



YOUTH MOBILE FESTIVAL
SCIENCE+TECH
MEETS MOBILE
SEPTEMBER 12-14, 2018
LOS ANGELES CONVENTION CENTER

Play your part!

YoMo: Where Science + Tech meets mobile

What is YoMo?

YoMo: The Youth Mobile Festival aims to inspire thousands of young people and help them learn more about careers in science, technology, engineering, design/art and math (STEAM) in an increasingly mobile world. YoMo Los Angeles will launch as part of the GSMA Mobile World Congress Americas from September 12 - 14 2018 at the Los Angeles Convention Center, Kentia Hall.

Over three days, from 09:30 - 17:30 YoMo Los Angeles will welcome 9,000 school children and educators from across Los Angeles to one huge showcase of science and technology. With a wide range of interactive hands-on activities, there will be something to engage every young person. YoMo is designed to bring classroom learning to life - by showing the exciting and rewarding career opportunities that are available in the mobile and STEAM ecosystem.

YoMo Los Angeles is free to attend for registered school and after school groups.

YoMo provides a unique opportunity for organizations within the STEAM community, academia, professional organizations and businesses engaged in the youth market to all come together and showcase their technology, brands, skills and ideas.

YoMo is an event of Mobile World Congress Americas - the mobile industry's premier event - and the GSMA, which represents the interests of 800 mobile network operators worldwide.

About the GSMA

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with almost 300 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and Internet companies, as well as organizations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai and the Mobile 360 Series conferences.

For more information, please visit the GSMA corporate website at www.gsma.com. Follow the GSMA on Twitter: [@GSMA](https://twitter.com/GSMA).

YoMo Activity Submission Guidelines

Please take the time to read the Activity Submission Guidelines below. Once you have done, and are ready to submit your activity for consideration as part of YoMo, please complete our application form at www.yomola.com/activitysubmission. If you have any questions please contact us at exhibitors@yomola.com

This document details:

1. Submission dates and deadlines
2. The type of organizations that are eligible to apply for a space or timeslot that is free of charge
3. The type of activities we are looking for
4. Resources available to help plan your activity
5. How activities will be promoted

1. Key dates

Applications close 5pm PST Friday, June 29, 2018. With limited slots available, we strongly recommend you apply as soon as possible to avoid disappointment.

2. Eligibility

Stand space and time slots on our show floor are provided free of charge for:

- non-commercial organizations such as public universities, schools, public research centers, national institutional bodies and not-for-profit organizations or foundations that are not linked to a specific commercial brand.
- educational outreach companies that specialize in delivering project & inquiry based learning activities to schools and youth

All eligible organizations have to submit activity proposals through the form attached.

Want to skip the application process?

If your organization wants to reserve (subject to availability) a space or timeslot on the show floor by taking one of our sponsorship options, you do not need to complete the activity submission form but instead contact sales@yomola.com for more details.

Applications from organizations that are not eligible to participate in YoMo free of charge will not be accepted. If you are unsure about your organization being eligible to apply for a free stand space or timeslot on YoMo's show floor, please contact exhibitors@yomola.com

3. Activities we are looking for

We are looking for activities that deliver exciting and interesting content, encourage interaction, and – above all – educate young people.

We recommend that you tailor all activities to our target age range from 8 – 18 years, but we will also accept activities that are tailored to younger to 6 years. We are happy for activities to appeal to specific age brackets within this range but recommend that each activity appeal to as wide as possible audience ages.

YoMo will include 6 types of activities:

1. Theater shows
2. Interactive stands
3. Workshops in classroom format
4. Presentations
5. Roaming interactive activities
6. Student Competitions

Your activity does not have to be directly connected to mobile technology but it must show the passion, energy and excitement around science and technology.

Examples of activities that were successful during previous YoMo Barcelona events can be found on our event website: <http://www.mwcyomo.com/bcn/en/show-floor>

For each new edition of YoMo we are looking forward to receiving activity proposals that are even more innovative, daring and inspiring for young people to pursue studies in STEAM.

Activities involving food, live animals, chemicals or harmful substances (such as fire, compressed air, liquid nitrogen etc.) can be accommodated but are subject to health and safety approval. If your activity involves any of these elements, you will need to include a risk assessment with your application.

If your organization wants to apply for different activities, it is necessary to submit an activity proposal for each individual activity through our form attached.

3.1. Theater shows

Theater shows are an up to 60 minutes long highly visual and engaging presentations on a stage to a seated audience. We will have one theater seating up to 200 people and will schedule four sessions each day (10h30 to 11h30, 12h-13h, 14h-15h and 15h30 to 16h30). The theater will be a cordoned off environment located in the show floor, so background noise will be present.

