







CCa mobile carriers show

About

About CCA • Why Attend MCS

MARCH 30 - APRIL 1, 2020 Sheraton Dallas | Dallas, TX

04	Demographics 2019 By the Numbers • A Snapshot of Attendees in 2019
05	Become A Sponsor Pinnacle Sponsorship • Sponsorship Levels
07	Speaking Opportunities Seminars • Breakout Session Panels
09	Sponsorship Opportunities Featured • Branding • Promo Items • Digital • Networking Events
18	Become An Exhibitor Exhibit Booths • Start-Up Pavilion • Meeting Rooms
21	Exhibitor Information Important Dates & Deadlines • Exhibit Space Guidelines
23	Contact Information Hotel & Venue • Contact Us • 2020 CCA Show Dates

THIS DOCUMENT WAS LAST UPDATED ON: 10/17/2019 FOR THE MOST UP TO DATE COPY, PLEASE VISIT MOBILECARRIER.ORG.



ABOUT CCA



Founded in 1992 by nine rural and regional wireless carriers as a carrier-centric organization, CCA has grown to become the nation's leading association for competitive wireless providers serving all areas of the United States.

Our members range from small, rural carriers serving fewer than 5,000 customers, to regional and nationwide providers serving millions of customers.

WHY ATTEND MCS 2020?

CCA's Mobile Carriers Show (MCS 2020) provides the ideal meeting place for competitive carriers and wireless stakeholders to come together under one roof for networking, educational, and business opportunities. MCS brings together more C-Level executives, from more carrier organizations, than any other business event in the United States. You will have to opportunity to learn firsthand how smart strategies and technology innovations in the telecom industry present new business opportunities for your organization and how you can help your business adapt to this increasingly mobile world.

- You'll learn firsthand how 5G will change the way businesses
 communicate. With 5G promising to be one of the most transformative
 technologies of the decade, it's going to have a massive impact on
 communication strategies and your business' bottom line. At MCS
 2020, you'll explore just what 5G is going to mean for your organization
 and how you can be on the forefront of this exciting new technology.
- At the conference, you have the opportunity to meet directly with executives from over 100 organizations. CCA is a more intimate show with around 1,000 attendees, so there's a very good opportunity to make connections, establish personalized meetings, and network.
- Many of the carriers come to the show looking for solutions to solve their business challenges. With CCA members spending more than \$15 billion per year on products and services, this is the perfect place to showcase your product/service to an audience of decision makers.











CCa mobile carriers show 2019 BY THE NUMBERS

Our trade show events bring together more carriers than any other conference and are the best venue for meeting and networking with the decision makers of carrier companies. Carrier CEOs and high-level executives walk the exhibit hall, meet with vendors, and attend the numerous educational sessions.













11 Countries

Including three Canadian provinces (British Columbia, Ontario, Quebec), United Kingdom, Germany, Hong Kong, Sweden, Costa Rica, Guam, Mexico, Israel, and the Netherlands

SNAPSHOT OF ATTENDEES IN 2019



PINNACLE SPONSORSHIP

\$40,000 and Above

Get the best "bang for your buck" with our highest level of sponsorship! CCA works with each Pinnacle sponsor to design a unique, custom-made sponsorship that best achieves your marketing goals and delivers the highest visibility for your brand.

Pinnacle sponsors enjoy exclusive benefits, which could include (but are not limited to):

- The highest level of company branding and recognition at the show
- Keynote and/or breakout session speaking opportunities
- Private meeting spaces to conduct meetings with customers
- First choice of booth size and location in the exhibit hall
- Complimentary registration passes
- Optimal logo placement throughout the event space
- Guaranteed article placement in CCA's bi-annual magazine, *The CCA Voice* (deadlines apply)
- Logo placement on the front cover of all show-related marketing materials*
- Introductions to media partners and access to keynote live stream links
- And more!



CCA is ready to work with you on your ideas for a Pinnacle sponsorship!

Contact us to get started!

Lucy Hodas

Ihodas@ccamobile.org

*Deadline for inclusion in all printed materials is Friday, February 28, 2020.

