allocation of MWC Americas passes
# Silver Partner

## Brand Visibility

- Invitation to attend & logo visible at 4YFN Cocktail Reception
- Logo included in Sponsor & Partner logo section of eBrochure, and: Logo included in 4YFN highlight within the eBrochure
- Partner logo and hyperlink on MWC Americas website and 4YFN website
- Logo included on select digital signage within 4YFN area

## Content

- 40-minute speaking slot or pitching session for startups

## Exhibition

- 200sqft Space Only Package

## Passes

- Allocation of MWC Americas passes
BRONZE PARTNER

BRAND VISIBILITY

• Invitation to attend & logo visible at Chairman’s Cocktail Reception
• Logo included in Sponsor & Partner logo section of eBrochure, and: Logo included in 4YFN highlight within the eBrochure
• Partner logo and hyperlink on MWC Americas website and 4YFN website
• Logo included on select digital signage within 4YFN area

CONTENT

• 20-minute speaking slot

EXHIBITION

• 100sqft Space Only Package

PASSES

• Allocation of MWC Americas passes
4YFN AMERICAS 2017 PARTNERS

GOLD PARTNER

SORACOM

SILVER PARTNER

ARROW

BRONZE PARTNER

RADSONE

WOMEN4TECH SUPPORTING PARTNER

STONECROP technologies

MEDIA PARTNERS

INVESTORS COMMUNITY PARTNERS

verifyInvestor.com eaec
About

Mobile World Capital Barcelona

Mobile World Capital Barcelona is an initiative driving the mobile and digital transformation of society while helping improve people’s lives globally.

With support of the public and private sector throughout Barcelona, Catalonia and Spain, MWCapital focuses on three areas: the empowerment on the use of digital technologies (mSchools); the digital transformation of industries (GoingDigital and d-LAB); and the acceleration of innovation through digital-based entrepreneurship (4YFN and mVenturesBcn).

Collectively, our programmes are positively transforming Education, Industry and the Economy.

MWCapital hosts the Mobile World Congress and delivers 4YearsFromNow [4YFN], a business platform for the global startup community.

About

GSMA

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 300 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai, Mobile World Congress Americas and the Mobile 360 Series of conferences.

For more information, please visit the GSMA corporate website at www.gsma.com. Follow the GSMA on Twitter: @GSMA.

Contact Us

Contact us for more details on sponsoring, exhibiting, advertising, or partnering, including custom-made options that fit your company’s objectives and budget.

exhibitors@4yfn.com
partners@4yfn.com

+info at
www.mobileworldcapital.com
SEE YOU IN LOS ANGELES