

GSMA™ WAS#22

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ERGIFE PALACE HOTEL,
ROME - ITALY

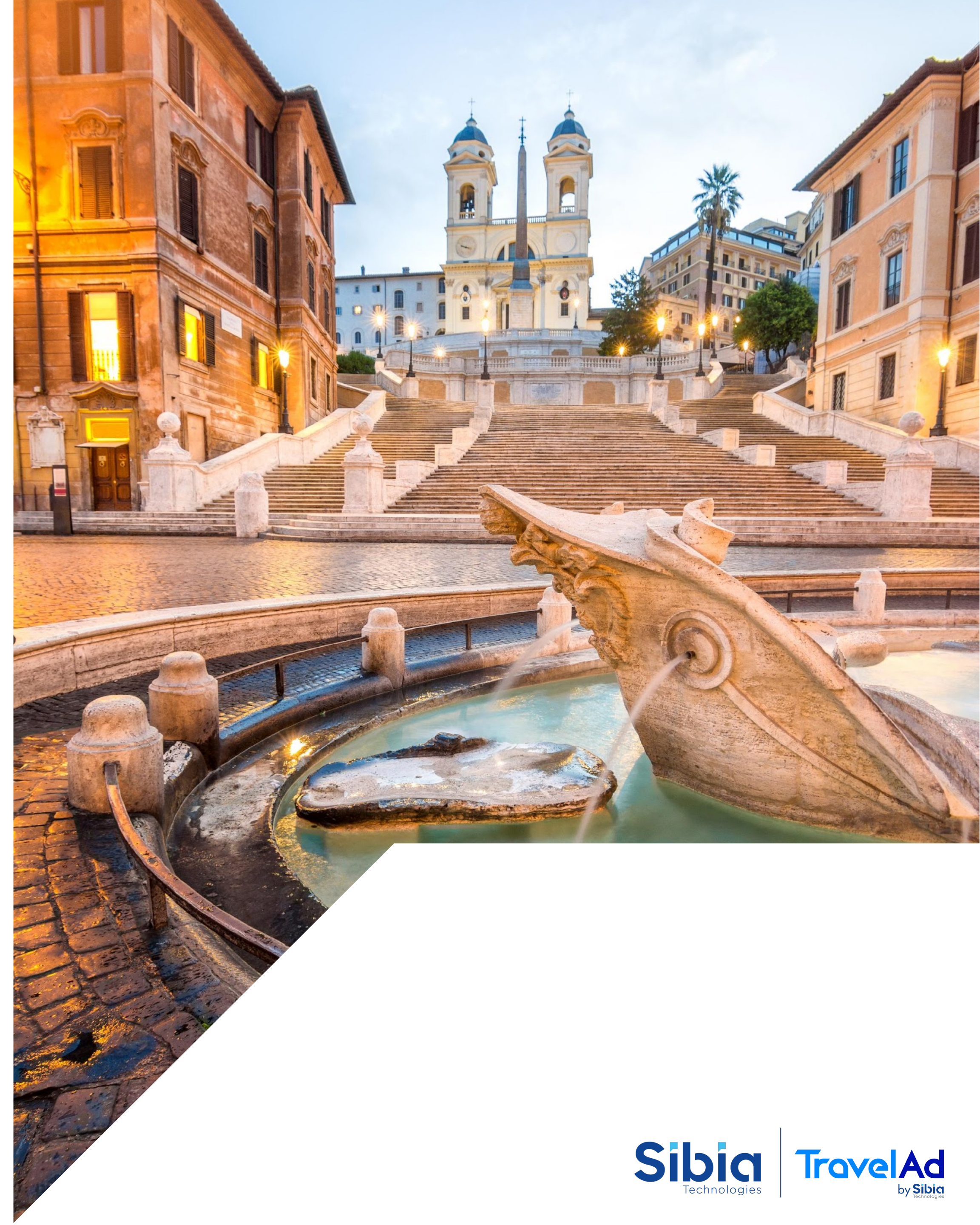
20 - 23 OCTOBER
2025

Sponsor Packages



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About Rome

Historic city and capital of Roma provincia (province), of [Lazio](#) regione (region), and of the country of [Italy](#). Rome is located in the central portion of the Italian peninsula, on the [Tiber River](#) about 15 miles (24 km) inland from the [Tyrrhenian Sea](#).

Once the capital of an ancient [republic](#) and empire whose armies and polity defined the Western world in antiquity and left seemingly indelible imprints thereafter, the spiritual and physical seat of the [Roman Catholic Church](#), and the site of major [pinnacles](#) of artistic and [intellectual](#) achievement, Rome is the Eternal City, remaining today a political capital, a religious centre, and a memorial to the creative imagination of the past.



Event Venue

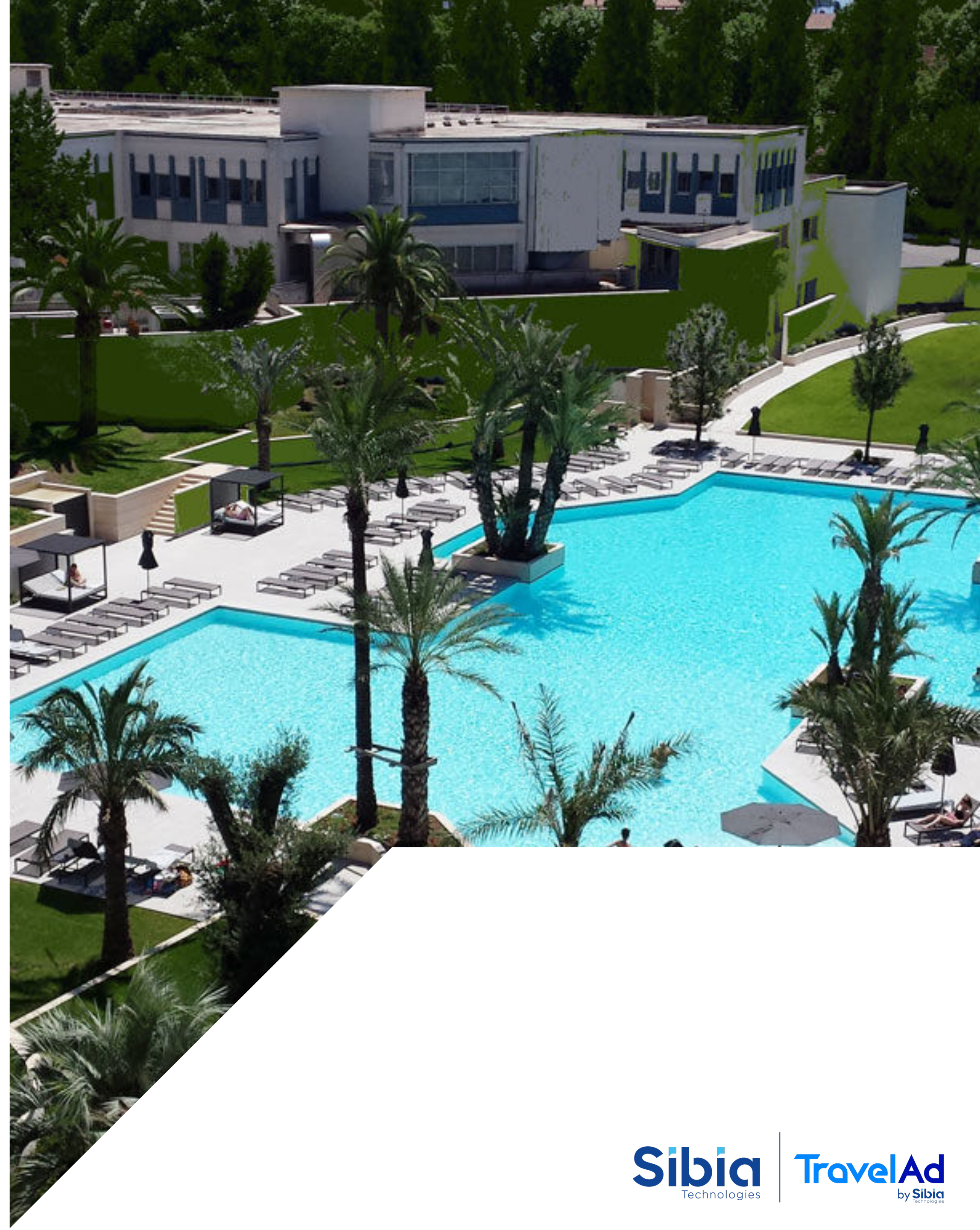




Ergife Palace Hotel

The Ergife Palace Hotel in Rome is one of the city's most established venues for conferences and large-scale events. Boasting over 30 fully equipped meeting rooms and one of the largest conference centers in the capital.

Ergife offers flexible room configurations, natural lighting, and modern AV technology to ensure a seamless experience. Its convenient location adds to its appeal for international and local attendees alike.





Event Venue Layout

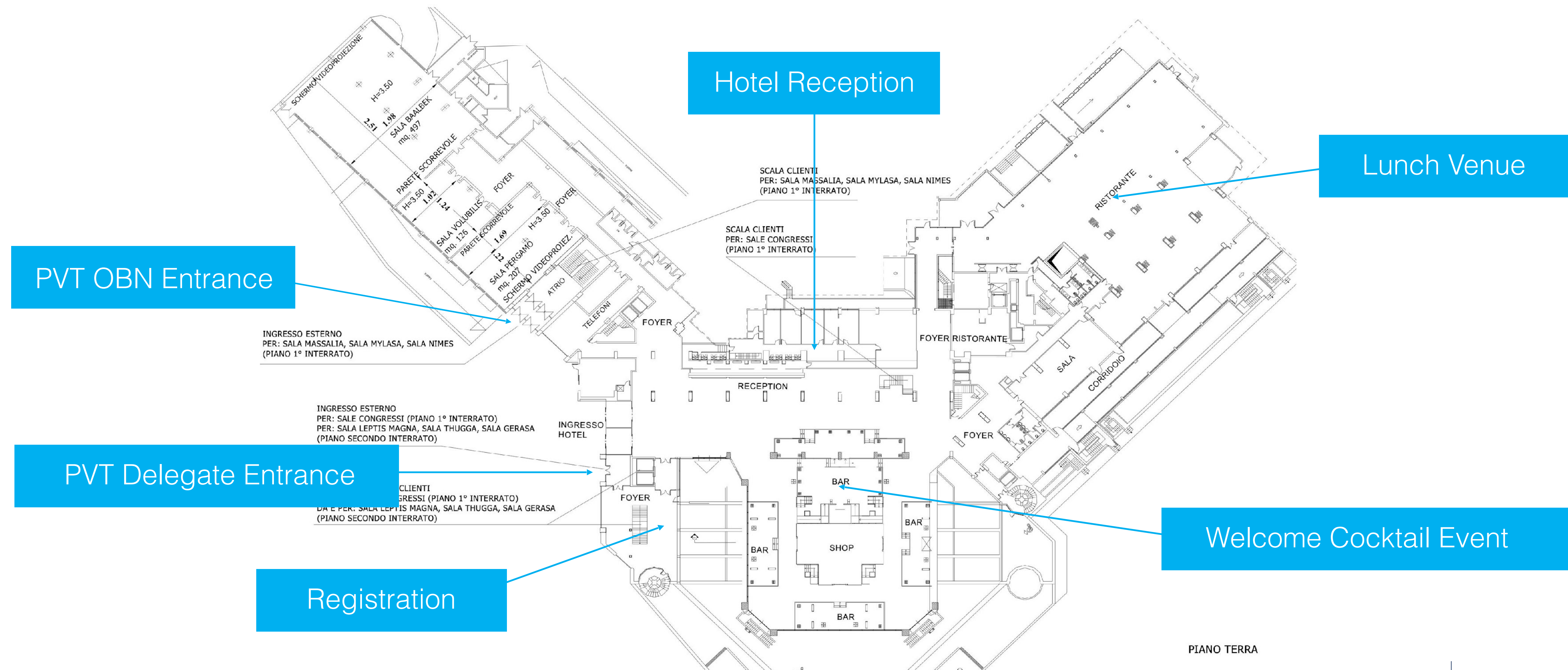
- Level 0 Registration / Welcome Event / OBN Rooms/ Private Meeting Rooms
- Level -1 Private Meeting Rooms / OBN Rooms
- Level -2 Exhibition / Plenary / Speakers Corner



