



MOBILESCAPE

COACHELLA VALLEY • 2025

PALM SPRINGS, CA | January 28 – 31

WHAT'S MOBILESCAPE?

Mobilescape is an exclusive, invite-only summit for executives and marketing leaders responsible for driving revenue growth in mobile.

From peer-led group sessions and inspirational speakers to deep dives, this event zooms in on unlocking new revenue opportunities, building profitable partnerships, and discovering new solutions to grow and scale revenue on mobile.

Set against the backdrop of Coachella Valley, Mobilescape is where authentic connections are made—with tailored networking, curated 1:1s, and out-of-office experiences including golfing, hiking, horseback riding, and more.



*** 150+**
Mobile Leaders

*** 300+**
1:1 Meetings

*** 30+**
Content Sessions

*** 10+**
Networking Events

*** 10+**
Hours of Outdoor Fun



AUDIENCE

Exclusively for senior-level marketers and mobile executives from innovation-leading categories

Job Level

- CMO / CXO
- SVP, EVP, VP
- Director

- * Gaming
- * Dating
- * E-commerce
- * Entertainment
- * Finance
- * Health
- * Productivity
- * QSR
- * Travel and more



THE LOCATION

Coachella Valley “The Ultimate Experience”

Join us at Mobilescape 2025 in Palm Springs, located in the picturesque Coachella Valley.

Nestled between the majestic San Jacinto Mountains and the expansive desert landscape, this idyllic location offers endless inspiration and adventure.

Experience the natural splendor of Joshua Tree and the cultural vibrancy of Palm Springs. Discover why Coachella Valley is the perfect backdrop for connecting with industry leaders and shaping the future of mobile marketing.





THE VENUE

Step into a realm of sophistication and tranquility at **Parker Palm Springs**, the exquisite venue for Mobilescape 2025!

Parker Palm Springs is a luxurious retreat that seamlessly blends mid-century glamour with contemporary elegance. This iconic venue offers an idyllic backdrop for industry leaders to connect, innovate, and relax.

The perfect place to be inspired by the serene desert landscape and the vibrant, forward-thinking culture of Palm Springs.

PROGRAM



Day 0

- Check-in
- Ice Breaker
- Welcome Mixer
- Welcome Dinner

Day 1

- Morning Activities
- VIP 1:1 Meetings & Breakfast
- Opening Remarks
- Keynote
- Interview (Fireside Chat)
- TableTalks
- Lunch
- Outdoor Activities
- Happy Hour
- Dinner

Day 2

- Breakfast
- Outdoor Activities
- Lunch
- VIP 1:1 Meetings
- Opening Remarks
- Keynote
- Interview (Fireside Chat)
- TableTalks
- Dinner
- After Party

Day 3

- Breakfast - Inspirational
- Guest Speaker w/ Coffee Bar
- TableTalks
- Insight Sharing / Closing

CONTENT



Keynotes

Exploring the future of mobile growth requires visionary thinking. The Keynotes are 20-minute thought leadership presentations that share transformative strategies and insights.

These sessions delve into both consumer and ecosystem perspectives, showcasing innovative solutions to drive disruptive growth and increase revenue.



Fireside Chats

The 30-minute Fireside Chats followed by keynotes feature interview-style discussions where a technology leader and a top marketer dive into the forces behind driving real business growth.

These sessions allow leading marketers to share their deep expertise, providing the audience with valuable insights and perspectives on the latest macro and micro trends and challenges



TableTalks

TableTalks are 45-minute interactive breakout-style round tables to exchange insights, tackle challenges, and generate actionable strategies on growing revenue through mobile.

Each group consists of 10-20 attendees based on cohorts by verticals, c-levels, app marketing use cases, and interest areas.

These sessions are designed to foster a learning and collaborative environment. The sessions are reserved for marketers and TableTalk sponsors only

NETWORKING

Ice Breaker

Slotted for Day 0 on arrival, we offer a chance for all attendees to get acquainted quickly through the Ice Breaker session.

Attendees engage in rapid 3-minute introductions with multiple participants, fostering quick, meaningful connections at the event's start.

This 30-minute session offers a dynamic way to establish relationships early on.

