



Value for Tech Enablers

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 annual Mobile CEO & CMO Summit.
2. Multiple platforms for showcasing not only what you do, but HOW you do it to prospective partners and clients through **speaking and partnership opportunities** at MMA Workshops, Networking Dinners, Forums, and Webinars.
3. Development of guidelines, best practices, and standards to increase adoption and reduce friction in the buying and selling process. **Join 1 or more of the 10 committees** driving change.
4. Be at the forefront of technology innovation by **leveraging consumer behavior insights**.
5. Access to expert commentary from our **MM25** marketing leaders working groups, provides clarity on the challenges they face, allowing you to **hone your value proposition**.
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. Leverage the over 450 mobile marketing campaign case studies in the **MMA's new Case Study Hub**. Detailing the results, creativity, strategy and execution that is currently defining excellence will give you a crystal clear view over how and where technology is being effectively used by brand marketers.
8. Leverage free or low cost opportunities to **invite potential partners to key events** where business happens. With a robust global calendar, there are many opportunities to help meet your sales growth and development goals.
9. Help **educate the marketplace**: your clients, partners and yourself on the how, what, whys and whens of mobile marketing
10. **It's just more fun working with a partner that has your back**