This sponsorship includes a commitment to two (2) shows within a 12-month period.

SPONSORSHIP LEVELS

Diamond Sponsorship | \$15,000 and Above

- · Company name or logo promoting Diamond Sponsor status in all show materials *
- · Logo recognition in all email blasts regarding the event
- Sponsor plaque on each company attendee name badge
- Logo on signage outside the Exhibit Hall and near the Registration desk *
- · Verbal recognition at sponsored event
- Inclusion in a pre-show email blast (with link and 35-word blurb)
- Guest article in CCA's Press Bulletin for one month
- Four (4) complimentary registration passes (does not include add-on events)
- Member registration pricing for all additional non-member company attendees

Platinum Sponsorship | \$9,500 and Above

- Company name or logo promoting Platinum Sponsor status in all show materials *
- · Logo recognition in all email blasts regarding the event
- Sponsor plaque on each company attendee name badge
- Logo on signage outside the Exhibit Hall and near the Registration desk *
- Verbal recognition at sponsored event
- Two (2) complimentary registration passes (does not include add-on events)
- Member registration pricing for all additional non-member company attendees

Gold Sponsorship | \$5,000 and Above

- Company name or logo promoting Gold Sponsor status in all show materials *
- · Logo recognition in all email blasts regarding the event
- Sponsor plague on each company attendee name badge
- Logo on signage outside the Exhibit Hall and near the Registration desk *
- One (1) complimentary registration pass (does not include add-on events)
- Member registration pricing for all additional non-member company attendees

Silver Sponsorship | \$2,500 and Above

- Company name or logo promoting Silver Sponsor status in show materials *
- Logo recognition in all email blasts regarding the event
- Sponsor plaque on each company attendee name badge
- Member registration pricing for all non-member company attendees

Bronze Sponsorship | \$1,250 and Above

- Company name or logo promoting Bronze Sponsor status in show materials *
- Logo recognition in all email blasts regarding the event

If you are looking to stand out among the exhibitors and want to add longevity to your investment at MCS 2020, we have a great selection of packages designed to fulfill a variety of objectives, including branding, networking, and digital sponsorships. Contact CCA's Event Sales Manager, Kandace McElroy at kmcelroy@ccamobile.org, to discuss the listed opportunities and learn about other options for sponsorship.

Click Here to View Current MCS 2020 Sponsors.

* Deadlines apply for printed material. Sponsorship opportunities are separate from exhibit booths.

SPEAKING OPPORTUNITIES

SPONSORED SEMINARS

Tuesday, March 31, 2020

Kick-off MCS 2020 with a 45-minute session on the first day of the show! With a seminar, you pick the topic (must be approved by CCA), provide a title, description, and the speaker(s).

Suggested topics include (but are not limited to):

- Revenue generating solutions
- 5G / Internet of Things (IoT)
- Fixed Wireless
- · Small Cells
- Successful Marketing Strategies

INVESTMENT: \$6,500 PER SESSION

What's Included?

- 45-minute session on the topic of your choice.
- Basic audio/visual: a projector, screen, podium and podium microphone, head table and chairs for panelists with 2 table microphones.
- Two (2) complimentary passes.
- Your seminar is promoted on the MCS Schedule of Events, on-site signage, and mobile app.
- Register and submit your seminar title by February 21 and your session will be promoted in two pre-show email blasts.
- Gold Sponsor status in all show materials.
- Logo recognition in all event related email blasts.
- Attendee contact list pre and post show.

CCA reserves the right to deny any topic or description it deems inappropriate or in conflict with CCA's policy objectives.



