

2017 MWC Americas - ONF



Mobile World Congress Americas
September 12-14, 2017 | San Francisco, USA

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EXHIBIT HOURS & REGISTRATION:

EXHIBIT HOURS:

Note: Exhibitors and Visitors have different entry times for the event.

Date	Exhibitor Access	Show Hours
Tuesday, September 12	8:00 - 18:00	9:00 - 17:00
Wednesday, September 13	8:00 - 18:00	9:00 - 17:00
Thursday, September 14	8:00 - 18:00	9:00 - 17:00

ONF and partners will be showcasing M-CORD demos at booth 332 in the North Hall:

- M-CORD Overview
- E2E Network Slicing + CBRS
- Multi-Access CORD
- All ARM + xPliant CORD
- Open Source EPC
- xRAN Integration

ONF Kiosk Demo Booth Schedule: https://docs.google.com/a/opennetworking.org/spreadsheets/d/1-lqJtEBOMoB4sSviCDNLL3iwfRpckCxL9OD_IgWmEEg/edit?usp=sharing

REGISTRATION HOURS:

Note: The ONF booth will be constructed Friday and Saturday - all deliveries will be brought to the booth by GES and our staff can come in on Sunday to do setup. If there are any issues with access to the show floor during setup please contact our onsite GES point person Jason Turnbow on his Cell at [801.834.9172](tel:801.834.9172)

Date	Moscone North Upper Lobby	Moscone West Lower Lobby
Sunday, September 10	9:00 - 18:00	Closed
Monday, September 11	9:00 - 18:00	Closed
Tuesday, September 12	7:30. - 19:00	7:30. - 19:00
Wednesday, September 13	7:30. - 19:00	7:30. - 19:00
Thursday, September 14	7:30. - 17:00	7:30. - 17:00

Sponsorship Opportunities & Benefits

Gold (\$15,000) - **SOLD OUT**

Sponsors: Cavium, Deutsche Telekom, Intel, Netsia & Radisys

- Attendee passes: 4
- One demo station with company logo
- Logo and demo listing on event landing page on ONF website
- PR, Blogs and Social Media promos
- Demo description & logo on booth collateral
- Logos on booth slide decks
- Demo Collateral with description and logo

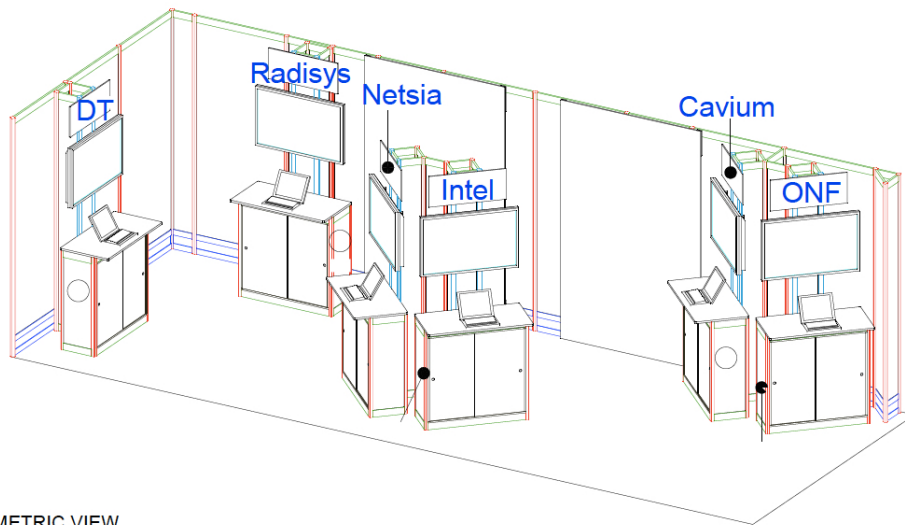
Silver (\$4,000) - (Maximum - 8 sponsors); Open to any ONF Member who wishes to endorse and support M-CORD

Sponsors: Xilinx, Lime Microsystems, Beam

- Two 15-min slots per day to highlight M-CORD contributions on ONF community station
- Logos and demos listed on ONF website
- PR & Social Media promos
- Logos on booth slide decks (community station)

Booth Design and Layout: Number 332, 10 x 26.5





ISOMETRIC VIEW

SCALE: NTS



Promos and Timeline

- Booth and Messaging (July 25th)
- Press Release (Sept. 11th)
 - Partner outreach for PR approvals begin August 11th
 - Linux PR will contact stakeholders
- Blog Posts for ONF & CORD websites (Due August 21st)
 - Request for content will begin August 2nd
 - Publish August 28th thru September 7th
- Landing page on ONF site (August 10th)
 - Hi-res logos & demo descriptions due August 5th
- Social Media Promos
 - Begin 2 weeks prior to the show on CORD and ONF channels
- Booth Collateral
 - Logos & Demo descriptions due August 5th
 - Slide decks due September 5th
- M-CORD Passport Program (due September 1)
 - Highlight M-CORD innovations @MWC and showcase the strength of the community

As part of the show, we will be creating a CORD passport, listing companies at MWC Americas demonstrating CORD solutions. If your company will be at the show and would be interested in participating, please fill out the form here: <https://goo.gl/forms/1Fumz5sd5gkJYm8m1>

Upcoming Deadlines

August 3rd: Power and Wi-fi Requirements

- Please fill [this form](#).

