

## VI International Business-Forum

### «Mobile Content World MoCO - 2010»

**VI MoCO • 2010, a major large-scale event in the Mobile Content World, will take place in Radisson Slavyanskaya hotel, Moscow, on June 15 – 16, 2010.**

The forum has been held for 6 years since 2005 by Exposystems, the leading Russian organizer of specialized forums, exhibitions and conferences in the sphere of info communications. Today the Forum is rightfully recognized as the large-scale and remarkable event in the Mobile Content industry gathering together leading companies from Russia, the Ukraine, Kazakhstan, Azerbaijan, Kyrgyzstan, Belarus and other countries of the region, as well as from the European Union member states, the Middle East and the USA.

The number of Forum participants annually exceeds 800 experts and business leaders. The working language of the Forum is Russian (English-Russian-English simultaneous interpretation is provided). In the program of **MoCO • 2010** there are two major events complementing each other and focused on the different levels of business development and levels of company management - **MoCO Conference** and **MoCO Expo**

- **VI MoCO Conference** (15 – 16, June 2010) is an interactive conference including discussion sessions on key issues of industry development. The conference will gather at least 300 delegates, including top managers of leading Russian and foreign cellular communication operators, aggregators, providers, developers, mobile content rights holders and consumers, platform solution suppliers and integrators, media and Internet companies, and many, many other participants of the Mobile Content World.
- **VI MoCO Expo** (15 - 16 June 2010) - is more than 20 exhibitors on the area of over 500 sq. m. In 2009 **MoCO Expo** was attended by over 600 participants. Exhibition is a meeting place with your new clients and partners, a way to get to know each other and exchange ideas, as well as advanced features for business communication.

**Content Show** - a live demonstration of mobile content, technology solutions and platforms for: the creation, promotion, sale / distribution, delivery, security, quality mobile content, billing and payments to partners - will traditionally take place within **VI MoCO Expo** this year. Content Show is business meetings, presentations and negotiations.



Организатор

exposystems

www.moco2010.ru  
+7 (495) 995 80 80

## THE CONFERENCE AGENDA FOCUS:

### 1st Day

- 📱 «Strategies and trends in mobile content industry development»
- 📱 «New business model of interactions at micropayments market. Will there be any operators left in this market?»
- 📱 «Business models and market participants interaction: changes in sales of digital content»
- 📱 «Convergence of traditional and mobile internet. Monetization and mobilization of services and the internet space»

### 2nd Day

- 📱 «New channels of branded services sales against the background of development wimax and lte networks: various strategies of operators and providers»
- 📱 «Traditional mobile content and the new channels of its sales»
- 📱 «Major trends in the mobile devices market for work with content: smartphones, navigators and other electronic gadgets»
- 📱 «Content services for b2b – advertising, marketing, crm and loyalty programs»

Organizers annually invite the most competent speakers, the most interesting for Forum participants. In 2010 are invited: i-Free, ZED, Iricom, Dialogic, MTS, MegaFon, Beeline, Tele2, Kyivstar, Yota, Nokia, Samsung, SonyEricsson, Motorola, LG Electronics, Apple, Huawei, ZTE, Google, Odnoklassniki.ru, Facebook, V Kontakte, Mamba, Mail.ru, SUP, Sony Pictures, Sony Music, Cominfo Consulting, AC & M, iKS Consulting, i-Free, Dialogic, ZED, A1 etc.



## WHO PARTICIPATES?

MoCO has gathered all Mobile Content industry participants representing all links of the Mobile Content creation, sale and consumption chain for 6 years. The year 2010 should not become an exception.

### We invite to participate in the event № 1:

- Content providers
- Content developers
- Content rights holders
- Mobile device, equipment and application developers
- Internet companies
- Marketing and advertising agencies
- Transport / telecommunication network owners
- Retail companies and distributors
- Banks and Payment Systems
- Media and entertainment industry companies
- Analysts, consultants and lawyers
- Record companies
- Information security/protection system suppliers
- System integrators
- Many, many others

### 1001 REASONS TO REGISTER RIGHT NOW:

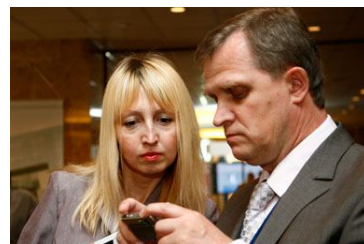
**VI MoCO • 2010** – is the largest-scale event in the Mobile Content World, and has been rightly considered event no.1 for 6 years

**VI MoCO • 2010** – is an event of high organizational and communicative level under participation of all **key persons** from the Mobile Content World.

**VI MoCO • 2010** – Over **20** chief executives of the industry together again!

**VI MoCO • 2010** – is over **350** Conference delegates

**VI MoCO • 2010** – is over **600** Forum visitors from **15** countries



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## REGISTRATION OF THE DELEGATES

The cost of delegate accreditation includes easy access to Forum program events chosen, visiting the exhibition, light lunch in the restaurant, coffee breaks, and mineral water during the day. The accreditation includes a package of Conference working materials, including the Program, theses of the speeches, and other information materials.

<i>All the prices are per one delegate</i>	<i>Application for group of 3 or more delegates before 25, April</i>	<i>Application before 25, April</i>
<b>BUSINESS PACKAGE</b> <i>(Choice of leaders)</i> <i>All Forum events</i>	<b>460 €</b>	<b>583 €</b>
<b>LIGHT PACKAGE</b> <i>All Forum sessions except all entertainments and food.</i> <i>Package includes coffee breaks</i>	<b>306 €</b>	<b>429 €</b>
<b>SIMPLE PACKAGE</b> <i>Only visiting the exhibition and Content Show, including coffee breaks without bakery</i>	<b>Free of charge</b>	<b>Free of charge so far</b>

The prices are valid while published on this page. The prices can be changed without prior notice. The new prices will be published on this page. A price remains in effect during the period of validity of the invoice after filling the application, usually 5 days. If the bill is not paid during the period of its validity, then the application is cancelled unless otherwise agreed with the participant.



## 3 SIMPLE WAYS OF REGISTRATION

### 1. Express ON-LINE registration here

<http://confex-systems.ru/registration/?id=663>

### 2. By fax: +7 495 995 80 80 (working hours 9:00 a.m. – 6:00 p. m.)

The message should specify:

- information about the delegates (names & surnames, positions);
- contacts (phone number, e-mail);
- chosen events for each delegate;
- bank details;
- information about the executive

### 3. E-mail: [moco2010@moco2010.ru](mailto:moco2010@moco2010.ru)

The message should specify:

- information about the delegates (names & surnames, positions);
- contacts (phone number, e-mail);
- chosen events for each delegate;
- bank details;
- information about the executive.

## CONTACT US

Tel. +7 495 995 80 80

E-mail: [moco2010@moco2010.ru](mailto:moco2010@moco2010.ru)

Web: <http://www.moco-forum.ru/2010/>

**We invite you to Radisson Slavyanskaya hotel from 15 to 16 of June 2010 to the major large-scale event in the Mobile Content World!**

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