Networking Parties & Meals

Cultivate your connections throughout the summit. Attendees enjoy casual yet impactful interactions over breakfast, lunch, dinner, and evening parties.

- ✦ Welcome Mixer
- ✦ Happy Hour & After Party
- ✦ Breakfast, Lunch & Dinner

Activities

Experience a blend of relaxation and adventure with our range of activities.

Choose from sunrise yoga and sound baths in the morning to golf, ATV adventures, BMW driving experiences, hiking, spa sessions, and Jeep tours (up to 4 hours).

These activities offer a unique way to engage with peers and foster connections while enjoying the scenic Coachella Valley.

OUTDOOR FUN

Dive into the ultimate experience at Mobilescape 2025, where you can choose* from an array of exciting activities like hiking, horseback riding, golf, and ATV adventures. Relax, have fun, and network in the stunning Coachella Valley, building lasting relationships with industry leaders in an inspiring, dynamic setting.

*Each activity requires a minimum group size and is subject to availability. Terms and conditions vary for different sponsorship packages



✱ Golf

Tee off at one of Palm Springs' premier golf courses, offering lush fairways and stunning views for an unforgettable golfing experience.

✱ San Andreas Fault Jeep Tour

Embark on a thrilling adventure through the rugged terrain of the San Andreas Fault with an expert guide, uncovering the geological wonders and stunning landscapes of this iconic site

✱ BMW Experience at Thermal

Feel the thrill of high-performance driving with the BMW Experience, where you can test your skills on a professional race track in a luxury BMW vehicle



* **Horseback Riding**

Saddle up for a scenic ride through the beautiful desert trails at Smoke Tree Stables, enjoying the tranquility and natural beauty of the Indian Canyons

* **Palm Springs Aerial Tramway**

Experience breathtaking views from the world's largest rotating tram car as you ascend 8,516 feet to the pristine wilderness of Mount San Jacinto State Park

* **Indoor Pickleball**

Enjoy fast-paced, competitive fun with indoor pickleball at Pickled Bar's state-of-the-art facility, perfect for socializing and networking

* **ATV Adventures**

Rev up your excitement with an adrenaline-pumping ATV adventure, navigating the thrilling desert trails of Palm Springs

* **Hiking - Coachella Valley Preserve**

Discover the beauty of nature with a guided hike through Coachella Valley Preserve

* **Spa Experience**

Indulge in luxurious spa treatments designed to rejuvenate your mind and body, offering the ultimate relaxation experience

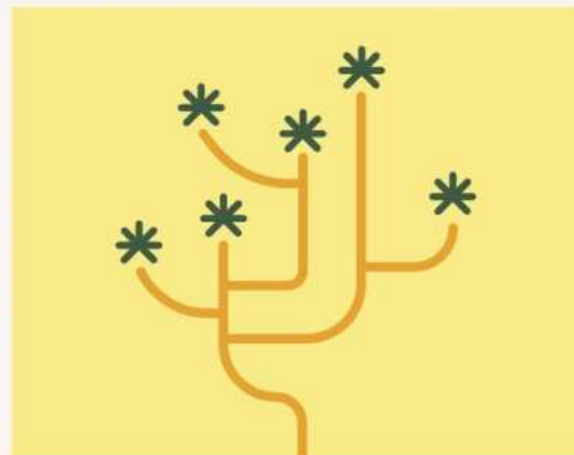
* **Cooking with a Top Chef**

Join a culinary masterclass with a top chef, learning to create gourmet dishes and enjoying a delicious meal





SPONSORSHIPS*



SPONSORSHIP STANDARD BENEFITS

Brand Exposure

- ✱ Your logo on the event website
- ✱ Social Cards provided to promote your participation
- ✱ Onsite signage / logo on the sponsor wall

Unlimited Networking

- ✱ Food & beverages covered during the official event programs
- ✱ Participate in all networking events (Mixers, Happy Hours, Breakfasts, Lunches & Dinners)

Unlimited Participation*

- ✱ Participate in all outdoor activities throughout the summit (morning & afternoon)
- ✱ Tune into all content sessions from Keynotes, Interviews, and more

