



Value for Media Sellers

1. **Being part of the mobile vanguard.** Maintain your competitive edge by being at the center of the conversations that are defining how marketers are accelerating the innovation and transformation of marketing through mobile, such as at the Mobile CEO & CMO Summit.
2. We create opportunities for you to **meet, do business with and pitch to the buyers** who have a direct impact on your revenue through speaking and partnership opportunities at MMA Workshops, Roundtables, Forums, and Webinars.
3. The resources to help you communicate Same Budget, Better Results to prospective clients on the impact of a \$ invested in mobile as compared to a \$ invested in other channels. **SMoX research** will transform how marketers allocate budget.
4. Access to our expert commentary from our **MM25** marketing leaders working groups, provides clarity on the challenges they face, allowing you to **hone your value proposition**.
5. Be at the forefront of technology innovation and **develop partnerships** that will allow you to enhance value for your clients.
6. Having a seat at the table. **Thought leadership platforms** to raise your personal and company profile. Events such as the Mobile CEO & CMO Summit and Cannes Lions Festival put you squarely at the center of the innovation and leadership conversations.
7. Access to the over 450+ case studies available in the **MMA's Case Study Hub**. This is a resource like no other. Detailing the results, creative, strategy and execution that is currently defining excellence provides a crystal clear view over how brands and agencies are working with Media partners to succeed.
8. Educating your sales teams to help **streamline their sales process and sell effectively** within some of the existing traditional frameworks.
9. Leverage free or low cost opportunities to **invite potential partners to key events** where business happens. With a full global calendar, there are many options to suite your sales growth and development goals.
10. **It's just more fun working with a partner that has your back!**