



Latin America

# GSMA LA

## Sponsorship Programme 2012



## GSMA LA Operators Members 2011

Country	Connections	Operators	Bands
 ARGENTINA	53,002,204	Claro/Telecom Personal/Movistar	850/1900
 ARUBA	128,961	Digicel/SETAR	900/1800/1900/2100
 BELIZE	191,131	Belize Telecommunications	1900
 BOLIVIA	8,001,917	Entel S.A./NUEVATEL PCS DE BOLIVIA/Telecel	1900/850
 BRAZIL	223,072,120	Claro/CTBC Celular/Brasil Telecom Celular/Sercomtel/ Telemig Celular/TIM Brasil/Oi/Vivo	900/1800/850/2100
 BRITISH VIRGIN ISLANDS	27,111	Cable & Wireless/Caribbean Cellular Telephone/Digicel	850/900/1800/1900
 CHILE	23,686,803	ENTEL PCS/Nextel/VTR MOVIL/Claro/Movistar	850/1900/1700/2100
 COLOMBIA	45,990,536	TIGO/Comcel/Movistar	850/1900
 COSTA RICA	3,740,056	Movistar/Claro/I.C.E.	850/1800/2010
 CUBA	1,302,848	Cubacel	900
 DOMINICAN REPUBLIC	8,220,618	Orange Dominicana/Claro/Trilogy Dominicana	850/900/1800/1900
 ECUADOR	16,027,678	Alegro/Claro/Movistar	1900/850
 EL SALVADOR	8,437,909	Telecom Personal/Digicel/Tigo/Movistar	850/900/1900
 FALKLAND ISLANDS	N/A	Cable & Wireless	900
 FRENCH WEST INDIES	3,362,570	Dauphin Telecom/Digicel/Orange Caraibe/ Outremer Telecom/Tel Cell	900/1800
 GUATEMALA	14,013,672	Claro/Comcel/Movistar	850/900/1900
 GUYANA	643,41	Digicel/Guyana Telephone & Telegraph	900
 HAITI	3,200,727	Natcom/Comcel/Digicel	850/900/1800/ 2100
 HONDURAS	7,337,083	Claro/Digicel/Hondutel/Tigo	850/1900
 MEXICO	88,917,552	Movistar/Iusacell/Nextel/Telcel	850/1900/1700/2100
 NETHERLANDS ANTILLES	242,007	Antillano por NV/Digicel Netherlands Antilles/ UTS Wireless Curacao/Telcel	900/1800
 NICARAGUA	3,900,324	Claro/Movistar	850/1900
 PANAMA	4,940,401	Cable & Wireless/Digicel/Movistar	850/1900
 PARAGUAY	6,390,298	Claro/Personal/Telecel/VOX	850/1900
 PERU	23,830,695	Claro Peru/Nextel de Perú S.A./Movistar	850/1900
 SURINAME	637,929	Digicel/Intelsur/Telesur	900/1800
 TURKS & CAICOS ISLANDS	31,86	Digicel/Islandcom/Cable & Wireless	850/900/1800/1900
 URUGUAY	4,577,861	Antel/Claro/Movistar	850/1900
 VENEZUELA	22,142,344	Digitel/Movistar/Movilnet	900/850

### Introducing the GSM Association

The GSMA represents the interests of mobile operators worldwide. Spanning more than 220 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem. The Association includes handset makers, software companies, equipment providers, Internet companies, as well as media and entertainment organisations. The GSMA also produces industry-leading events such as the Mobile World Congress and Mobile Asia Congress. The Association's members represent more than five billion GSM and 3GSM connections.



Anne Bouverot, General Director GSMA

*“The GSMA is playing an important role in the development of the mobile industry, uniting the world behind a standard technology and ensuring seamless and interoperable mobile services for billions of users globally. We are now entering a new phase, where virtually everyone and everything is connected by mobile, with many new challenges facing the industry. The GSMA is helping its members to address these challenges and to continue their development in this ever-changing market.”*

### GSMA Latin America

For more than 10 years GSM technologies and operators have been represented in Latin America through the GSMA Latin America Regional Interest Group (GSMA LA RIG), which 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 and special task forces formed by operators as well as GSMA permanent staff based in the region to mobilise the industry's agenda and goals.