AVAILABLE SEMINAR TIMES:

MORNING S	ESSION A	MORNING SESSION B		
9:30AM-10:15A	M SOLD	10:30AM-11:15AM	SOLD	
9:30AM-10:15A	M SOLD	10:30AM-11:15AM	SOLD	
9:30AM-10:15AI	M Seminar 3	10:30AM-11:15AM	SOLD	
9:30AM-10:15AI	M Seminar 4	10:30AM-11:15AM	Seminar 8	
VELEDNUUN	SESSIUN G	AFTERNOON SE	CION D	

AI I EINNOON O	LOGION O	All IEMMOON GEOGRAN		
2:00PM-2:45PM	SOLD	3:00PM-3:45PM	SOLD	
2:00PM-2:45PM	Seminar 10	3:00PM-3:45PM	Seminar 14	
2:00PM-2:45PM	Seminar 11	3:00PM-3:45PM	Seminar 15	
2:00PM-2:45PM	Seminar 12	3:00PM-3:45PM	Seminar 16	

SPONSOR A SEMINAR

If you plan to invite government officials to attend your seminar, we ask that you please notify CCA Staff in advance.

Deadline to be included in two (2) pre-show seminar email blasts is Friday, February 21, 2020.

Deadline to be included in one (1) pre-show seminar email blast is Friday, March 6, 2020.



SPEAKING OPPORTUNITIES

SPONSOR-A-SPEAKER: BREAKOUT SESSIONS

Wednesday, April 1, 2020

Submit an application to speak on a panel for one of CCA's predetermined educational sessions. Your speaker will work alongside other speakers and CCA's Events Committee to create the session's unique presentation.

Please use link below to apply. Sponsorships are limited to one sponsored speaker per session, so act now!



INVESTMENT: \$1,850

What's Included?

- A speaking role on a pre-set panel.
- One (1) complimentary pass for the speaker.
- Bronze sponsor status in all show related materials (deadlines apply).
- Sponsor plaque on each attendee badge.
- Logo recognition in all event related eblasts.
- Attendee contact list pre and post show.



Deadline to register is Friday, March 13, 2020.

AVAILABLE PANEL SESSIONS:

Business Development Track

- Session 101: Creating Value from Data Usage Trends
- Session 201: Leadership Development
- Session 301: Smart City/Town Partnerships: "The Role of Wireless Carriers in the Smart City Ecosystem"

Technical Track

- Session 102: 5G Implementations: Urban vs. Rural
- Session 202: 5G Use Cases: Bringing 5G to Rural America
- Session 302: VoLTE: Pain Points & Planning for the
- Future

Marketing / Customer Experience Track

- Session 103: Capturing the 24-Hour Customer
- Session 203: Supporting & Selling to the Different Generations
- Session 303: Brand Ambassadors

APPLY TO SPEAK

CCA and CCA's Events Committee reserve the right to deny any speaker sponsorship application. Sales pitches by the sponsoring company are not permitted. Please note there will be other speakers on the panel and session structure is determined and coordinated by the Events Committee.

SPONSORSHIP OPPORTUNITIES

FEATURED SPONSORSHIPS

HOTEL MAIN ENTRANCE DIGITAL PANELS

CONTACT CCA FOR PRICING

Be the company everyone sees when arriving onsite at MCS 2020! Located right at the main entrance doors of the Sheraton Dallas Hotel, this sponsorship is in a highly visible location and will grab the attention of every event participant and hotel guest as they arrive!





WINDOW CLINGS | \$7,000

Take the opportunity to get the attention of attendees as they walk from their room to the show floor. These panels are located in the skywalk leading from the hotel to Registration and the Exhibit Hall, and are sure to draw attention!



REGISTRATION | SOLD

Make a big splash for your brand by being the first thing every attendee sees as they check-in for MCS 2020. Your company's ad will be prominently displayed right behind the Registration Desk. Artwork provided by sponsor.



WATER STATIONS | \$8,000

Includes five (5) water stations: 1 by Registration, 1 outside the Exhibit Hall, 1 inside the Exhibit Hall entrance, 1 at the middle or back of the Exhibit Hall, and 1 by the Sponsored Seminar / Break-out Session rooms. Water cups will have sponsor logo, and station will include signage with sponsor logo.



Contact kmcelroy@ccamobile.org for more information.