**Additional charges may incur for select premium activities. Participation in TableTalks is reserved for MoneyTalk sponsors only*

Unlock exclusive benefits with special packages



SPONSORSHIP OVERVIEW

Prices in USD

	Presenting Sponsor (2)	Welcome Sponsor (1)	Category Exclusive (2)	The Inside Scoop (3)	The Great Outdoors (2)	The Deal Closer
Category Exclusivity	✓	✓	✓			
Keynote	✓					
Fireside Chat	✓					
TableTalk	✓		✓	✓		
Sponsored Night (Dinner & Drinks)	✓ DAY 1 OR 2	✓ DAY 0				
Coffee Bar		✓				
Lunch			✓			
Ice Breaker		✓				
Morning Activities					✓	
Outdoor Activities	✓	✓	✓	✓	✓	
Gift Bags	✓	✓			✓	
VIP 1:1 Meetings		18	18	12	12	Minimum 12
# of Passes	3	3	3	2	2	2
INVESTMENT	\$100,000	\$75,000	\$65,000	\$50,000	\$40,000	\$25,000

PRESENTING SPONSORS (2 available)

Available for two, Presenting Sponsors at Mobilescape 2025 enjoy the highest visibility and engagement throughout the event. This exclusive package maximizes your brand's impact and provides opportunities for meaningful connections with industry leaders

Thought Leadership

- ✦ **Keynote (20 minutes):** Your company will stand out as a thought leader on our most prominent stage in the summit.
- ✦ **Interview (30 minutes):** Invite a customer for an intimate fireside chat interview and highlight your values to all attendees. Your customer will enjoy the three-day summit all-expenses-paid (3 nights accommodation, travel vouchers worth \$500, F&B covered)
- ✦ **TableTalks (45 minutes):** Two (2) of your representatives participate in three (3) MoneyTalk sessions.

You get the first pick with your preferred cohort groups for those three sessions.

Collaborate with the Mobilescape team on all content, format, and co-presenters. Mobilescape will have final approval.

Relationship-building

- ✦ Passes for three (3) representatives
- ✦ **Exclusive Sponsored Night (Day One or Two):** Offered only to top-tier sponsors, you can curate an entire evening experience with your brand. See the next page for details
- ✦ **Outdoor Activities:** Choose your activity and get the first pick of groups on Day One, subject to activity availability and group sizes.

Small groups offer personalized interaction and high-value connections.

Attendee information to be shared ahead of the event

Brand Exposure

- ✦ **Category Exclusivity:** Be the exclusive sponsor in your category.
- ✦ **Gift Bags:** Get your brand to stand out with your branded goods and make an impression lasting even beyond the event (provided by the sponsor, distributed by Mobilescape)
- ✦ All standard benefits included

Investment:
\$100,000

Bonus

PRESENTING SPONSORS NIGHT

*Included with Presenting Sponsors Package

Own the night with the Exclusive Sponsored Night package, creating a memorable, branded experience for your guests.

Program:

- ✦ Day 1: Cocktail reception followed by Dinner
- ✦ Day 2: Dinner followed by After Party

Brand Spotlight:

- ✦ Illuminate the venue with branded neon signs
- ✦ Delight guests with a signature branded cocktail
- ✦ Enhance the ambiance with branded cocktail tables (branded napkins and sponsor color linens)

Engagement:

- ✦ Opportunity to greet the audience and welcome them (5 minutes).
- ✦ Curate your guest list, hosting up to three tables and 30 guests

Create an unforgettable evening that showcases your brand, engages top prospects, and leaves a lasting impression.



Available Only for
**Presenting
Sponsors**

WELCOME SPONSOR (1 available)

Unlock networking and sales prospects as you take center stage in welcoming and closing the event. This package maximizes your engagement, placing you at the forefront of every networking and relationship-building opportunity

Networking Starter

- ✦ **Ice Breaker (30 minutes):** Make a strong first impression on the day of arrival through the Icebreaker session, similar to business speed dating.

Each session lasts 3 minutes. As a sponsor, you get to choose your preferred cohort groups to ensure you are making the intros to your top priority prospects.