Working Groups	Task Forces
BARG - Billing and Roaming	Roaming Regulation
TECT - Technical and Terminals	Health and EMF
REGF - Regulatory and Fraud	Digital Dividend
SEGF - Security and Fraud Subgroup	

GSMA LA Working Groups are chaired by operators and form the official point of contact for operator's 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:

- n Plenary Meetings, where all working groups get together and have simultaneous sessions. There are usually two of these meetings a year. In 2011 they were held in Rio de Janeiro, Brazil in May and El Salvador in December.
- n Working Group Meetings, where each group has sessions with activities that are completely focussed on their area of interest. In 2011, for instance, there was a Roaming and BARG meeting in Montego Bay, Jamaica hosted by Digicel as well as a Regulatory and Spectrum Week for REGF around ITU GSR meetings in Armenia, Colombia.
- n Ad hoc events and workshops. GSMA LA organises special workshops for operators and regulators to address key issues of concern to operators. In April 2011, GSMA LA hosted a Digital Dividend Workshop in Brazil and a Mobile Broadband and Spectrum Seminar in Quito, Ecuador in July.
- n Press Briefings. The GSMA launches 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, present their views on many issues including industry matters and operator problems. GSMA LA has developed its Annual Sponsorship Program in order to channel regional and global provider participation. This program allowed sponsors to strategically position their brands and benefit from interaction with operator executives in GSMA LA activities and Working Groups, as well as promote their products and provide case studies for the product's implementation.

## GSMA Latin America in Numbers

The region has today	GSMA Family has	This is more than
143 GSM National Mobile Operators	586 Millions Subscribers	95% Of Total Mobile Connections
We help	And more than	Mobile Penetration exceeded
540 Millions voices (2G) to connect	46 Millions to access to Broadband (3G)	100% In September 2011

### GSMA LA Annual Sponsorship Program

The 2012 GSMA LA Annual Sponsorship Program has been developed after great consideration of the mobile suppliers' commercial needs. The program is based on the desire to offer significant opportunities to mobile carriers as well as to present their products and services.

### GSMA LA Official Sponsors 2011



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

- n Associate your company image with the GSMA brand: Sponsorship is a unique opportunity to associate the image of your company with GSMA and its activities at regional level. The perception as partner of the 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 for the year.
- n Active participation in the GSMA LA 2012 Events:
  - a) Interact closely with current and potential customers: GSMA LA events offer the opportunity to connect with executive operators from all 25 Latin American and the 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: GSMA associate members are able to access GSMA LA events by sending up to 2 delegates at no cost. Only by becoming an annual sponsor can associate members participate with up to 10 delegates.

c) Stand/booth at GSMA LA events: Official Sponsors of GSMA LA will have the exclusive benefit of having a standard stand/booth during the 2012 events. In this space you will be able to have hosts/hostesses, deliver information about your business and its products and offer promotional gifts.





## Connecting Latin America and the World

- 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 these 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 GSMA LA staff.
- n Exclusive participation in the official "GSMA LA 2012 Vision" magazine edition: Only GSMA LA RIG official sponsors will have the benefit of being published in our magazine. The magazine, which is bilingual (English and Spanish), is distributed annually to many industry-related entities including all executives of our key operators, international industry organisations, government organisations, such as the Ministries of Telecommunications and Economy of the different 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 have one advertisement in full colour or one article in English and Spanish (up to 1,200 words per language) as well as participation in the official supplier directory.
- n Sponsor's exclusive participation in the GSMA LA website [www.gsmala.com](http://www.gsmala.com) (English, Spanish, Portuguese):
  - a) The sponsor's logo will be included in a banner below GSMA LA's logo with all annual sponsors.
  - b) Publication of the sponsor's contact information in the GSMA LA Official Sponsors Directory.
  - c) One article published per year (One month of continued publishing) in the Homepage of the website with up to 800 words and illustrations.
  - d) Opportunity to be in the main rotating banner of GSMA LA news.



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- n Exclusive presence in our online monthly newsletters to the GSMA LA database: GSMA LA monthly newsletters go to an extensive database of more than 4000 industry contacts and are a main source of communication for operators. During 2011 the newsletter was sent in **English** and **Spanish** and in 2012 we will have it in **Portuguese** as well. Every monthly issue has a banner at the bottom of the newsletter including annual sponsors. We are developing the opportunity to allow one vendor article per issue that will be linked to the sponsor's website and/or GSMA LA's website.



