

MWOC26 Shanghai

Social Media Selling Kit

MWC26 Shanghai Social Selling Kit

This toolkit provides a set of 'plug and play' MWC branded assets to use on your social media channels. It's here to help you raise your profile and promote your involvement in Asia's largest and most influential connectivity event – MWC26 Shanghai.

MWC social media channels

**Hashtag – must always
appear in post copy:**

#MWC26

Follow the event at:

X:

x.com/MWCHub

GSMA social media channels:

X:

x.com/GSMA

Facebook:

facebook.com/gsma

LinkedIn:

linkedin.com/company/gsma/

Instagram:

instagram.com/gsmaglobal



WeChat

About MWC26 Shanghai

Asia's largest and most influential connectivity event brings global leaders to Asia's dynamic tech market – across technology, industry, business and policy.

It's where you can access all the decision makers you need to turn ambitions into real outcomes for you. Which is why it's the place to do business in transformative technology, between China, APAC and the rest of the world – from billion-dollar deals to breakthrough partnerships that define the future.

As intelligent networks, mobile AI, AI-driven automation and satellite and NTN capabilities reshape connectivity, industries, enterprises and societies, what happens here will set the agenda for the year ahead – and beyond.

Make sure you're part of it.

Our event theme for 2026:

The IQ Era

In this new age of intelligence, we need more powerful connections. Human ideas and tech capabilities uniting to create smarter innovation, commercial impact and societal progress.

MWC is the catalyst, assembling leaders of nations, business and technology to harness the collective knowledge of our mobile ecosystem and enable collaboration across sectors, industries and continents. Gain the insight you need and make yours count in The IQ Era

2026 conference themes



企业智变

AI4Enterprise

AI4Enterprise explores pragmatic, sector-specific solutions that can boost productivity, reduce risk and unlock growth.



智联共生

ConnectAI

ConnectAI reveals how networks are gaining intelligence as well as bandwidth – exploring the areas of AI where China is becoming a global leader.



智能基建

Intelligent Infrastructure

Intelligent Infrastructure spotlights the rise of next-generation networks and AI-driven automation that are reshaping global connectivity.



移动AI

Mobile AI

Mobile AI showcases how intelligent devices are becoming the primary interface to the AI era.

Social card graphic examples: Speakers

Copy guide for the editable
templates provided in the
Download Package on page 25.

Option 1:

<Editable field – Speaker's Name>

Experience the power of connection

(Dates, MWC logo)

Option 2:

<Editable field – Speaker's's Name>

**Insert what you're taking about
or the name of your talk**

(Dates, MWC logo)

Social post examples: Speakers

LinkedIn/Facebook:

I'm very pleased to announce I'll be speaking at #MWC26, joining global leaders across tech, business and policy. I've got a fresh perspective to share on <theme name> so you can keep your business primed and ready for what's next.

Come hear me at <stage name, time>

[Register for your pass >>](#)

X/Instagram:

I'm speaking at #MWC26 with a fresh perspective to share on <theme name> so you can keep your business primed and ready for what's next.

Come hear me at <stage name, time>

[Register for your pass >>](#)

Social card graphic examples: Sponsors

Copy guide for the editable templates provided in the Download Package on page 25.

Option 1:

<Editable field – Sponsor’s Logo>

**Join us to connect with tech,
industry, business and policy
leaders**

Proud to be a sponsor

(Dates, MWC logo)

Option 2:

<Editable field – Sponsor’s Logo>

**Join us to make valuable
partnerships and get business done**

Proud to be a sponsor

(Dates, MWC logo)

Option 3:

<Editable field – Sponsor’s Logo>

**Join us to connect, collaborate and
drive connectivity forward**

Proud to be a sponsor

(Dates, MWC logo)

Option 4:

<Editable field – Sponsor’s Logo>

**Join us to do business with leaders
of Asia’s dynamic tech market**

Proud to be a sponsor

(Dates, MWC logo)

Social post examples: Sponsors

LinkedIn/Facebook:

Excited to announce we're a sponsor at #MWC26, proudly joining global leaders across tech, industry and policy in Shanghai. Come by for an exclusive insight into **<latest project/ideas on/demo of/thought leadership about>**. Can't wait to connect and explore what we can achieve together.