SPONSORSHIPS

BRANDING & LOGO EXPOSURE

EXHIBIT HALL AISLE FLOOR MARKERS | \$1,500

Help attendees navigate the show floor while promoting your booth with aisle floor clings! Each floor sticker includes an area with your company artwork.



Limited to 4 sponsors.

EXHIBIT HALL TABLE TOP BRANDING | \$2,500

Create custom graphics to cover the tabletops in our Exhibit Hall that are bound to have great exposure! You can make a bold statement by branding these tables with your message for attendees to see while they enjoying lunch or networking in the hall.



ESCALATOR CLINGS | \$7,000

Place your logo along the escalators leading from the hotel to the General Session and Exhibit Hall. Every attendee will use these elevators to go from their room to the show floor. These are in a great location for prime visibility!



MOBILE CHARGING STATION

\$6,000

INCLUDES 2 STATIONS

Be the sponsor that provides a service everyone doesn't know they need until it's too late – a charge for their phone. These stations will be located in the most visible and highly trafficked areas of the Exhibit Hall and Registration.



EXHIBIT HALL AISLE SIGNS (HANGING) | \$7,000

Rise above the hustle and bustle with a clearly displayed, easy-to-read aisle sign ad in our Exhibit Hall. These signs are great for drawing attention to your booth location.



SPONSORSHIPS

BRANDING & LOGO EXPOSURE

CASH-GRAB CUBE \$3,500

Sponsor one of the most exciting parts of the Exhibit Hall Reception! CCA raffle winners will receive a limited amount of time to catch as many of the flying bills as they can. Dollar bills are included with sponsorship, as well as branding on the outside of the money machine.



ATTENDEE BADGES \$7,500

Increase brand awareness and drive traffic to your booth! Badges are required for entrance to all show functions and offer an immediate and lasting brand touch point for all attendees.



METERBOARDS \$5,000

Drive booth traffic or have your brand prominently displayed with a meter board in the registration area or Exhibit Hall! Meter boards are double sided. Show management will determine exact placement on site.



HOTEL KEY CARDS

Increase your visibility by branding the MCS 2020 hotel keys that attendees will be using countless times to enter and exit their rooms. Be the company that's in everyone's wallet!



LANYARDS \$10,000

Get your logo "front and center" on the necks of every show attendee. A two-color sponsor logo is imprinted on the lanyards, printed end to end and distributed at the registration counter.



LOUNGE | SOLD

Provide attendees with a space to sit, chat with peers, check email, or enjoy a cup of coffee. Located in high traffic areas of the exhibit hall, the lounge is the perfect place to make your company name and logo visible to everyone.



SPONSORSHIPS

PROMOTIONAL ITEMS

PASSPORT TO PRIZES | \$500 + GIVEAWAY

A great way to drive traffic to your booth! Your participation in the Passport to Prizes program will generate hundreds of opportunities to get your message across to attendees.

How it Works: Attendees will receive a "passport" at registration. After having their card stamped by all participating exhibitors, they return the card to be eligible for one of the great prizes. The sponsorship requires a donation of a \$100 minimum value generic prize or \$200 value company product.

Includes:

- · Company's logo, booth number, & prize listed on the passport hand-out
- · Inclusion in Exhibit Hall raffle with announcement of company name and prize

Deadline: Prize type must be provided by March 6 for inclusion in printed promotions.



Limited to 10 Sponsors.

LEAD GENERATION PACKAGE | \$3,000

This package includes:

- · Mobile app push notification during show hours
- Inclusion in a CCA pre-show email blast (with link and 35-word blurb)
- · Company recognition in post-show email blast

Limited to 10 Sponsors.

PENS | \$2,500

Supply all attendees with a customized pen with your company logo. These will be placed at Registration and the CCA booth.



NOTEPADS | \$5,000

Make sure everyone at the conference takes notes using a notepad printed in 1-color ink with your company name and logo.



NEW SPONSORSHIP IDEA? YOU NAME IT!

We can't think of everything! Do you have a new or different sponsorship you'd like to see at the show? Let us know and we'll work with you on something brand new that meets your company's objectives and budget.