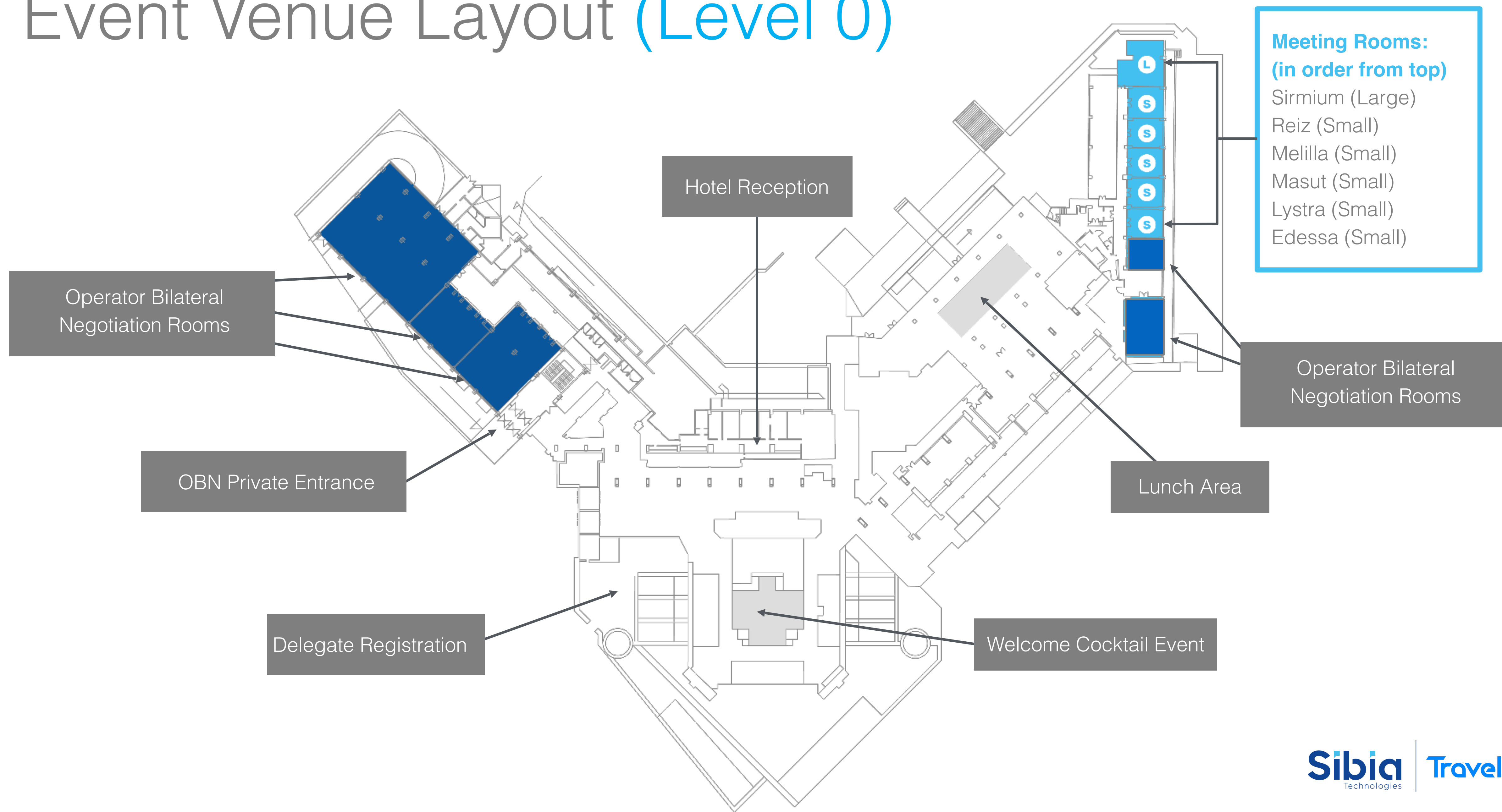
Building Plan



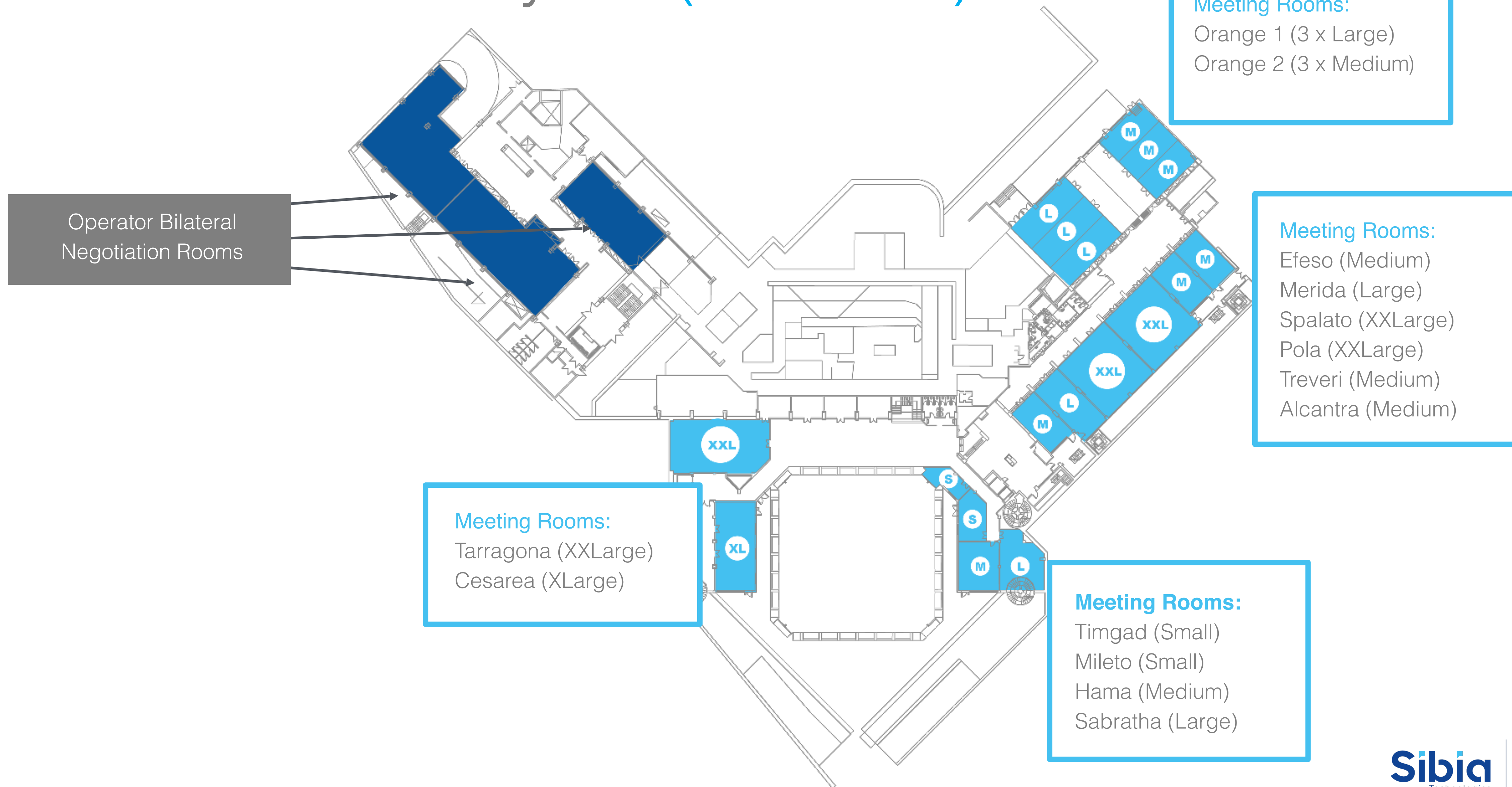
Event Venue Layout (Level 0)



Event Venue Layout (Level 0)

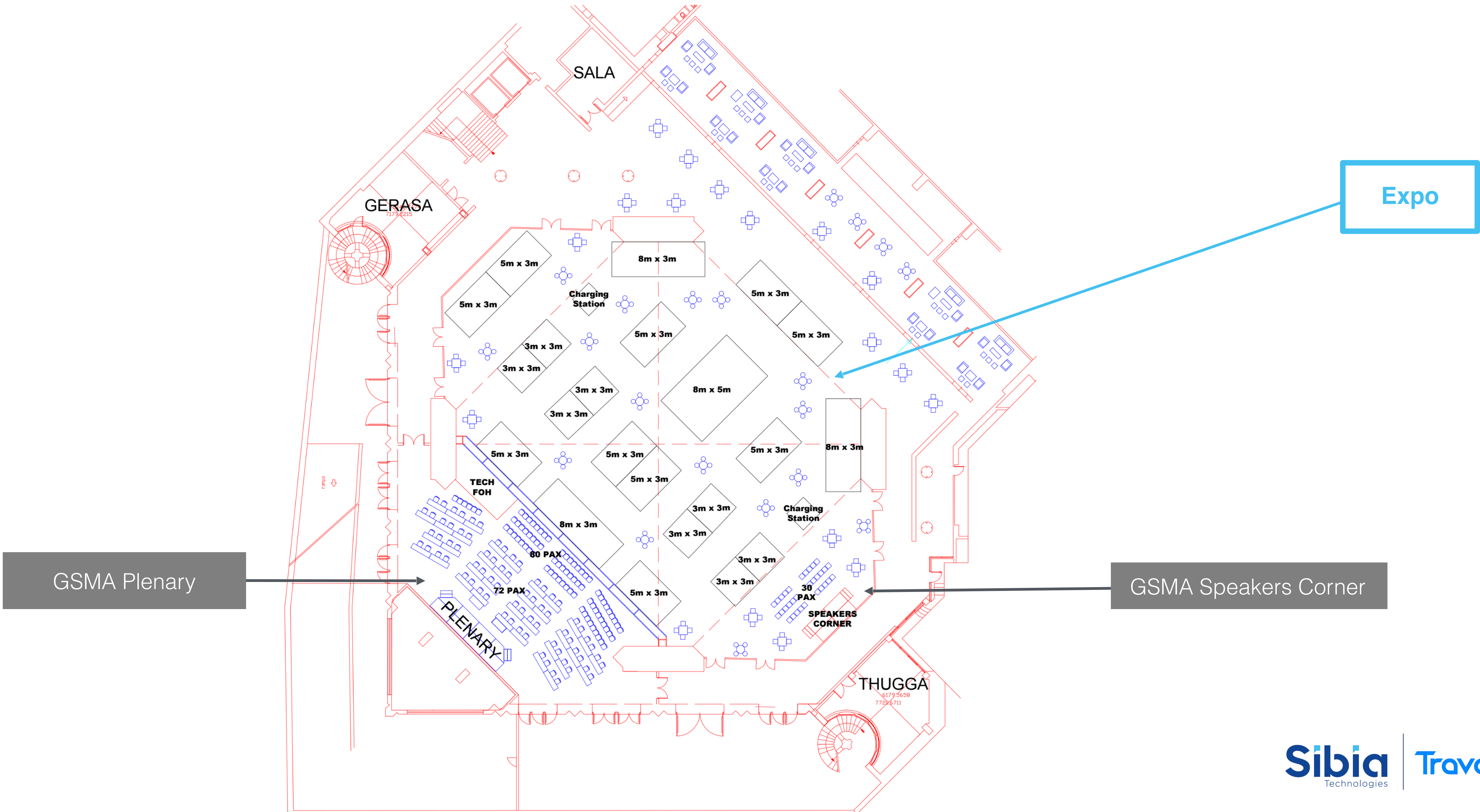


Event Venue Layout (Level -1)





Event Venue Layout (Level -2)