Cohorts are grouped by verticals, job levels, app marketing use cases, and interest areas. Information on cohorts will be available one week ahead of the event

- ✦ All standard benefits included

Relationship-building

- ✦ Passes for three (3) representatives
- ✦ **Exclusive Sponsored "Welcome" Night, Day Zero:** Through this exclusive opportunity, you can curate an entire evening experience filled with your brand. See the next page for details

- ✦ **Outdoor Activities:** Choose your activity and get the first pick of groups on Day One, subject to activity availability and group sizes.

Small groups offer personalized interaction and high-value connections.

Attendee information to be shared ahead of the event

- ✦ **Coffee Bar, Day Three:** Host the breakfast coffee bar with your branded cups and station. This breakfast will be particularly popular as we conclude with an inspirational speaker, ensuring a memorable end to the event

Brand Exposure

- ✦ **Category Exclusivity:** Be the exclusive sponsor in your category.
- ✦ **Gift Bags:** Get your brand to stand out and make an impression lasting even beyond the event. We recommend the gift bags to be given out during the breakfast on Day Three as a parting gift (provided by the sponsor, distributed by Mobilescape).

Sales Opportunities

- ✦ **18 Predetermined VIP Meetings:** Connect with your top prospects and drive sales. Up to 6 meetings per sponsoring attendees.

Add-ons are available at a discounted rate of \$1,500 per meeting. See [page 22](#) for more details

Investment:
\$75,000

“WELCOME” SPONSOR NIGHT

***Included with Welcome Sponsor Package**

Available for Day 0 (Onsite)

Be the one to welcome guests on arrival and make the first impression last.

Program: Welcome Mixer followed by Dinner

Brand Spotlight:

- ✿ Illuminate the venue with your neon signs (2)
- ✿ Delight guests with a signature branded cocktail
- ✿ Enhance the ambiance with branded napkins and sponsor color linens

Engagement:

- ✿ Opportunity to greet the audience and welcome them (5 minutes)
- ✿ Curate your guest list, hosting up to two tables and 20 guests

Create an unforgettable evening that showcases your brand, engages top prospects, and leaves a lasting impression.





CATEGORY EXCLUSIVE (2 available)

This exclusive offering ensures your brand's presence as the leader in your category. You will uncover invaluable insights into the topics that matter the most to marketers in TableTalks, reserved only for marketers and sponsors.

Thought Leadership

- ✦ **TableTalks (45 minutes):** Two (2) of your representatives participate in three (3) MoneyTalk sessions.

You get the first pick with your preferred cohort groups for those three sessions.

Sales Opportunities

- ✦ **18 Predetermined VIP Meetings:** Connect with your top prospects and drive sales

Up to 6 meetings per sponsoring attendees

Add-ons are available at a discounted rate of \$1,500 per meeting

See [page 22](#) for more details

Relationship-building

- ✦ Passes for three (3) representatives
- ✦ **Lunch (1.25 Hours), Day One or Two:** You can choose your seating arrangement with your pick of guests (one table).

Mobilescape to provide – branded napkins, sponsor color linens, branded food or drink item

- ✦ **Outdoor Activities:** Choose your activity and get the first pick of groups on Day One, subject to activity availability and group sizes.

Small groups offer personalized interaction and high-value connections.

Attendee information to be shared ahead of the event

Brand Exposure

- ✦ **Category Exclusivity:** Be the exclusive sponsor in your category.
- ✦ All standard benefits included



Investment:
\$65,000



THE INSIDE SCOOP (3 available)

This package ensures you get the inside scoop on what's trending in mobile marketing. You will uncover invaluable insights into the topics that matter the most through participating in TableTalks, and outdoor activities

Thought Leadership

- ✦ **TableTalks (45 minutes):** Two (2) of your representatives participate in three (3) MoneyTalk sessions.

You get the first pick with your preferred cohort groups for those three sessions.

Relationship-building

- ✦ Passes for two (2) representatives
- ✦ **Outdoor Activities:** Choose your activity and get the first pick of groups on Day Two, subject to activity availability and group sizes.

Small groups offer personalized interaction and high-value connections.