SPONSORSHIPS DIGITAL PROMOTIONS

DIGITAL FLOOR PLAN AD | \$7,000

Sponsor the digital floor plan and have your company's logo prominently displayed to all CCA attendees and exhibitors. This sponsorship opportunity offers the best visibility at the show as well as leading up to the event!





MOBILE APP PROMOTION PACKAGE | \$750

Get in the hand of every attendee at the show! Our mobile app promotion package includes a push notification and one-hour logo placement at the top of the activity feed.

Push Notification: A text message that is sent to attendees through the conference app. This real-time marketing tool allows you to command attention of attendees at the specific time with a specific message.

Logo Placement: The activity feed is one of the most accessed parts of our conference app. Us this feature to alert attendees to your presence at CCA's show.



MOBILE APP SPLASH SCREEN | \$3,000

Be the first thing users see every time they open the app! Receive over 1,000 unique app opens - this averages 10x per day, per user. It prominently features the sponsor's branding along with the CCA logo.



MOBILE APP BANNER AD | \$1,500

Take advantage of prominent space on our event app with your company logo or ad rotating at the bottom of the app menu.



Limited to 5 Sponsors.

WEBSITE BANNER | \$500 PER SPONSOR

Exhibiting at the show? Let people know! Advertise front and center on CCA's show website with a banner ad. At very reasonable prices, you get prime placement and maximum visibility on

CCA's event website.

Limited to 5 Sponsors per month.



COMMUNITY SERVICE SPONSORSHIPS

MONDAY, MARCH 30, 2020

Sponsor CCA's annual Community Service Project! Join us for an afternoon as we give back to a local Dallas organization, The Girl Scouts STEM Center of Excellence. Network with attendees and help make a difference in our host city!

All Community Service sponsorships include your company logo on the event T-Shirt.

Separate registration to attend and volunteer. Please register at mobilecarriers.org. This event registration includes lunch, transportation, T-Shirt and project supplies.





BASE LEVEL COMMUNITY SERVICE SPONSOR | \$750

Includes company logo on the Event T-Shirt & signage (deadlines apply).

Does not include comp passes.





SUNGLASSES | \$2,500

Includes one Community Service comp pass.

CHAPSTICK | \$2,500

Ilncludes one Community Service comp pass.

WATER BOTTLES | SOLD

Includes two Community Service comp passes.

VISORS | SOLD

Includes two Community Service comp passes.



DRAWSTRING BACKPACKS | \$3,500

Includes two Community Service comp passes.



SHUTTLES | \$3,500

Includes two Community Service comp passes.



LUNCH SPONSOR | \$10,000

Includes five Community Service comp passes.

Provide boxed lunch for all Community Service attendees. Boxes will include your company logo!



Contact Kandace McElroy at kmcelroy@ccamobile.org for more information.



EVENT SPONSORSHIPS

MONDAY, MARCH 30, 2020

BEER, BOOTS ES BBQ

Sponsor one of the most popular events at MCS 2020 and join fellow attendees for a fun, casual night of networking. Enjoy one of Dallas' coolest *Backyard* hangouts with local craft beer and the best of the Texas grill.

Come in your best Western attire and throw your hat in to be named Best Dressed!



Monday, March 30th 6:00PM - 9:00PM

BACKYARD

505 N Good Latimer Expy, Dallas, TX

Event is free for CCA attendees. Buses will be provided to & from hotel.

BASE LEVEL SPONSOR \$1.250



BAR NAPKINS SOLD



BBQ TOWELETTES \$1,500



BANDANAS SOLD



GAME SPONSOR \$1,500 EACH

Select One: - Connect 4 - Foosball - Shuffle Board - Pool - Jenga - Cornhole - Beer Pong



DRINK KOOZIES \$2,000



BUS SHUTTLES \$3,500



SIGNATURE DRINK SPONSOR SOLD



BBQ FOOD SPONSOR \$10,000



RECEPTION / BAR SPONSOR \$15,000



Contact Kandace McElroy at kmcelroy@ccamobile.org for more information.



