



mLab ECA Regional Mobile Application Lab and Enterprise Incubator Foundation are organizing Mobile Application Exhibition 2014 and Pitching Event for Investors.

Mobile App Expo will host over 50 mobile businesses, presenting their companies, applications, products and solutions: games, enterprise solutions, business apps, entertainment, lifestyle and social apps developed for local and global markets.

The aim of the event is to bring together mobile app ecosystem key players including developers, mobile marketers, mobile operators, device manufacturers, serial entrepreneurs, industry professionals and showcase the apps developed in Armenia and Eastern Europe, South Caucasus and Central Asia(ECA) region. The event will be hosting 300 ICT and mobile specialist and over 800 visitors.

Interactive workshops, presentations, game contests and entertainment events will accompany the exhibition. Visitors will be able to test apps, play interactive games, join workshops, contests and win valuable prizes.

Best startups will pitch their ideas to Imperious Group Venture Fund from Russia for up to 500 K seed funding and AppCampus mobile application accelerator program managed by Aalto University in Espoo, Finland.

The event will take place in Yerevan on **30th of May**.

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Sponsorship Premium Package

- Exclusivity
- Custom size stand on the main visible place
- Opening and Closing speech
- Logo on Banners, Agenda, Folders, Coffee Cups, Presentation stage, Handouts, Passes, Catering area
- 30 min. presentation on the stage
- Creative contest with visitors, designed specifically for Sponsor
- Brand related workshop with targeted auditorium
- Over 50 media coverage
- Branded after party (colors and theme suggested by Sponsor)

Sponsorship Medium Package

- Custom size stand
- Logo on Banners, Agenda, Folders, Coffee Cups, Presentation stage, Handouts, Passes, Catering area
- 20 min. presentation on the stage
- Creative contest with visitors, designed specifically for Sponsor
- Games corner named after sponsor
- Over 30 media coverage

Sponsorship Basic Package

- Custom size stand
- Logo on Agenda, Folders, Presentation stage, Catering area
- 10 min. presentation on the stage
- Facilitation of brand related workshop
- Over 30 media coverages

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