Visit us at <sponsor area>

[Register for your pass >>](#)

X/Instagram:

We're a sponsor at #MWC26, joining global leaders across tech, industry and policy in Shanghai. Visit us at <sponsor area> for our **<latest project/ideas on/demo of/thought leadership about>**.

[Register for your pass >>](#)

Social card graphic examples: Exhibitors

Copy guide for the editable
templates provided in the
Download Package on page 25.

Option 1:

<Editable field – Exhibitor’s Logo>

**Our latest innovation in
<insert technology or vertical
eg mobile AI, satellite/NTN
connectivity, 5G, smart mobility,
healthcare> will transform
the future!**

Proud to be an exhibitor

(Dates, MWC logo)

Option 2:

<Editable field – Exhibitor’s Logo>

**We’re taking next-gen technology
in surprising new directions**

Proud to be an exhibitor

(Dates, MWC logo)

Option 3:

<Editable field – Exhibitor’s Logo>

**Be one of the first to see our
frontier tech solutions!**

Proud to be an exhibitor

(Dates, MWC logo)

Social post examples: Exhibitors

LinkedIn/Facebook:

Proud to announce we're exhibiting at #MWC26 – as part of a showfloor packed with mobile industry giants and tech innovators from China, APAC and the rest of the world.

Visit our stand and check out our **<insert solution/exhibit>** for yourself.

Let's make 2026 our year of acceleration and growth.

Find us at <exhibition stand, area>

[Register for your pass >>](#)

X/Instagram:

We're exhibiting at #MWC26. Visit our stand and check out our <insert solution/exhibit> for yourself.

Find us at <exhibition stand, area>

[Register for your pass >>](#)

Social card graphic examples: Media Partners

Copy guide for the editable
templates provided in the
Download Package on page 25.

Option 1:

<Editable field –
Media Partner's Logo>

**Hear every industry-defining
moment as it happens**

Proud to be a media partner
(Dates, MWC logo)

Option 2:

<Editable field –
Media Partner's Logo>

**We hear the biggest stories first –
you hear them next!**

Proud to be a media partner
(Dates, MWC logo)

Option 3:

<Editable field –
Media Partner's Logo>

**The latest intelligence from
leaders in tech, policy and business
– as they say it**

Proud to be a media partner
(Dates, MWC logo)

Social post examples: Media Partners

LinkedIn/Facebook:

Proud to announce we're a media partner at #MWC26 – where leaders of Asia's dynamic tech market come together with businesses from around the world.

It's the one place influencers, analysts and experts gather from across digital innovation, policy and business, to define the direction of technology and industry – from mobile AI, satellite and NTN connectivity, 5G, smart mobility, smart healthcare, AI-driven enterprises and more.

We can't wait to bring you all the big-name speakers, vital debate and headlines from a showfloor vibrating with tech.

Stay tuned at <feed>

[Register for your pass >>](#)

X/Instagram:

We're a media partner at #MWC26. We can't wait to bring you all the industry news, future-defining thought leadership and frontier tech.

Stay tuned at <feed>

[Register for your pass >>](#)

Social card graphic examples: Attendees

Copy guide for the editable
templates provided in the
Download Package on page 25.

Option 1:

<Editable field – Attendee Logo>

**From industry titans to small
disruptors, all in one place**

(Dates, MWC logo)

Option 2:

<Editable field – Attendee Logo>

**From industry legends to frontier-
tech trailblazers, all in one place**

(Dates, MWC logo)

Social post examples: Attendees

LinkedIn/Facebook:

#MWC26 is on its way and <I'll/we'll> be there! There's no better place to experience how technology will evolve with industry, business and policy over the next 12 months. Meet you (and everyone who's anyone) on the showfloor!

[Register for your pass >>](#)

X/Instagram:

#MWC26 is on its way and <I'll/we'll> be there! Meet you (and everyone who's anyone) on the showfloor!

[Register for your pass >>](#)

MWOC[™]
GSMA

上海 · SHANGHAI
2026年6月24-26日
24-26 JUNE 2026

MWOC26

连接智能, 共筑未来
EXPERIENCE THE POWER OF CONNECTION

Register now

Generic social post card example

With event theme background and messaging.

To export the downloaded template (please see page 25) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC
GSMA

上海 · SHANGHAI
2026年6月24-26日
24-26 JUNE 2026



“

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud ex ea commodo. Duis aute irure dolor in dolore eu fugiat nulla pariatur.”