NETWORKING SPONSORSHIPS

TUESDAY, MARCH 31, 2020

HAPPY HOUR DRINK TICKETS \$1,000 PER 100 TICKETS

Drive more traffic to your booth and make sure carriers and event attendees can enjoy a drink while networking in the exhibit hall! Sponsors will receive drink vouchers to pass out to attendees from their exhibit booth. Vouchers will be customized with sponsor's logo.



COFFEE BREAK \$5,000 PER SPONSOR

Everyone loves coffee! Sponsor the coffee break in the Exhibit Hall on Tuesday afternoon and make sure attendees are fully caffeinated. Signage will be displayed on coffee bar with sponsor's logo.



MEDIA BREAKFAST \$25,000

This exclusive sponsorship includes a speaker on the FierceWireless Executive Breakfast panel at the first full day of MCS 2020. Help attendees begin the day with a full stomach and an informative panel.





KEYNOTE LUNCH \$15,000 PER SPONSOR

Sponsor the keynote session luncheon, one of the best attended sessions! Sponsor's company name and logo are featured prominently leading up to and during the show. Attendees will thank you for the meal!





NETWORKING SPONSORSHIPS

WEDNESDAY, APRIL 1, 2020

NETWORKING BREAKFAST \$5,000 PER SPONSOR

Make sure all attendees start the day with a hot cup of coffee and a full American breakfast buffet. Your name and logo will appear front and center as attendees start the day!

Limited to 3 sponsors.





EXHIBIT HALL LUNCH \$15,000 PER SPONSOR

Everyone loves free lunch! Make sure attendees don't go hungry as they visit the exhibit hall show floor to see the latest and greatest in our industry. Your company name and logo will be prominently featured.





EXHIBIT HALL RECEPTION \$1,000 PER 100 DRINK TICKETS

Drive more traffic to your booth and make sure carriers and event attendees can enjoy a drink while networking in the exhibit hall! Sponsors will receive drink vouchers to pass out to attendees from their exhibit booth. Vouchers will be customized with sponsor's logo.







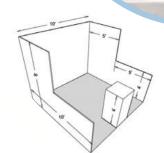
BECOME AN EXHIBITOR

Exhibiting at MCS 2020 provides you valuable access to leaders in the field, as well as the opportunity for one-on-one interactions you won't find at any other show.

EXHIBIT BOOTH RATES

BOOTH SIZE	SQ. FT.	COMP Passes	CCA MEMBERS	NON- MEMBERS
10' X 10'	100	2	\$2,850	\$5,150
10' X 20'	200	4	\$5,700	\$10,300
20' X 20'	400	8	\$11,400	\$20,600

Booth rates increase \$1 per sq. ft. after February 21. Larger booths available upon request.



VIEW FLOOR PLAN

RESERVE A BOOTH

What's Included?

- · Exhibit space with 8' high back wall drape & 3' high side drape
- Two (2) complimentary passes per 10'x10' space
- · Discounted pricing for additional attendees
- · One 6' black skirted table, two (2) side chairs, wastebasket
- · Company listing & profile on CCA's digital floorplan
- · Company listing and link on the event mobile app
- Access to the MCS 2020 attendee list pre and post-show

Exhibitor Move-In:

Monday, March 30, 2020 8:00 AM - 6:00PM

Exhibit Hall Open:

Tuesday, March 31, 2020 9:30 AM - 6:00 PM Wednesday, April 1, 2020 10:30 AM - 6:00 PM

Exhibitor Move-Out:

Wednesday, April 1, 2020 6:00 PM - 8:00 PM

Hours are subject to change.

WHY EXHIBIT AT #MCS2020?

- Showcase your products and services to key decision-makers and stakeholders in the telecom industry
- Increase visibility and get targeted exposure
- Capture new leads and take advantage of numerous networking opportunities
- Build brand awareness and establish your company among industry peers



FIRST-TIME EXHIBITOR PACKAGE

Is this your first time at Mobile Carriers Show and looking to make an impression and get exposure? Sign up for our First-Time Exhibitor Package for a great deal while driving traffic to your booth.