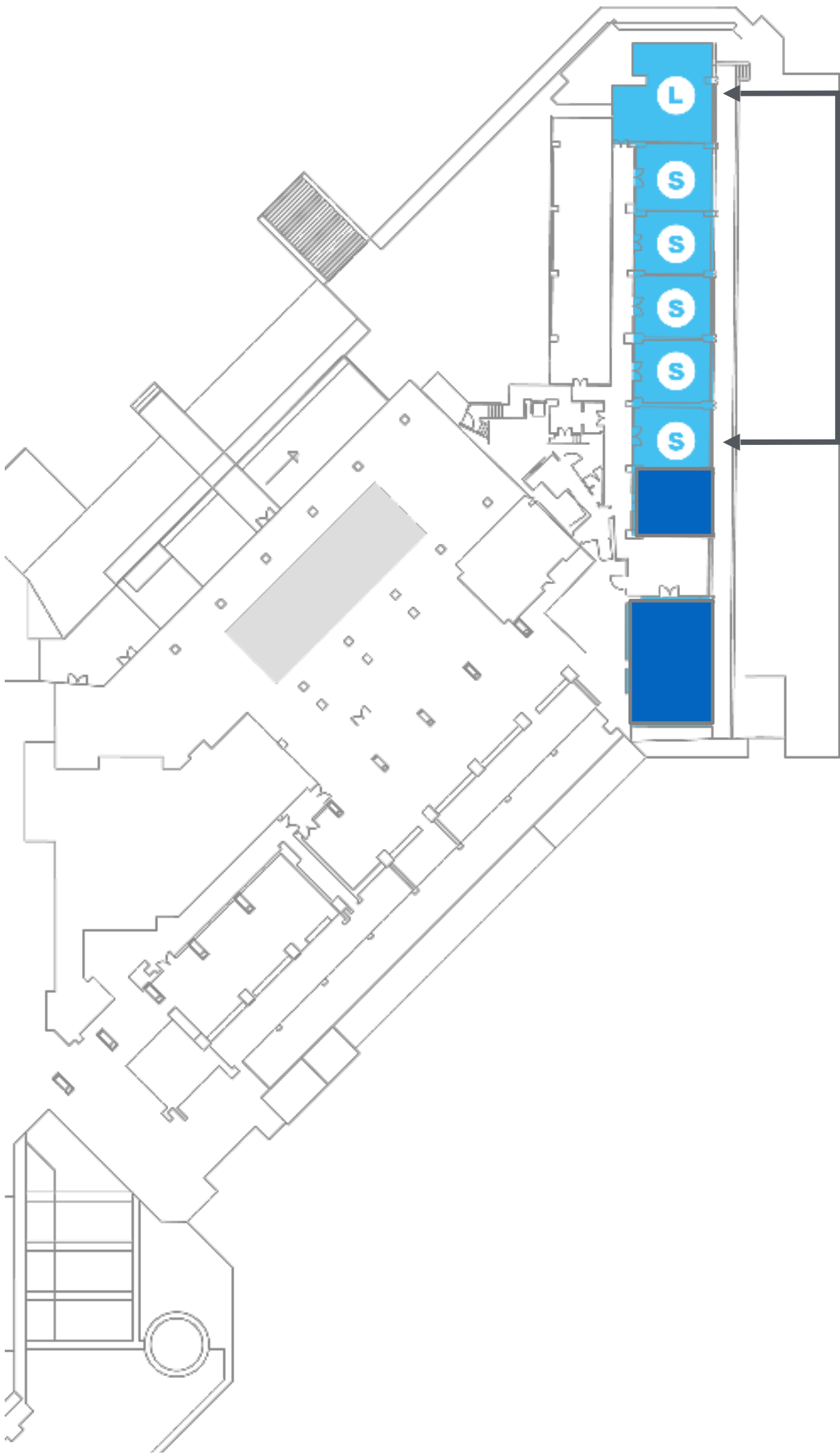


Private Meeting Rooms



Private Meeting Rooms (Level 0)

NAME	SIZE	L	W	SQM
SIRMIUM	MEETING ROOM: LARGE	9	9	74 SQM
REIZ	MEETING ROOM: SMALL	7	6,2	43 SQM
MELILLA	MEETING ROOM: SMALL	7	5,7	40 SQM
MASUT	MEETING ROOM: SMALL	7	5,7	40 SQM
LYSTRA	MEETING ROOM: SMALL	7	5,7	40 SQM
EDESSA	MEETING ROOM: SMALL	7	5,7	40 SQM



Meeting Rooms:
(in order from top)

Sirmium (Large)

Reiz (Small)

Melilla (Small)

Masut (Small)

Lystra (Small)

Edessa (Small)

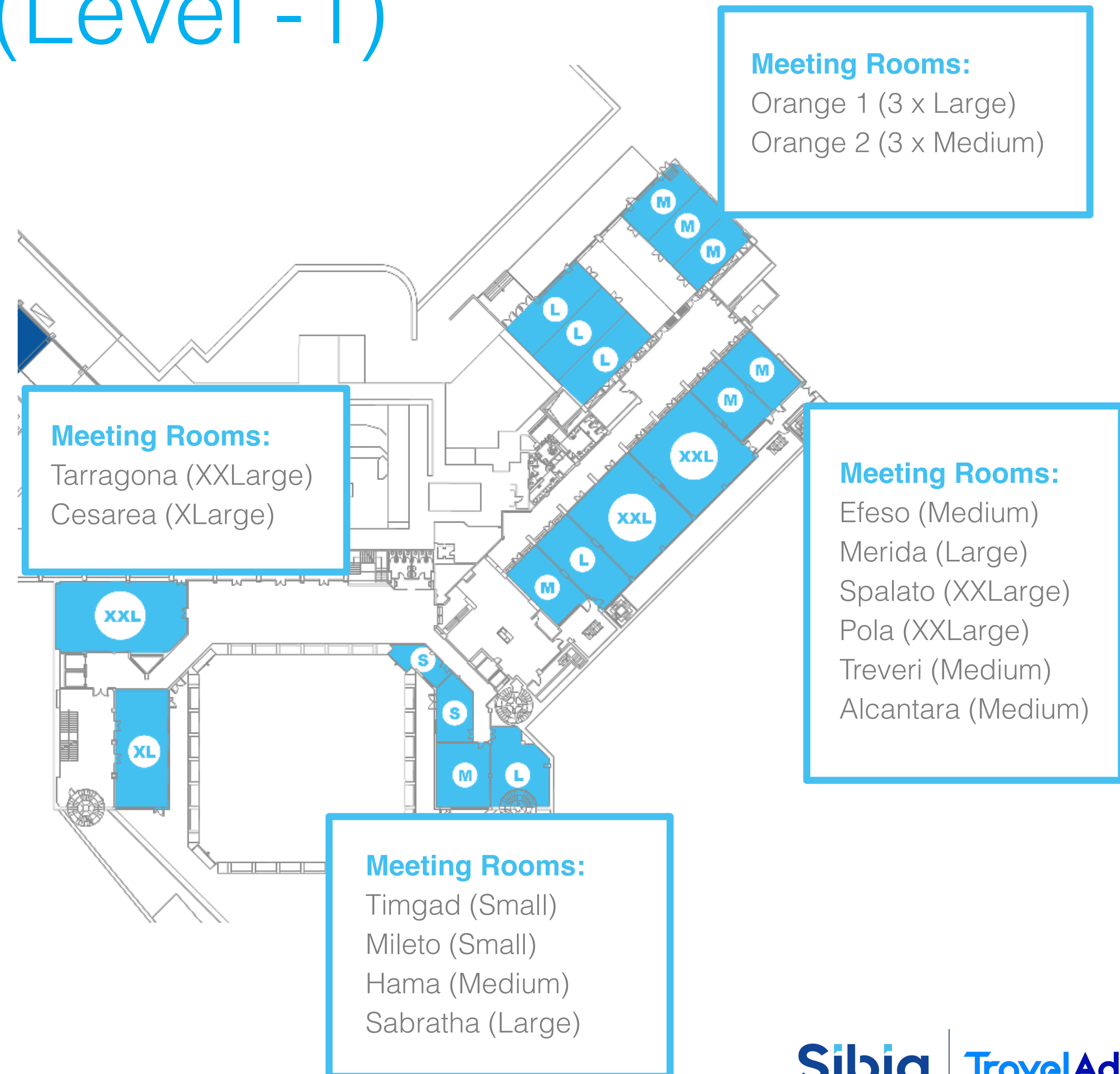


Private Meeting Rooms (Level 0)



Private Meeting Rooms (Level -1)

NAME	SIZE	L	W	SQM
ORANGE 1.1	MEETING ROOM: LARGE	13.6	4.9	66 SQM
ORANGE 1.2	MEETING ROOM: LARGE	13.6	4.9	66 SQM
ORANGE 1.3	MEETING ROOM: LARGE	13.6	4.9	66 SQM
ORANGE 2.1	MEETING ROOM: MEDIUM	10.5	4.9	51 SQM
ORANGE 2.2	MEETING ROOM: MEDIUM	10.5	4.9	51 SQM
ORANGE 2.3	MEETING ROOM: MEDIUM	10.5	4.9	51 SQM
EFESO	MEETING ROOM: MEDIUM	9.98	5.63	56 SQM
MERIDA	MEETING ROOM: LARGE	12.91	5.80	75 SQM
SPALATO	MEETING ROOM: XX-LARGE	12.91	11.80	152 SQM
POLA	MEETING ROOM: XX-LARGE	12.91	11.80	152 SQM
TREVERI	MEETING ROOM: MEDIUM	9.98	5.80	58 SQM
ALCANTARA	MEETING ROOM: MEDIUM	9.98	5.63	56 SQM
TIMGAD	MEETING ROOM: SMALL	7.08	4.43	27 SQM
MILETO	MEETING ROOM: SMALL	9.5	5.3	47 SQM
HAMA	MEETING ROOM: MEDIUM	8.8	7.41	65 SQM
SABRATHA	MEETING ROOM: LARGE	10.97	8.02	88 SQM
MERIDA	MEETING ROOM: LARGE	12.91	5.80	75 SQM
CESAREA	MEETING ROOM: X-LARGE	16.06	7.15	115 SQM
TARRAGONA	MEETING ROOM: XX-LARGE	18.07	9.53	172 SQM



Private Meeting Rooms (Level -1)





Private Meeting Rooms – **XXL** Level -1



Tarragona – 172 SQM (18 x 9.5)



Spalato – 152 SQM (12.91 x 11.80)



Pola – 152 SQM (12.91 x 11.80)

Price: **€ 45,000** (Incl VAT)

22% In country VAT added to package price



Private Meeting Rooms – **XXL** Level -1

■ Furniture

3 Meeting tables
18 Chairs
Lounge pocket (4-Seater)

■ 65-inch plasma screen

■ Signage at entrance

■ Welcome desk

■ Electrical

■ Daily cleaning

■ 8 Delegate passes

■ Availability 3

■ For any additional requests please contact us (Subject to extra charges.)

■ 22% In country VAT added to package price





Private Meeting Rooms – XL Level -1



Cesarea – 115 SQM (16 x7.15)

Price: € 43,000 (Incl VAT)

22% In country VAT added to package price



Private Meeting Rooms – XL Level -1

Furniture

3 Meeting tables
18 Chairs
Lounge pocket (4-Seater)

65-inch plasma screen

Signage at entrance

Welcome desk

Electrical

Daily cleaning

5 Delegate passes

Availability 1

For any additional requests please contact us (Subject to extra charges.)