August 5th: Hi-res company logos and Demo descriptions

- Email to marketing@opennetworking.org

August 18: Graphics submission deadline

September 1st: Shipments due to GES Warehouse (See **Shipping** for details)

Shipping:

If you cannot hand-carry equipment, equipment must be shipped to the show. The ONF booth will be constructed Friday and Saturday - all deliveries will be brought to the booth by GES and our staff can come in on Sunday to do setup. If there are any issues with access to the show floor during setup please contact our onsite GES point person Jason Turnbow on his Cell at [801.834.9172](tel:801.834.9172)

MATERIAL HANDLING / DRAYAGE SERVICES

GES (Global Experience Specialists) is the official material handling / drayage contractor for this event. GES will be offering an advance receiving warehouse for the event and will be responsible for freight handling on-site at the Moscone Center.

CASE MARKING

The shipping mark for all cases must be as follows:

MWC AMERICAS 2017
Open Networking Foundation
MOSCONE CONVENTION CENTER
747 HOWARD STREET, SAN FRANCISCO, CA 94103, USA
NORTH HALL
BOOTH NO. 332
CASE NO.....OF.....

DELIVERIES DIRECT TO SHOW SITE

Deliveries should arrive direct to show site on your designated move-in dates and scheduled times. These times can be found on the Build-Up / Dismantle page however at this time, such schedules have yet to be determined.

Show Site Address: GES
GSMA Mobile World Congress Americas 2017
Exhibiting Company Name, Booth #332
Moscone Center
747 Howard St.
San Francisco, CA 94103-3118
United States of America

Please note: Shipments not arriving on your designated time frame, on a holiday, or on overtime will incur additional charges.

Marshalling Yard Site Address:

All incoming vehicles to the venue must check in at the truck marshalling yard. Vehicles will wait until space is cleared at the offloading/reloading areas. Vehicles cannot stay more than 2 hours inside the venue for each handling operation.

Pier 80
San Francisco, CA 94107
United States of America
Hall / Stand Number

The hours listed below show access times only. Freight delivery times are contingent by the targeted move-in plans shown in the PDF [attached](#) - you'll see Open Networking Foundation in purple, booth 332.

Date	Hours	Notes
Friday, September 8	08:00 – 19:00	No perimeter access after 19:00 but exhibitors can stay until 22:00
Saturday, September 9	08:00 – 19:00	No perimeter access after 19:00 but exhibitors can stay until 22:00
Sunday, September 10	08:00 – 19:00	No perimeter access after 19:00 but exhibitors can stay until 22:00
Monday, September 11	08:00 – 19:00	No perimeter access after 19:00 but exhibitors can stay until 22:00

OUTBOUND MATERIAL HANDLING RELEASE / LABELS

The show closes on Thursday, September 14 at 17.00.

PLEASE NOTE: Dismantling of your stand will be based on a Targeted Move-Out schedule. You should follow your booth(s) targeted move-out schedule:

- [North Hall](#)

Showsite Instructions: Once your shipment is packed and ready to be picked up, please pick up a Bill of Lading from the GES Servicenter®. Verify the piece count, weight, and that the signature is on the outbound material handling release form prior to shipping out. **Shipments without paperwork turned in will be returned to GES Warehouse or forced onto another carrier at Exhibitor's expense. You will need to arrange for your carrier to pick up based on the move-out schedule and how quickly you repack the equipment.**

The hours listed below show access times only. Empty Crate return times are contingent by the targeted move-out plans shown above.

Date	Hours	Hall(s)
Thursday, September 14	17:00 – 20:00	North Hall South Hall West Hall
Friday, September 15	8:00 – 19:00	North Hall South Hall West Hall (must be cleared by 19:00)
Saturday, September 16	08:00 – 19:00	North Hall South Hall

More Info:

- MWC Kick off call recording from Wednesday, July 12, 2017

[Play recording](#) (1 hr 6 min)

- PPT Template to use for demos: [ONF PPT Template MWC.potx](#)
- Contact: Marketing@opennetworking.org
- Internet: If you need any technical support during the show, please either go to the telecom service desk or call them at [\(415\) 974-4126](tel:(415)974-4126)
- GES On-site Contact for booth build: Jason Turnbow, Cell [801.834.9172](tel:801.834.9172)