Attendee information to be shared ahead of the event

Sales Opportunities

- ✦ **12 Predetermined VIP Meetings:** Connect with your top prospects and drive sales

Up to 6 meetings per sponsoring attendees

Add-ons are available at a discounted rate of \$1,500 per meeting. See [page 22](#) for more details.

- ✦ All standard benefits included



Investment:
\$50,000



THE GREAT OUTDOORS (2 available)

Immerse your highest-value customers in captivating outdoor activities, away from the everyday business setting. This package offers a unique opportunity to build long-lasting relationships while enjoying fun and engaging experiences.

Relationship-building

- ✦ Passes for Two (2) representatives
- ✦ **Morning Yoga (1 hour), Day One:** Host an uplifting sunrise yoga session. Your sponsored yoga session will comprise of up to 20 guests (subject to attendee opt-ins). You can invite your preferred guests.

Mobilescape will facilitate the session sign-ups via the event website and will push out an email to all attendees leading up to the event.

- ✦ **Outdoor Activities:** Choose your activity and get the first pick of groups on Day One, subject to activity availability and group sizes.

Small groups offer personalized interaction and high-value connections.

Attendee information to be shared ahead of the event

Sales Opportunities

- ✦ **12 Predetermined VIP Meetings:** Connect with your top prospects and drive sales

Up to 6 meetings per sponsoring attendees

Add-ons are available at a discounted rate of \$1,500 per meeting. See [page 22](#) for more details.

Brand Exposure

- ✦ **Gift Bags:** Get your brand to stand out with your branded goods.

We recommend gift bags that can go with your sponsored outdoor activities to make even stronger brand impressions (provided by the sponsor, distributed by Mobilescape)

- ✦ All standard benefits included



Investment:
\$40,000

THE DEAL CLOSER: HOSTED VIP 1:1 MEETINGS

Maximize your lead generation with our Hosted VIP 1:1 Meeting Program at Mobilescape 2025!

This program connects you directly with marketing decision-makers, ensuring efficient and impactful meetings. Arrive with a schedule of pre-approved, double opt-in meetings to boost your sales pipeline and ROI. Engage with new prospects and re-engage existing contacts to uncover collaboration opportunities.

Key Benefits

- * Proactively identify and meet qualified prospects
- * Strengthen your sales pipeline with pre-scheduled meetings
- * Enhance ROI with targeted, efficient engagements

Important Note

- * Each marketer has a cap of 6 meetings in total during the summit. Your meeting requests will be fulfilled on a first-come, first-served basis, so be sure to commit early and reserve your meetings.
- * We've allocated dedicated time for the meetings, ensuring full participation and engagement.
- * Available as a standalone "The deal Closers" sponsorship, or combined with other packages

How It Works

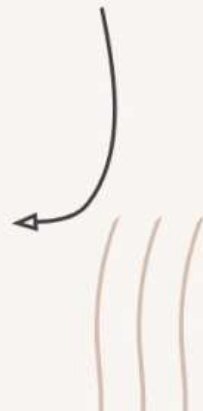
- 1 Purchase your hosted meetings
- 2 Request meetings with desired marketers
- 3 Opt-in to received meeting requests
- 4 Meet prospects at designated spots on Wednesday and Thursday

Each **20-minute** meeting is an opportunity to showcase your solutions to interested senior marketers.

Investment starting from:

\$25,000

Add-ons: a discounted price of
\$1,500 per meeting



MOBILESCAPE^{*}

SPONSORSHIP SUMMARY

* Category Exclusive!

	Keynotes	Interviews	TableTalks	Sponsored Night	Lunch	Coffee Bar	Ice Breaker	Activities	Gift Bags	VIP Meetings
Presenting Sponsors (2) (\$100,000)	✓	✓	✓	✓ (DAY 1/2)				✓	✓	
Welcome Sponsor (1) (\$75,000)				✓ (Day 0)		✓ (Day 3)	✓	✓	✓	✓
Category Exclusive (2) (\$65,000)			✓		✓			✓		✓
The Inside Scoop (3) (\$50,000)			✓					✓		✓
The Great Outdoors (2) (\$40,000)								✓ (AM/PM)	✓	✓
The Deal Closer (Starting from \$25,000)										✓