22% In country VAT added to package price






Private Meeting Rooms – L Level 0 | Level -1


Level 0


 Sirmium – 81 SQM (9 x 9)


Level -1

 Sabratha – 88 SQM (10.97 x 8.02)

 Merida – 75 SQM (12.91 x 5.80)

 Orange 1.1 – 66 SQM (13.6 x 4.9)

 Orange 1.2 – 66 SQM (13.6 x 4.9)

 Orange 1.3 – 66 SQM (13.6 x 4.9)

Price: € 40,000 (Incl VAT)

22% In country VAT added to package price



Private Meeting Rooms – L Level 0 | Level -1

■ Furniture

2 Meeting tables
12 Chairs

■ 65-inch plasma screen

■ Signage at entrance

■ Electrical

■ Daily cleaning

■ 4 Delegate passes

■ Availability 7

■ *For any additional requests please contact us (Subject to extra charges.)*

■ *22% In country VAT added to package price*





Private Meeting Rooms – M Level -1

- Hama – 65 SQM (8.8 x 7.41)
- Treveri – 58 SQM (9.98 x 5.80)
- Alcantara – 56 SQM (9.98 x 5.63)
- Efeso – 56 SQM (9.98 x 5.63)
- Orange 2.1 – 51 SQM (10.5 x 4.9)
- Orange 2.2 – 51 SQM (10.5 x 4.9)
- Orange 2.3 – 51 SQM (10.5 x 4.9)

Price: € 36,000 (Incl VAT)

22% In country VAT added to package price



Private Meeting Rooms – M Level -1

■ Furniture

- 1 Meeting tables
- 6 Chairs
- 55-inch plasma screen
- Signage at entrance
- Electrical
- Daily cleaning
- 3 Delegate passes
- Availability 7
- For any additional requests please contact us (Subject to extra charges.)
- 22% In country VAT added to package price





Private Meeting Rooms – S Levels 0 | -1 | -2

Level 0

- Reiz – 43 SQM (7 x 6.2)
- Edessa – 40 SQM (7 x 5.6)
- Lystra – 40 SQM (7 x 5.6)
- Masut – 40 SQM (7 x 5.6)
- Melilla – 40 SQM (7 x 5.6)

Level -1

- Hama – 47 SQM (9.5 x 5.3)
- Timgad – 27 SQM (4.4 x 7)
- Mileto – 27 SQM (9.5 x 5.3)

Level -2

- Thuga – 42 SQM (6.1 X 7.7)
- Gerasa – 43 SQM (7.1 X 6.1)

Price: € 23,000 (Incl VAT)

22% In country VAT added to package price



Private Meeting Rooms – S Levels 0 | -1 | -2

Furniture

- 1 Meeting tables
- 6 Chairs
- 55-inch plasma screen
- Signage at entrance
- Electrical
- Daily cleaning
- 2 Delegate passes
- Availability 10
- For any additional requests please contact us (Subject to extra charges.)
- 22% In country VAT added to package price



Exhibition Area





Exhibition Area

The WAS#22 exhibition area will serve as a dynamic hub of engagement over the four-day event, designed to maximise brand exposure and delegate interaction. Strategically positioned small, medium, and large booths - including several high-visibility stands - will ensure sustained prominence for key exhibitors. Premium lounge spaces will offer an inviting setting for meaningful networking, while the adjacent GSMA Speakers Corner and GSMA Plenary will draw consistent foot traffic through engaging content and high-profile discussions. As delegates navigate the space throughout the day, sponsors and exhibitors will benefit from continuous visibility, making the exhibition floor a focal point for brand activation and relationship-building.





Exhibition Booth – 8m x 3m

Price: € 38,700 (Incl VAT) 22% In country VAT added to package price

Furniture

- 1 Welcome desk
- 1 Barstool
- 2 Table
- 8 Chairs
- 1 Waste bin
- 1 65 inch screen

Graphic Signage

- 6 printed panels
- 1 Cut out Company name and booth number on the fascia
- 1 Logo on the welcome desk - vinyl printing and application

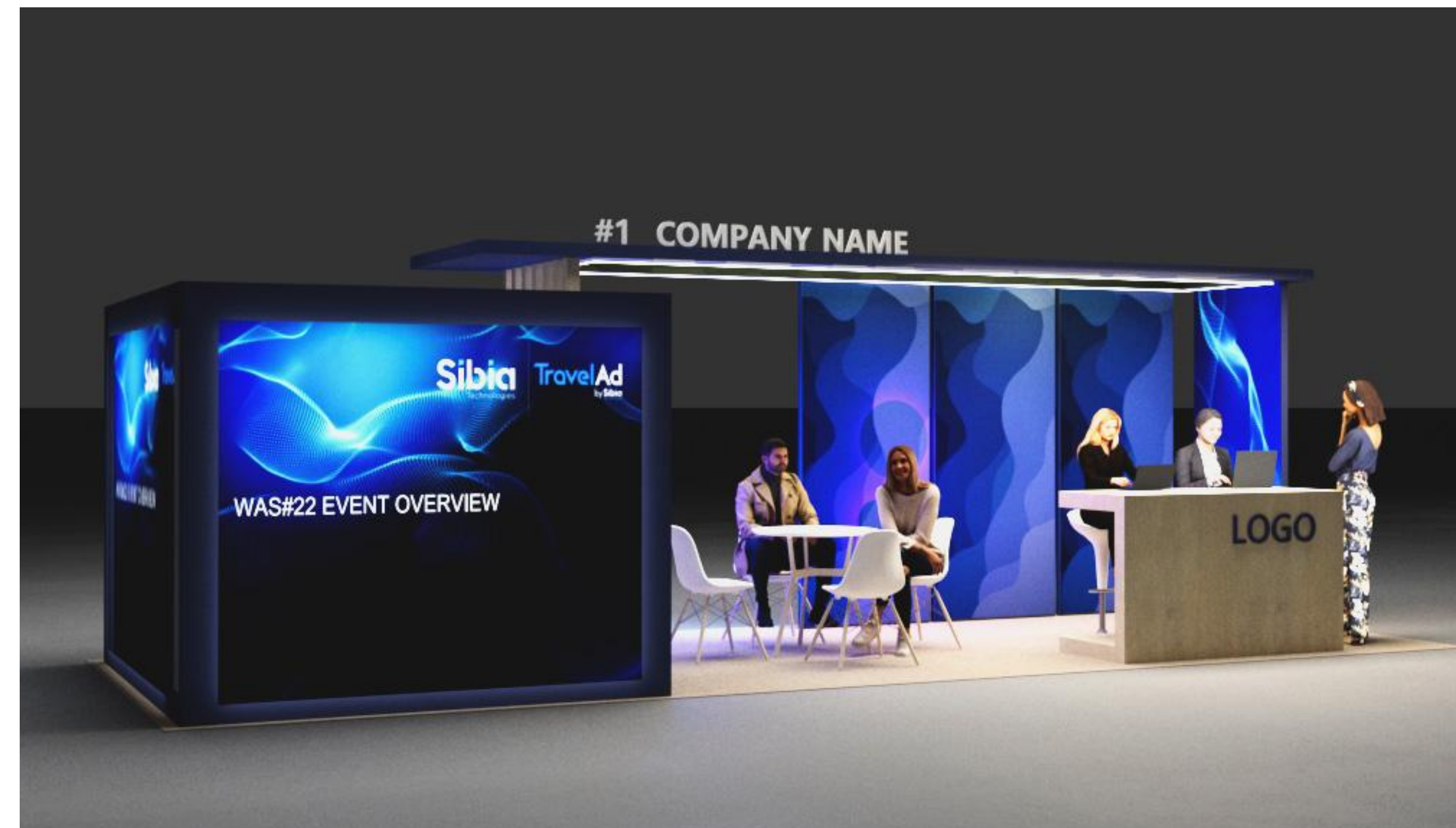
Electrical

- 1 Triple socket
- 1 Sharing single phase DB box
- Enabled spot lighting inside of the meeting room
- 4 Arm spots

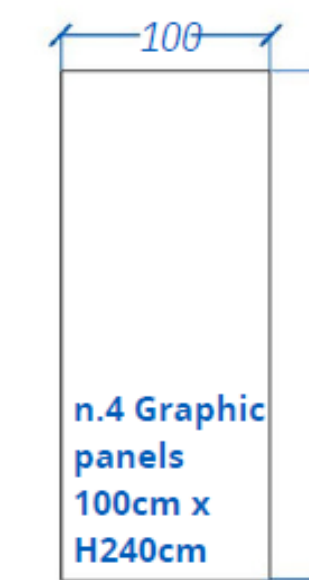
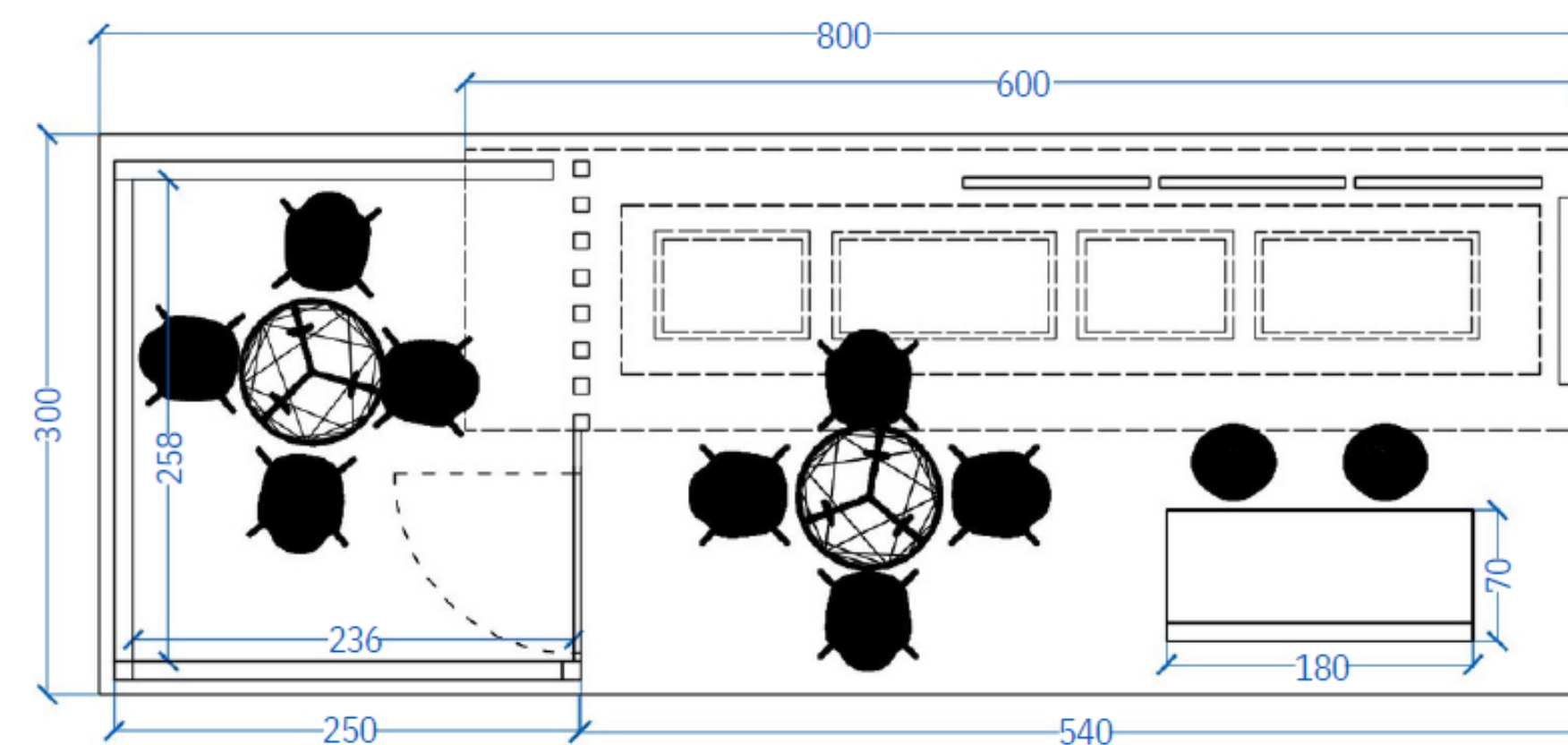
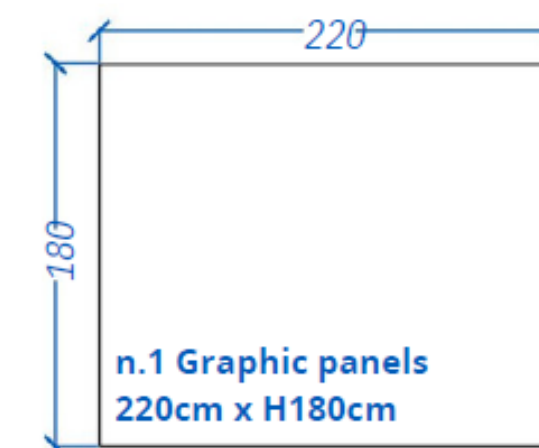
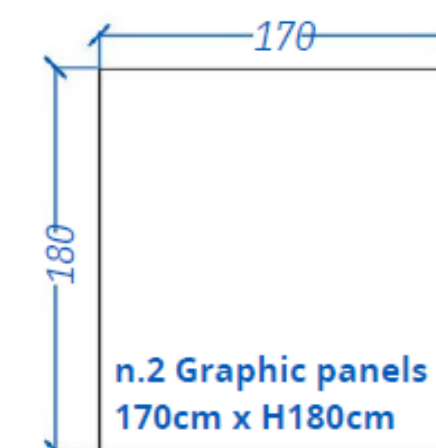
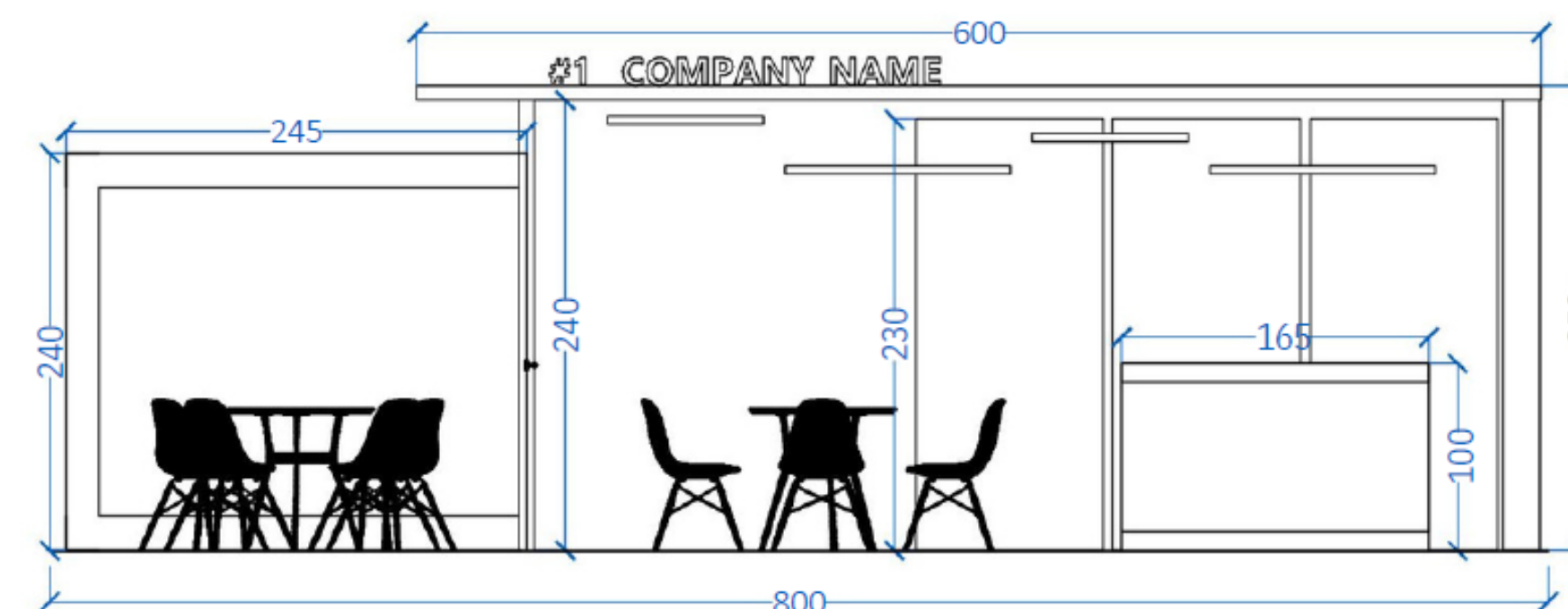