## Frequently asked questions

### Concerning contract and payment

- n **What to do to be an Official Sponsor of GSMA LA?**  
Fill in the contract with all company requested details, signed and sent to GSMA LA.
- n **When is the deadline to accept and send the contract to GSMA LA?**  
The early bird deadline is 27 January, 2012. The Normal deadline is 30 March 2012.
- n **How do I pay the GSMA LA Sponsorship Program?**  
Once you have sent the contract properly filled out and signed to GSMA LA, you will receive the invoice that can be paid by wire transfer following GSMA instructions.

### About the GSMA LA Events:

- n **How much is the cost to get a pass for each GSMA LA event?**  
The events are free of charge for GSMA Associate Members up to 2 attendees. As an Official GSMA LA Sponsor you will be able to get up to 10 free passes (premium) or 6 passes (standard) per company. Each participant needs to register at GSMA LA Website when the event is announced.
- n **What I need to do and know 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 (like 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.
- n **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 work. However, GSMA LA and the host will be able to give you information about customs agencies for the region.
- n **If I want to present at a GSMA LA event, whether it is a plenary session or a working group, 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.

- n **What if I want to offer a speech in the Working Groups session?**  
You should contact the Chair or Deputy Chair of the WG in which you are interested in presenting to. 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 contact beforehand.
- n **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 each 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.

### Who is the responsible at GSMA LA for this programme?

Ms. Bernardita Oyarzún, Marketing Manager of GSMA LA.  
Please contact her at: [boyarzun@gsm.org](mailto:boyarzun@gsm.org)



## 2012 GSMA LA Benefits

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

	STANDARD	PREMIUM	
FEES	Early Bird (Until 27 January, 2012): USD 16,000.	Early Bird (Until 27 January, 2012): USD 25,000.	
	Normal (Until 30 March, 2012): USD 18,000.	Normal (Until 30 March, 2012): USD 30,000.	
MONTHLY NEWSLETTERS	a) Your logo, in normal size, on the banner at the bottom.	a) Your logo, in a larger size, in a privileged location. b) One highlighted article in one GSMA LA newsletter (linked to sponsor and/or GSMA LA website).	
GSMA LA WEBSITE	a) Your logo on the banner at the bottom of the GSMA LA homepage, standard size.	a) Your logo at the banner in the bottom GSMA LA homepage, large size.	
	b) Logo and contact details in the Sponsors directory of the GSMA LA website during the year, standard size.	b) Logo and contact details in the Sponsors directory in 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).	
GSMA LA VISION ANNUAL MAGAZINE	a) One full colour page advertisement		
	b) Logo and contact details in the Official Sponsors directory of the magazine, standard size.	b) Privileged location and larger logo size in the Official Sponsors Directory. c) One article up to 1,200 words (English and Spanish).	
GSMA LA EVENTS	a) Strategic location in the GSMA LA events with a simple stand during the year.		
	b) Possibility of delivering a presentation of a business case in the Working Group sessions (depending on Working Group Chair/Deputy agreement and conditions).	b) Possibility of delivering a presentation of up to 30 min for a business case in a Plenary Meeting open session (one per year, depending on the agenda space availability) and as many presentations at Working Group Meetings (with Chair agreement).	
	c) Priority on additional meetings sponsorship opportunities (luncheons, coffee breaks, etc.).		
	d) Communication support of your programmed sponsored events (dinners, cocktails, etc.).		
	e) Logo in the GSMA LA events agendas (digital and printed) during the year, standard size.	e) Logo in the GSMA LA events agendas (digital and printed) during the year, larger size, privileged location.	
	f) Logo in the GSMA LA events banners, standard size.	f) Logo in the GSMA LA events banners, larger size, privileged location.	
	g) Up to 6 delegate passes per event, free of charge.	g) Up to 10 delegate passes per event, free of charge.	
		h) Possibility of organising a half day workshop at one GSMA LA event, to be included in the main event agenda.	
		i) Logo in the badges events during the year.	
		j) Logo in the folders events during the year.	