Name
Job and Title

#MWC26

Speaker card example and guide

With quotation.

1. The 'Quotation' text is in Arial Regular size 24pt. Line Spacing is set to 'Single', Character Spacing is set to 'Condensed' by '0.5'.
2. The 'Name' text sits one paragraph space below the quotation and is in Arial Bold, size 20pt. Line Spacing is set to 'Single'.
3. The 'Job and Title' text sits directly below the quotation and is in Arial Regular, size 18pt. Line Spacing is set to 'Single'.
4. Replace the example photo image with your own.

To export the downloaded template (please see page 25) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

上海 · SHANGHAI
2026年6月24-26日
24-26 JUNE 2026

Speaker Name

Job Title

#MWC26



Speaker card example and guide

With quotation.

1. The 'Speaker Name' text is in Arial Bold, size 56pt. Line spacing is set to 'Single'.
3. The 'Job and Title' text sits directly below the quotation and is in Arial Regular, size 36pt. Line Spacing is set to 'Single'.
4. Replace the example photo image with your own.

To export the downloaded template (please see page 25) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

上海 · SHANGHAI
2026年6月24-26日
24-26 JUNE 2026

Insert what you're talking about or the name of your talk

Speaker Name

Job Title

Register now

#MWC26

Speaker card example and guide

Without image.

1. The 'Headline' text is in Arial Bold, size 65pt. Line spacing is set to 'Single'.
2. The 'Speaker Name' text sits directly below the headline and is in Arial Bold, size 40pt, 'Job Title' is Arial Regular, size 28pt. Line Spacing is set to 'Single'.

To export the downloaded template (please see page 25) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

上海 · SHANGHAI
2026年6月24-26日
24-26 JUNE 2026

**JOIN US TO CONNECT WITH
TECH, INDUSTRY, BUSINESS
AND POLICY LEADERS**

Proud to be a sponsor

Register now

Your logo here

Sponsor card example and guide

There are four headlines to choose from in the templates, please choose the appropriate example.

Insert company logo top right no bigger than 80% the size of the MWC logo.

To export the downloaded template (please see page 25) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

上海 · SHANGHAI
2026年6月24-26日
24-26 JUNE 2026

**HEAR EVERY
INDUSTRY-DEFINING
MOMENT AS IT HAPPENS**

Proud to be a media partner

Register now

Your logo here

Media Partner card example and guide

There are three headlines to choose from in the templates, please choose the appropriate example.

Insert company logo top right no bigger than 80% the size of the MWC logo.

To export the downloaded template (please see page 25) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

上海 · SHANGHAI
2026年6月24-26日
24-26 JUNE 2026

Your logo here

**WE'RE TAKING NEXT-GEN
TECHNOLOGY IN SURPRISING
NEW DIRECTIONS**

Proud to be an exhibitor

Register now

Exhibitor card example and guide

There are three headlines to choose from in the templates, please choose the appropriate example.

Insert company logo top right no bigger than 80% the size of the MWC logo.

To export the downloaded template (please see page 25) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

上海 · SHANGHAI
2026年6月24-26日
24-26 JUNE 2026

Your logo here

**FROM INDUSTRY TITANS
TO SMALL DISRUPTORS,
ALL IN ONE PLACE**

Proud to be attending MWC26 Shanghai

Register now

Attendees card example and guide

There are two headlines to choose from in the templates, please choose the appropriate example.

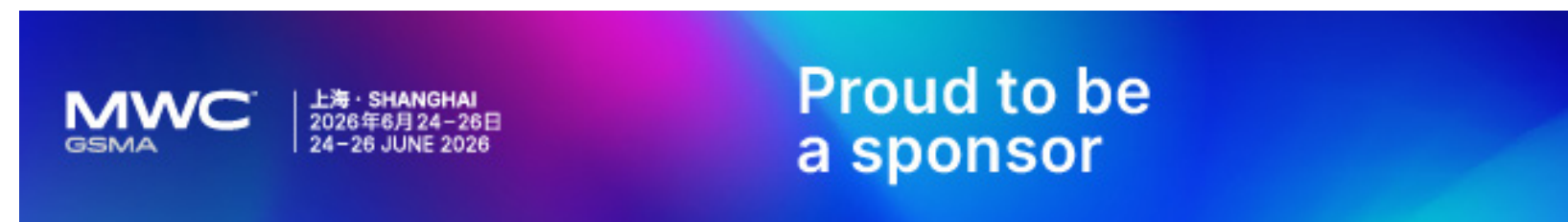
Insert company logo top right no bigger than 80% the size of the MWC logo.