Exhibition Booth 8m x 3m

The booth features an elegant and modern design, thoughtfully equipped to create a welcoming and professional environment. It includes essential furniture such as one welcome desk, a bar stool, two tables, eight chairs, and a waste bin. Graphic signage elements comprise six branded panels, a cut-out of the company name and booth number, and a logo prominently displayed on the welcome desk. For electrical requirements, the booth is fitted with one triple socket, internal lighting within the meeting room, and an armspot for focused illumination.



Exhibition Booth – 8m x 3m





Exhibition Booth – 5m x 3m

Price: € 34,000 (Incl VAT) 22% In country VAT added to package price

Furniture

- 1 Welcome desk
- 1 Barstool
- 2 Table
- 8 Chairs
- 1 Waste bin
- 1 65 inch screen

Graphic Signage

- 6 printed panels
- 1 Cut out Company name and booth number on the fascia
- 1 Logo on the welcome desk - vinyl printing and application

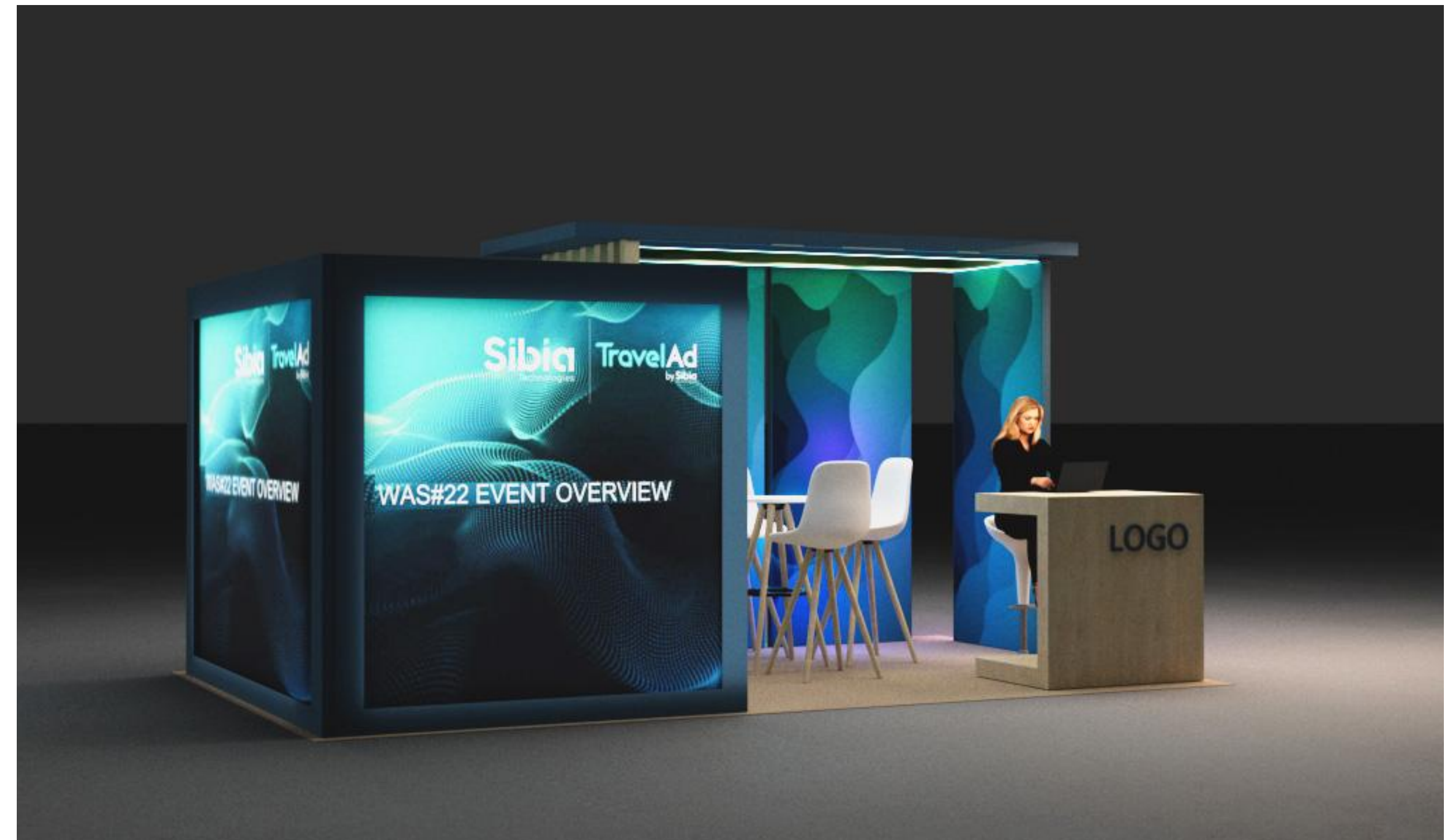
Electrical

- 1 Triple socket
- 1 Sharing single phase DB box
- Enabled spot lighting inside of the meeting room
- 4 Arm spots