LIST PRICE: \$7,900

DISCOUNTED RATE: \$5,000 - SAVE \$2,900!

- 10x10' Booth (Non-Member Rate) \$5,150 value
- Email Marketing Mention \$1,000 value
- Mobile App Push Notification On-site \$500 value
- Bronze Sponsorship Status in show materials \$1,250 value
- All other Exhibitor Benefits (complimentary passes, discounts, attendee list access)



START-UP PAVILION

Are you a young company that would like to network with representatives from competitive carriers and wireless stakeholders? At MCS 2020, start-up companies will have the unique opportunity to showcase their products and services. The start-up package includes space on the exhibit floor at a discounted price.

CCA MEMBERS: \$1,500NON-MEMBERS: \$1,800

- 5' x 5' ft. space*
- One (1) Cocktail Table (2' diameter table) and two (2) high rise chairs
- Two (2) Complimentary registrations passes
- Basic electric (if registered by February 21)
- Listing and link on CCA's digital floorplan and event mobile app
- Inclusion in Passport to Prizes
- Access to the MCS 2020 attendee list pre and post show

Start-Up Guidelines:

- Participants must have \$5M or less in funding.
- Must be less than three (3) years old.
- May not participate in the Start-Up Pavilion more than four (4) times.



VIEW FLOOR PLAN

APPLY FOR START-UP

*Start-ups must fit within the 5' x 5' space. The 2' diameter cocktail table may not be replaced with larger table or set-up. CCA will provide power. All other items can be purchased through CCA's Exhibitor Kit.

MEETING ROOMS

Need a place to meet? Conveniently located inside the Exhibit Hall, private meeting rooms are the perfect setting for a company staff briefing or a business meeting with a current or prospective customer.

INVESTMENT:

One-Day Rate:

Full Show:

HEW! Hourly Rate: (75-minutes)

CCA Members

\$2,500

\$3,999

\$399

Non-Members

\$2,800

\$4,299

\$399



What's Included?

- 10'x10' hard-walled private room with locking door
- One (1) table and four (4) chairs
- Basic electric*
- Listing and link on CCA's digital floorplan and mobile app
- Access to the MCS 2020 attendee list pre and post show
- One (1) complimentary pass with One-Day Rate, OR Two (2) complimentary passes with Full Show Duration**
- Discounted Registration pricing for additional attendees (included with One-Day or Full Show)**

*Audio Visual, Internet, and additional furniture are available for purchase.

**Hourly Rate does not include comp passes or discounted registrations. Maximum of two (2) 75-minute sessions allowed per sponsor.





Benefits of a Meeting Room:

- Conduct scheduled meetings in a convenient, private location.
- Provide a "home base" for hosting spontaneous meetings that otherwise wouldn't occur.
- Collaborate in a private setting with industry leaders and wireless stakeholders.

VIEW FLOOR PLAN

RESERVE A ROOM

IMPORTANT DATES FOR EXHIBITORS & SPONSORS

Refunds and Payments:

- 50% refund with notice of cancellation up to this date February 7, 2020
- No refunds February 8, 2020 or later
- All sponsors and exhibitors must be paid in full March 26, 2020 (Exhibitors will not be allowed to enter the Exhibit Hall if not paid by this date.)

Early Bird Pricing and Rates:

- Early Bird Registration discount ends February 21, 2020*
- Early Bird Exhibit Booth pricing ends February 21, 2020
- Standard Registration rate ends March 29, 2020

Sponsorship Items:

- Deadline for inclusion in all on-site printed materials March 6, 2020
- Deadline to register for all branding and promotional item sponsorships February 14, 2020
- Deadline to register for all digital sponsorships March 20, 2020
- Due date for all company logos and descriptions March 20, 2020

Seminars & Sponsored Speakers:

- Deadline to register and be included in two pre-show email blasts February 21, 2020
- Deadline to register and be included in printed materials and one e-blast March 6, 2020
- Deadline to provide the description, title, and speaker February 21, 2020
- Deadline for all Seminar Title and/or Speaker Edits and Changes February 28, 2020 (All e-blasts and signage will be finalized after this date)

Complimentary Registration Passes:

Last day to redeem all complimentary passes for Exhibitors and Sponsors – March 27, 2020

Hotel Room Block:

Room Block Cut-off Date: March 2, 2020 (or until supplies last)

*Exhibitors enjoy a registration rate of \$695 after the alloted amount of complimentary passes have been used. Early Bird dates do not apply to Exhibitors.