To export the downloaded template (please see page 25) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

Speaker signature

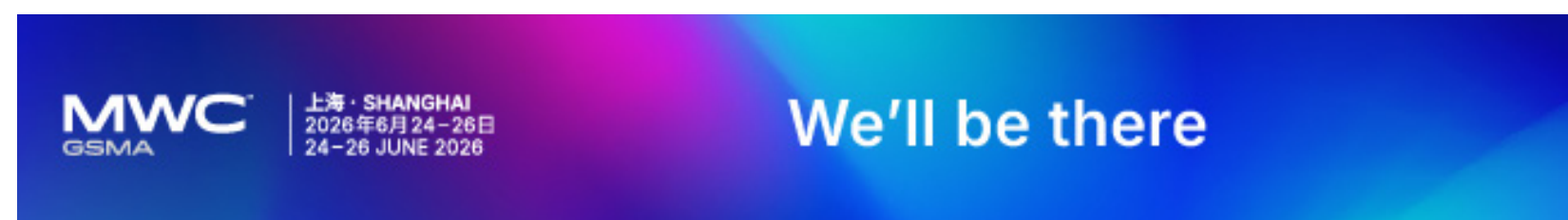


Sponsor signature

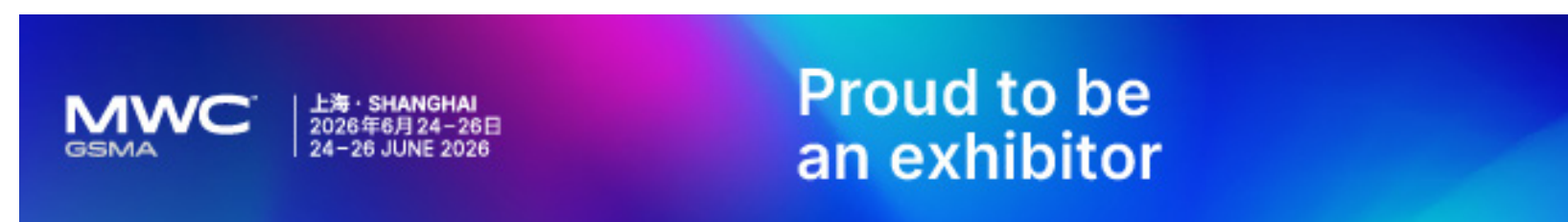


Email signatures

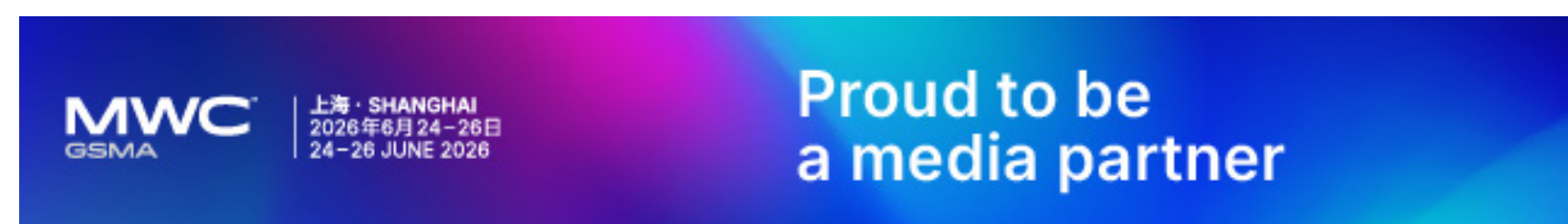
Attendees signature

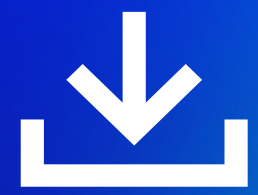


Exhibitor signature



Media Partner signature





Download Package

Package Contents:

- Editable social card templates
- Email signatures

Downloads

This Download Package contains Powerpoint templates for you to apply with the messaging provided in this document.

Get in touch should you have any questions:

brand@gsma.com