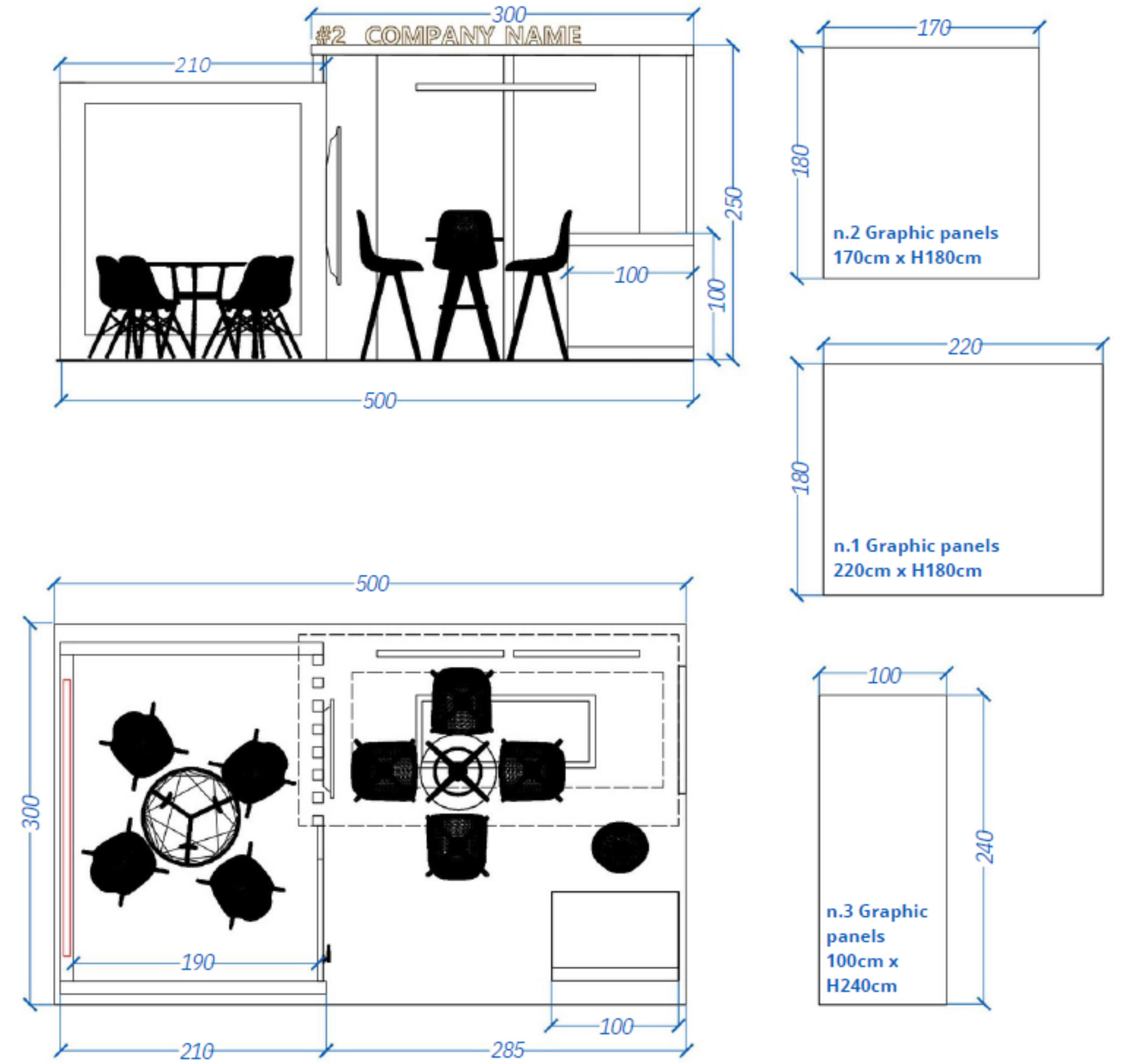
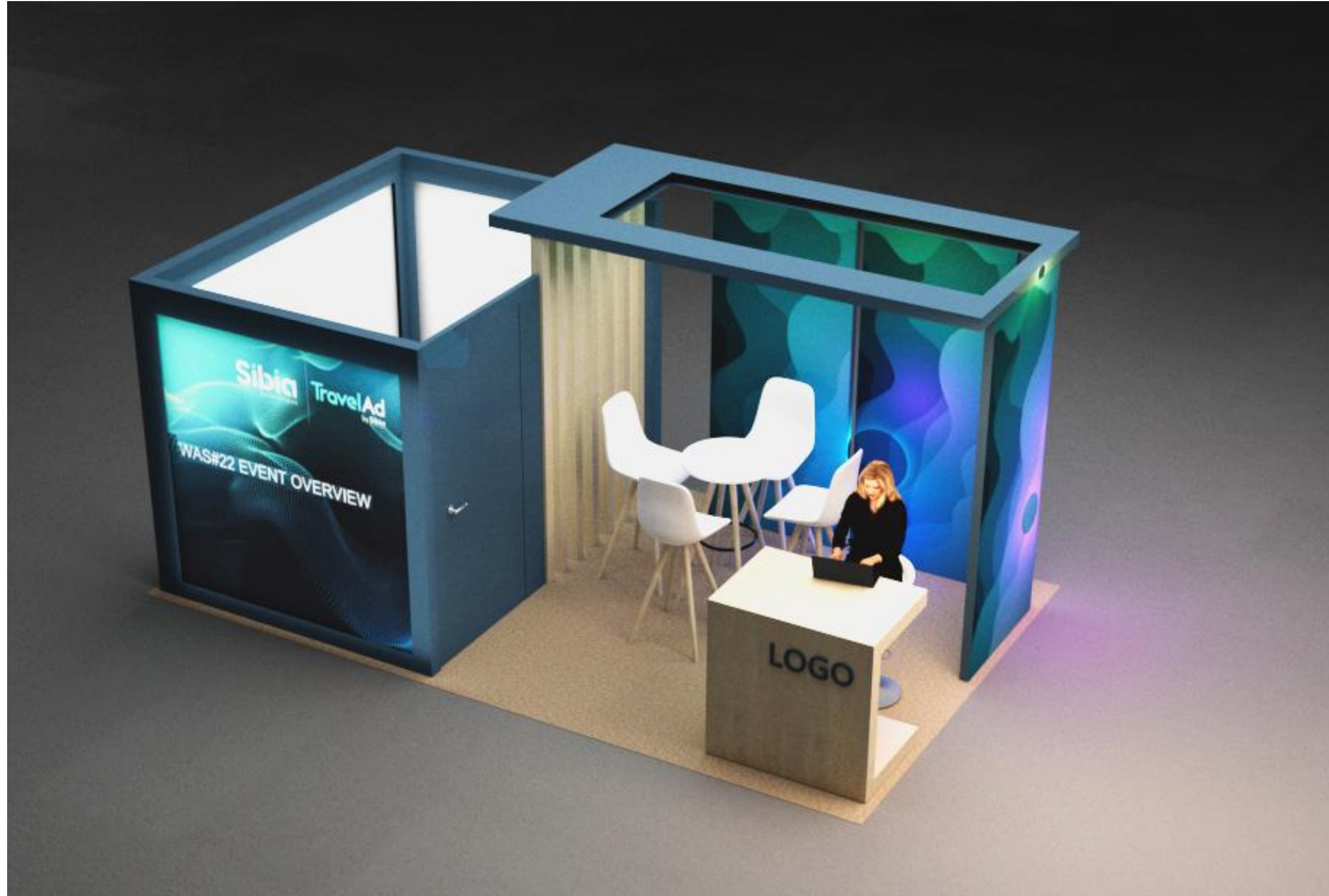


Exhibition Booth 5m x 3m

This booth will also feature a sleek and contemporary design, efficiently arranged to provide a welcoming and professional atmosphere within a smaller footprint. Furnishings will include one welcome desk, a bar stool, one table, four chairs, and a waste bin—striking a balance between comfort and functionality. The visual identity will be reinforced through streamlined signage: three branded panels, a precision-cut display of the company name and booth number, and a prominently placed logo on the welcome desk. The booth will be equipped with a triple socket, internal lighting for the meeting area, and an arm spot to ensure effective product or branding illumination.



Exhibition Booth – 5m x 3m





Exhibition Booth – 3m x 3m

Price: € 24,730 (Incl VAT) 22% In country VAT added to package price

Furniture

- 1 Welcome desk
- 1 Barstool
- 1 Table
- 4 Chairs
- 1 Waste bin
- 1 65 inch screen

Graphic Signage

- 3 printed panels
- 1 Cut out Company name and booth number on the fascia
- 1 Logo on the welcome desk - vinyl printing and application

Electrical

- 1 Triple socket
- 1 Sharing single phase DB box
- 2 Arm spots

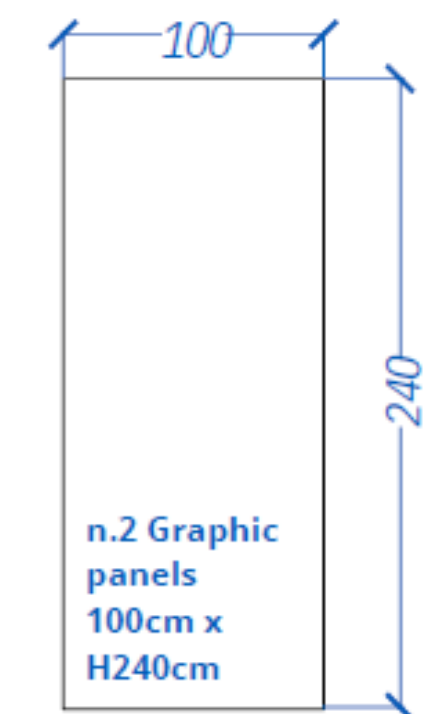
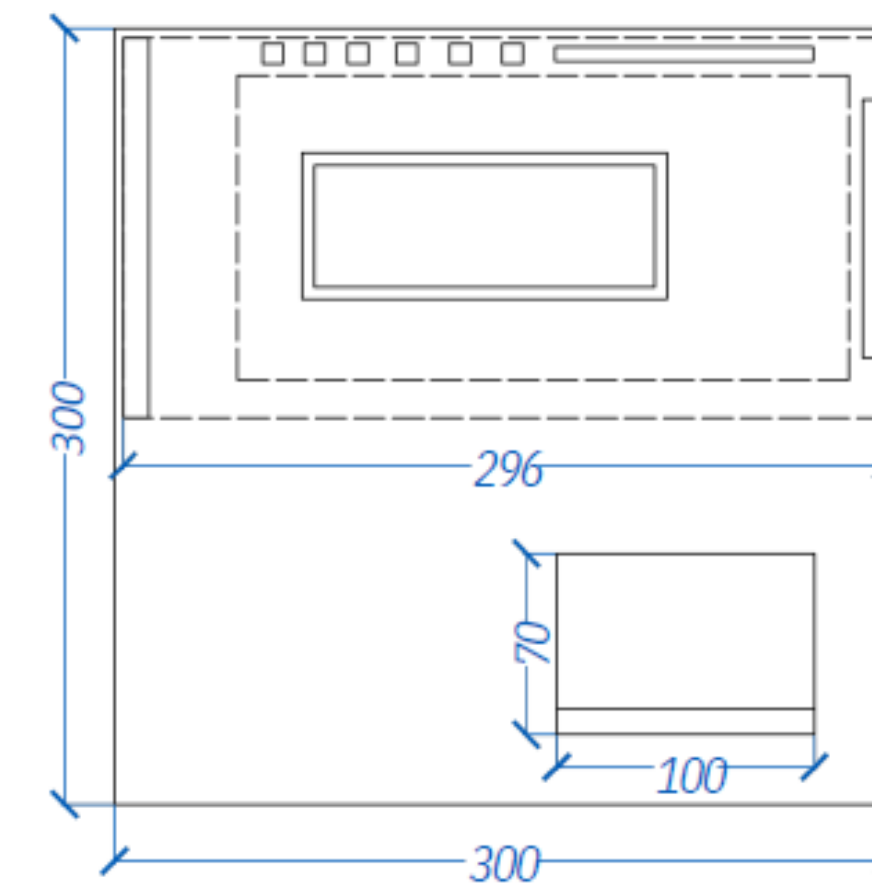
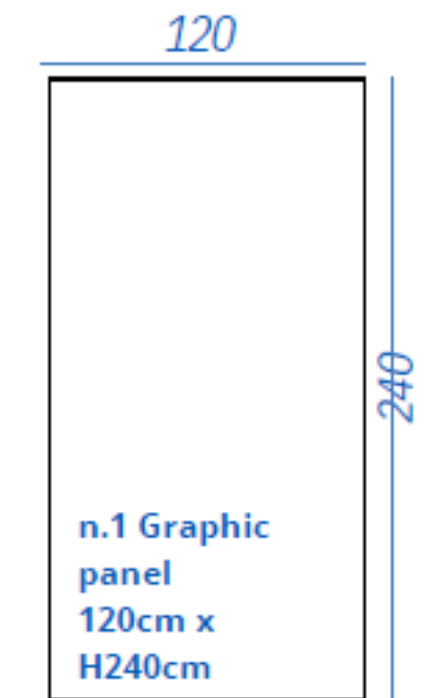
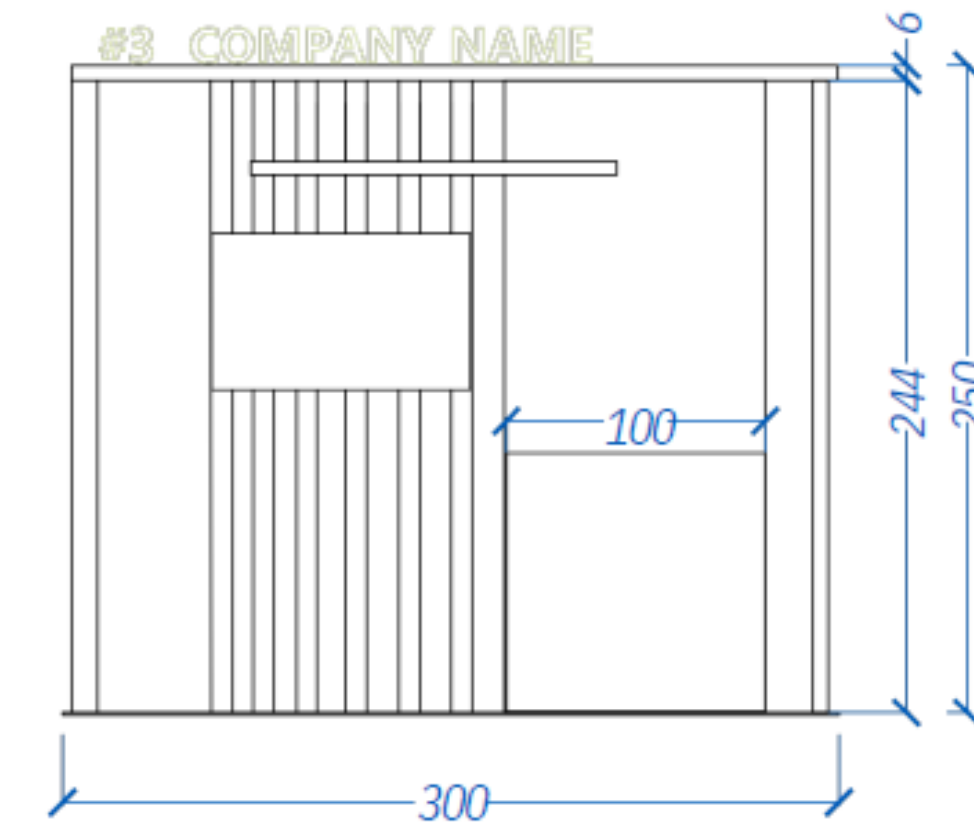
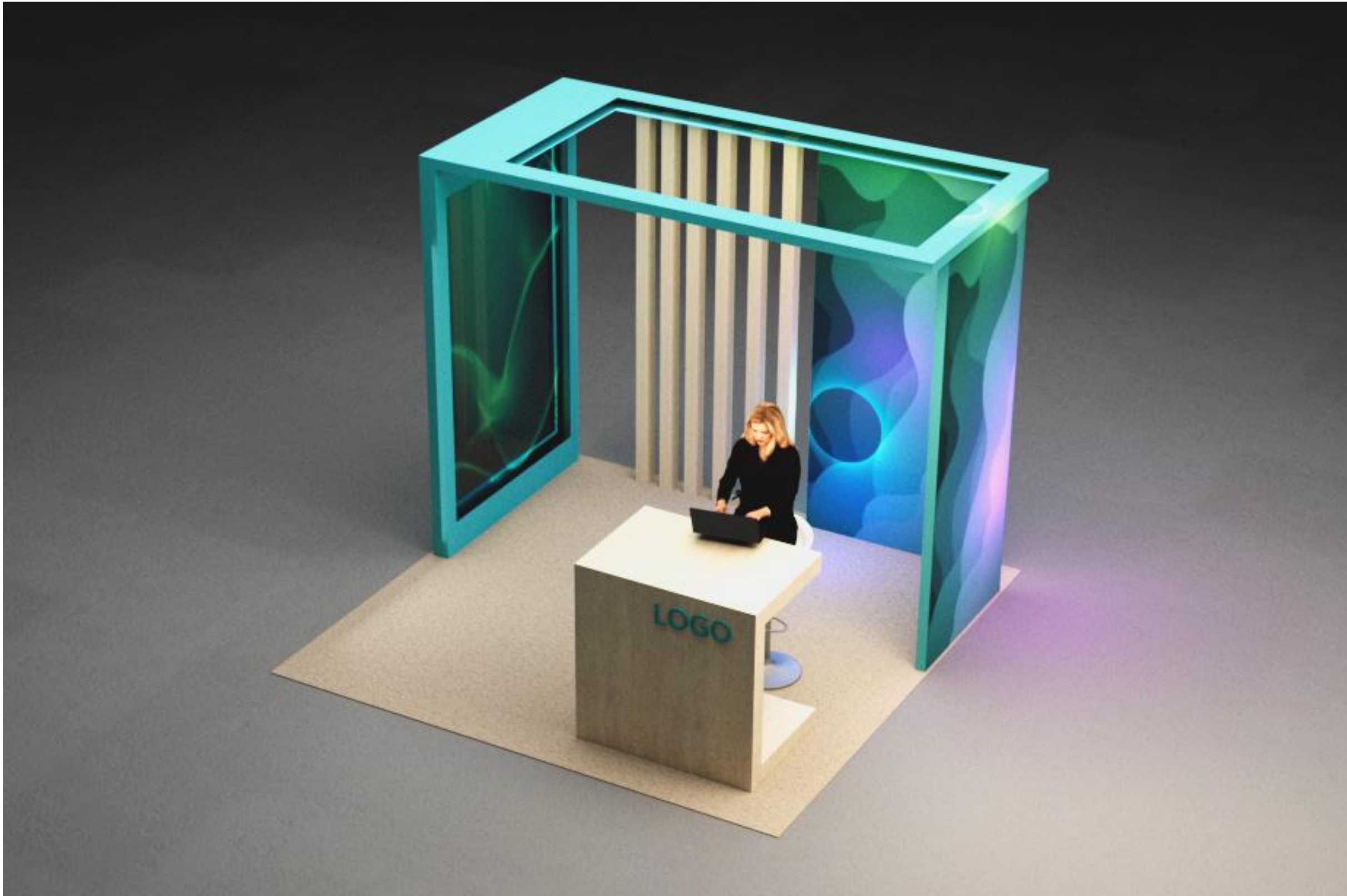