EXHIBIT SPACE GUIDELINES

Exhibitor Move-In:

Monday, March 30, 2020
 8:00 AM – 6:00 PM (One day only)

Exhibit Hall Open:

Tuesday, March 31, 2020
 Wednesday, April 1, 2020
 9:30 AM - 6:00 PM
 10:30 AM - 6:00 PM

Exhibitor Move-Out:

Wednesday, April 1, 2020
 6:00 PM - 8:00 PM

Application and Contract Information: To reserve exhibit space, complete the Exhibit Space Application and return it to CCA along with full payment. All reservations must be made on the official application form. Exhibit space is reserved on a first come, first served basis.

Space Assignment: Booth spaces are selected on a first-come basis. Eligibility to exhibit is at the discretion of CCA. CCA reserves the right to determine the eligibility of any company that submits an exhibit application. CCA makes every effort to accommodate your preferences and requests. CCA reserves the right to make any modifications that may be necessary to best accommodate all requests for space. Companies requesting adjoining space or any special requests may submit them in writing along with the application to exhibit.

Booth Relocation: If it becomes necessary to relocate an exhibitor after a contract has been accepted, CCA will contact the company involved. CCA will make every effort to reassign the exhibitor to a similar space.

Exhibitor Services Kit: Freeman Exposition Services is the official decorator for MCS 2020. CCA, on behalf of exhibitors, arranges with responsible parties for various exhibitor services. Complete information regarding carpentry, drapes furniture, electrical work, etc., is completed well in advance of the exhibition dates.

Security: Security guards provide protection for the overall exhibit area on a round-the-clock basis during show days but not for any individual exhibit. CCA is not liable for any exhibiting company's property or for the security of the exhibitor's booth. In-booth security is the responsibility of and at the expense of the exhibitor. Forms for individual security are provided in the Freeman service kit.

Distribution of Giveaways: Distribution of customary promotions, such as product literature and inexpensive corporate identification giveaways such as note pads, pens, and pencils are permitted and do not need written approval. Items must be made available, while supplies last, to all CCA meeting attendees regardless of registration type or demographics.

Registration and Badges: Two complimentary MCS 2020 registration passes are provided for each 10'x10' exhibit space. All exhibitors wishing to register their personnel in advance must register online prior to the close of online registration. Any additions or changes in registration after this date must take place on site by the person in charge of the company's booth space.

Admission to the exhibition and all MCS 2020 events is granted only to fully registered attendees. Official badges must be worn whenever the registrant is in the Exhibit Hall; exchange of badges between individuals is prohibited. Member, exhibitor, program participant, and spouse badges will show the name and affiliation of the wearer. The general public is not admitted into the Exhibit Hall.



MARCH 30 - APRIL 1, 2020 Sheraton Dallas | Dallas, TX

VENUE & HOTEL



Sheraton Dallas Hotel 400 North Olive Street Dallas, TX 75201

BOOK HOTEL

PARKING & DIRECTIONS

SCHEDULE OF EVENTS







**READY TO GET STARTED?

Contact us for complete exhibit booth and sponsorship details



Kandace McElroy
Event Sales Manager
Competitive Carriers Association
kmcelroy@ccamobile.org
202.827.6208









MARK YOUR CALENDAR

CCA's 2020 Annual Convention October 5 - 7, 2020 Amelia Island, FL - Omni Amelia Island



Mobile Carriers Show 2021 March 29 - 31, 2021

Louisville, KY - Louisville Marriott Downtown & Kentucky International Convention Center