Exhibition Booth 3m x 3m

The 3m x 3m booth will feature a clean, contemporary design that maximises functionality within a compact space. Furnished with a single table and four chairs, it will provide a comfortable setting for focused discussions and visitor engagement. Branding will be clear and effective, with three printed panels delivering strong visual impact, complemented by the company name prominently displayed on the fascia and a logo featured on the welcome desk. Designed with simplicity and purpose, this streamlined setup ensures a professional presence while efficiently supporting brand visibility throughout the event.



Exhibition Booth – 3m x 3m





Exhibition Booth Custom

Custom-designed exhibition booths are available on request, fully tailored to your specifications and budget. Each design is crafted to deliver maximum visual impact and a professional presence, enhancing your brand's visibility on the exhibition floor



Additional Add-on Sponsorships



Additional Sponsorship Opportunities				
Detail		Delegate Passes Included in Package	Qty Available	Package Price Incl VAT
Delegate Bag Insert: (excludes printed item) <i>x 1 A6 advert in event guide</i> <i>Logo & bio on event guide</i>		1	1	€7,472.50
Event Guide Advertisement: <i>Full page inside front & back cover advert in event guide</i> <i>Logo & bio on event guide</i>		1	1	€ 8,967.00
Coffee Stations: (Level 2) <i>x 2 Banners</i> <i>x 500 Branded cups</i>		0	1	€ 10,000.00
Charging Stations: <i>x 2 Branded multi plug charging stations</i> <i>x 1 A6 advert on event guide</i> <i>Logo & bio on event website</i>		2	1	€ 10,000.00
ESIM Sponsor: <i>QR code</i> <i>Logo displays</i> <i>Roaming package</i> <i>x 1 A6 advert on event guide</i> <i>Logo & bio on event website</i> <i>2m x 2m Booth in expo hall</i>		1	1	€ 47,961.25
Lunch Sponsorship (x 3 lunch sessions): <i>x 2 5m fabric banners</i> <i>Printed menus & tent cards</i> <i>x 1 A6 advert on event guide</i> <i>Logo & bio on event website</i> <i>Activation/engagement opportunities & dedicated area (production at sponsor cost)</i>		1	1	€ 18,000.00
Excluding: <i>Menu selections</i>				
Hot Desk Lounge: <i>x 12 branded table- tops (chairs included)</i>		0	1	€28,822.50
Pool Deck Tactile Branding Sponsorship: <i>x 20 Branded umbrellas</i> <i>x 20 Deck chairs</i>		0	1	€ 21,000.00
LED Screen Branding (Level -1) <i>5m wide x 3m high; (30sec duration)</i>		0	1	€ 4,000.00
Stairwell Tactile Branding (registration to expo x 1)		0	1	€ 11,200.00
Bus Branding A2 magnetic decals		0	1	€ 3,700.00
Delegate Passes		0	1	€ 3,200.00

22% In country VAT added to package price

Event Guide Ad Sponsorship

WAS#22 offers a premium advertising package within its official event guide, delivering standout visibility to a curated audience.

This opportunity includes full-page advertisements on both the inside front and inside back covers—prime placements that ensure maximum impact. In addition, your company’s logo and bio will be prominently featured within the guide, providing attendees with immediate brand recognition and context. This package is ideal for sponsors seeking sustained exposure and strategic positioning throughout the conference.

The package includes:

Full page inside front and back cover advert in event guide

Logo and bio on event guide

1 Delegate pass

GSMA
WAS#22

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ERGIFE PALACE HOTEL,
ROME - ITALY

20 - 23 OCTOBER
2025

EVENT GUIDE

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Connecting the World to Italy

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A stylized graphic of a speech bubble with a black outline and a white fill. Inside the bubble, the text is arranged as follows: At the top, "GSMA™" in a small, black, sans-serif font. Below it, "WAS#22" in a large, bold, black, sans-serif font. Underneath that, "HOSTED BY" in a small, black, sans-serif font, followed by "Sibia" in a large, bold, black, sans-serif font. To the right of "Sibia" is a vertical line, followed by "TravelAd" in a large, bold, black, sans-serif font, and "by Sibia" in a smaller, black, sans-serif font below it. At the bottom left, "ERGIFE PALACE HOTEL," is written in a small, black, sans-serif font, with "ROME - ITALY" on the line below it. At the bottom right, "20 - 23 OCTOBER" is written in a small, black, sans-serif font, with "2025" on the line below it. The speech bubble has a long tail pointing towards the bottom left corner of the page.

www.was22.com

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WAS #22

Plenary Agenda for the WAS#22				
ERGIFE PALACE ROME ITALY				
20 - 23 OCTOBER 2025				
Time	Monday	Tuesday	Wednesday	Thursday
09:00 - 10:30	<p>GSMA Membership Overview and Intro to WAS</p> <p>Explanation of GSMA benefits and how to find information related to WAS and the Subgroups</p>	<p>SG & NG work items and an update on the Security aspects.</p> <p>WAS & NG work items and an update on the Security aspects.</p>	<p>Focus on Messaging</p> <p>Updates from the RCS/ SMS A2P providers and a Panel Session exploring how Providers will need to evolve for the all IP world</p>	<p>Billing & Charging Evolution (BCE)</p> <p>Overview of new Billing & Charging functionality and Panel Session on Operator implementations</p>
10:30-11:15	<p>Networking Break</p> <p>New Roaming Tools needed for your business</p> <p>Introduction to new functionality with RAEX Op Data/IOT and general training on how to receive the most benefit from the RAEX Tool</p>	<p>Networking Break</p> <p>Changes to rules processes that may impact your business</p> <p>Updates from TG, WAS Subgroups (WAGREE & WSOLU) and other GSMA Working groups</p>	<p>Networking Break</p> <p>Wi-Fi Roaming/ Connectivity</p> <p>Updates from Industry experts on Wi-Fi Roaming/Connectivity</p>	<p>Networking Break</p> <p>Today, Tomorrow, The Future</p> <p>An opportunity to find out what Operators are up to in different regions of the world</p> <p>Feedback on Event & Future Planning</p>
11:15-12:30				
12:30-14:00	<p>Lunch</p> <p>Opening and Welcome</p> <p>Opening session including introductions, keynote speakers and Chair welcome plus high level WAS work plan, purpose of the meeting.</p>	<p>Lunch</p> <p>End to End Quality</p> <p>Sharing of information from Operators & Providers on what their organisations are doing to support the drive for End to End Quality.</p>	<p>Lunch</p> <p>VoLTE & VoLTE Roaming</p> <p>Challenges of implementation and how to overcome followed by Panel Session</p>	<p>Close of Meeting</p>
14:00-15:30				
15:30-16:15	<p>Networking Break</p> <p>Interview: African focus</p> <p>Discussion regarding developments & challenges with an African focus</p>	<p>Networking Break</p> <p>Panel: Why Quality Counts</p> <p>WAS Chair interviewing Panel of experts exploring the challenges and opportunities in our industry with a focus on End to End Quality</p>	<p>Networking Break</p> <p>MioT</p> <p>Update on MioT implementations and developments</p>	<p>Networking Rooms will remain open until 18:00</p>
16:15-17:30				

Delegate Bag Insert

WAS#22 presents a premium delegate bag sponsorship opportunity designed to maximize brand visibility throughout the four-day event. As the exclusive sponsor, your brand will be prominently featured on all official delegate bags distributed to attendees, speakers, and VIPs—ensuring high-impact exposure from the moment they arrive. This sought-after branding opportunity offers continuous visibility in every conference setting, positioning your brand as an integral part of the delegate experience and driving sustained engagement throughout the event.

The package includes:

- 1 A6 advert in event guide
- Logo and bio on event guide
- 2 Delegate passes



Charging Station Sponsorship

WAS#22 offers an exclusive mobile charging station sponsorship designed to keep delegates connected—and your brand front and center. As the sole sponsor, your branding will feature prominently on all official charging stations positioned in high-traffic areas throughout the four-day event. This practical and high-visibility opportunity ensures repeated exposure as attendees recharge their devices, creating meaningful brand association with convenience, connectivity, and care.

The package includes:

- 2 Branded multi plug charging stations
- 1 A6 advert on event guide
- Logo and bio on event website
- 2 Delegate pass



E-Sim Sponsorship

WAS#22 introduces an exclusive eSIM sponsorship designed to welcome international delegates with seamless connectivity—and standout brand presence. As the official eSIM sponsor, your brand will be featured on all eSIM communication, packaging, and activation instructions provided to attendees ahead of the event. This essential and tech-forward sponsorship ensures early and repeated exposure, positioning your brand as a thoughtful enabler of convenience, travel ease, and global connection from day one.

The package includes:

- QR code
- Logo Displays
- Roaming package
- 1 A6 advert on event guide
- Logo and bio on event website
- 2m x 2m booth in expo hall
- 1 Delegate pass



Lunch Sponsorship

WAS#22 presents an exclusive lunch sponsorship opportunity that puts your brand at the centre of connection, conversation, and community. As the official lunch sponsor, your branding will be featured during the daily lunch sessions. With all delegates gathering in one place, this sponsorship offers prime visibility and the chance to associate your brand with hospitality, quality, and meaningful engagement during the most social part of each event day.

The package includes:

- 2 3m meter fabric banners
- printed menus and tent cards
- 1 A6 advert on event guide
- Logo and bio on event website
- Activation / Engagement opportunities and dedicated area (production at sponsor cost)
- 1 Delegate pass

The package excludes:

- Menu selections





Hot Desk Lounge Sponsorship

WAS#22 offers an exclusive hot desk sponsorship that aligns your brand with productivity, innovation, and flexibility. As the official sponsor, your branding will appear on all designated hot desk zones used by delegates for networking, emails, and on-the-go meetings. With prime positioning in high-traffic area, this sponsorship ensures ongoing visibility while associating your brand with the spaces where real-time ideas and connections take shape throughout the four-day event.

The package includes:

12 branded table tops (chairs included)

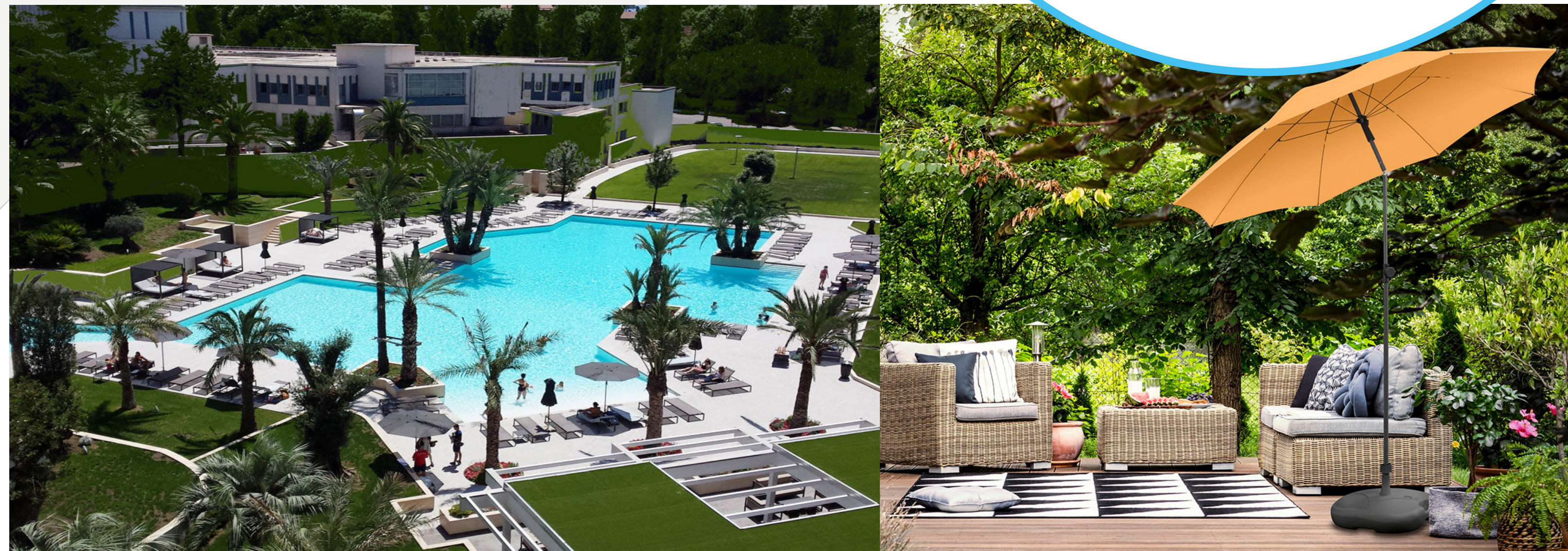


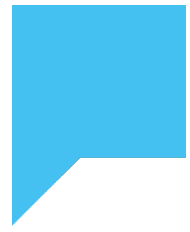
Pool Deck Tactile Branding Sponsorship

WAS#22 offers a unique pool deck branding opportunity—this can be an extension of the official lunch sponsorship—that infuses your brand into the heart of our sun-soaked networking zone. As delegates unwind, dine, and connect on the pool deck, your brand will be seamlessly integrated through branded umbrellas and deck chairs. This relaxed, high-visibility setting offers a vibrant platform to position your brand as stylish, welcoming, and ever-present during peak social engagement hours.

This package includes

- 20 branded umbrellas
- 20 branded deck chairs





LED Screen Branding (5mx3m)

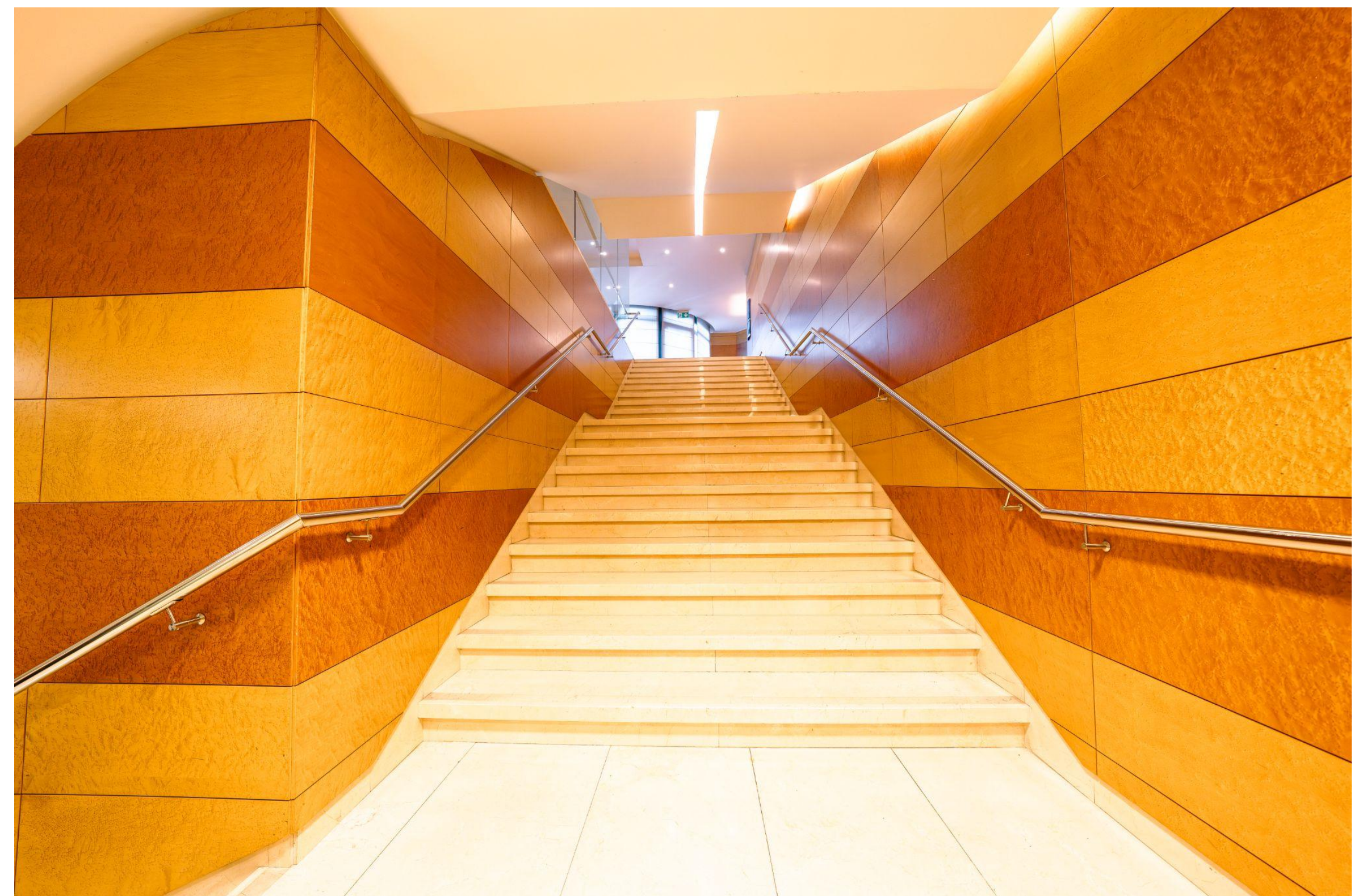
Level -1

WAS#22 offers a premium LED screen placement in one of the event's highest-visibility zones, delivering powerful brand exposure. Strategically located along a key delegate route, this dynamic digital display ensures high-frequency visibility as attendees move between sessions, lounges, and activations. The high-impact screen positions your brand prominently within the WAS#22 environment, enhancing recognition, recall, and visibility throughout the four-day event.



Staircase Tactile Branding Sponsorship

WAS#22 offers an eye-catching staircase branding sponsorship designed to turn every step into a statement. Positioned in a key traffic zone, the branded staircase offers continuous, high-impact visibility as delegates move between floors, sessions, and social spaces. As the exclusive sponsor, your brand will be creatively displayed across risers or handrails, transforming a functional space into a powerful visual journey that reinforces your presence at every turn.



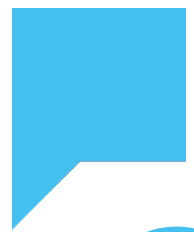
Host Party Transfers - Branded Buses

WAS#22 presents a dynamic bus branding sponsorship opportunity that transforms delegate transfers into a moving brand experience. As the exclusive sponsor of the official transport to the host party, your brand will be boldly displayed on the exterior of the shuttle bus, ensuring unmissable visibility en route to one of the event's most anticipated evenings. This high-impact sponsorship delivers exposure, excitement, and lasting impressions before the party even begins.

Package Includes:

Magnetic decals 20 pieces, Or
Laminated window signs





Customised Packages & Branding Opportunities

Tailored sponsorship packages are available upon request, designed to deliver maximum brand exposure. Options range from a combination of meeting rooms and exhibition booths to tactile branding opportunities, logo placements, and beyond. Each package customised to meet your unique goals and requirements.



To Secure Your WAS#22 Sponsorship Package Contact Us On

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