Theater shows should be as visually appealing and interactive as possible with the audience whilst maintaining significant level of relevant educational content. Please note we will not be able to control the age range or demographics of attendees so your show should appeal to as wide an age range as possible.

In order to maximize audience and available content, shows should be set or cleared in 10 minutes, but shows with a more complex set-up will be scheduled as the first show of the day. Shows may be scheduled as a one-off, once per day, or repeatedly, depending upon the applications received.

We will provide a “ready to use” functional technical room with a raised stage set in front of main presentation screen and basic light, audio and lighting. We will have a technician operating all equipment during your show providing technical support as and where required.

You will need to provide any other presentation material that is required to deploy your show. A shared green room to store materials will be provided on site.

3.2. Interactive Stands

Activities at stands should be engaging hands-on interactive activities designed for attendees to simply drop in and participate on an ad hoc basis (at any time for any length of time they choose), without prior booking.

Attendees can be given a project or challenge with a short introduction or simply experience or discover something. We recommend to design your interactive activities in such a way that they won't take more than 10 minutes and can accommodate between 5 and 10 kids to participate simultaneously.

All stand spaces are provided as 'space only' island stands, with a colored outline marking the size and signage indicating your stand number, organization and activity teaser statement. We do not provide any exhibition booths - i.e. three sided stand spaces with header boards - and we encourage stand designs to be as open as possible from all sides, as this will be an important element that will be considered during the selection procedure. **We will not accept stand designs that are closed for more than 50% by sided walls.**

We encourage stand holders to think about how attendees will engage with the stand, and design their stand to encourage passing by visitors to stop and interact with them.

We are happy for stands to appeal to specific age brackets within our target range of 8- 18 years but recommend that each stand appeals to as broad an age range as possible, with different activities aimed at different age ranges.

A number of interactive stand spaces are available across the show floor in varying sizes from 10' x 10' to 30' x 30', all provided with general power outlets of 1,2 kW:

- 10' x 10'
- 10' x 15'
- 15' x 15'
- 20' x 10'
- 20' x 15'
- 20' x 20'
- 25' x 25'
- 30' x 30'

Should your activity require furniture that you cannot provide, please ensure you list in the application what furniture you require and be sure to indicate if this is essential to your activity should YoMo not be able to provide your furniture requirements

The stand packages do not include any electricity extension cables or distribution cases. Neither do they include any audiovisual equipment, computers laptops, projectors or (TV) screens. Stand providers are responsible for:

- hiring or personal supply of all equipment for their stand including any additional power and furniture
- if equipment personally supplied, delivery to and from the venue of their equipment
- any other consumables (including attendee takeaways) for their stands.

The stand packages do not include any dedicated Wi-Fi or wired Internet services, if your activity needs WI-FI to stream video or other high graphic media and requires the ability to download big amounts of data you will have to acquire additional Internet service. You will not be able to supply your own Internet connectivity on site.

Large-scale objects such as industrial machinery or engineering equipment can be accommodated but are subject to space availability and health and safety approval.

Any space you request must include:

- All permanent structures on your stand (such as tables, chairs, cabinets, pull up banners etc.)
- Any additional space required for you to deliver your activity (for instance instructors, walking behind seated attendees to support them in their participation)
- Areas for attendees to queue to participate

- Viewing space if you have any screens presenting content

Each stand will need to be staffed with a minimum of two staff members that act as facilitators at all times during show hours 10:00 – 17:30 each day.

Priority will be given to interactive stands that commit to participate all three days of the festival. If your organization wishes to participate for only 1 or 2 days we recommend you to form a partnership with other organizations wishing to participate for only 1 or 2 days.

YoMo can look to help you with this. If you have any questions about the formation of a partnership or would like to receive information about organizations to possibly form a partnership with, please contact exhibitors@yomola.com

3.3. Workshops in classroom format

Workshops are a hands-on project based activity for up to 40 young people for a set period of no more than 60 minutes that enables attendees to complete a set task.

Each workshop should be designed to provide a hands-on experience for all attendees. Workshops should begin by briefly showing children the basics (the workshop materials and processes), and by giving a demonstration.

For example, if your workshop were about building a robot: you would present an example of the finished product, explain and show each part of the robot, and provide instructions on how to build it. After that, the children will be able to try out each activity for themselves, with the objective of encouraging their creativity and imagination while acquiring new knowledge.

Each workshop session should last no more than 60 minutes, and all attendees must be present from the beginning of the workshop. Exceptions can be made for longer session but must be in consultation with the YoMo team.

Each workshop session will be repeated 3 times a day between 11h and 16h. If timeslots are available, workshop sessions may be scheduled for multiple days.

The workshop sessions will take place in one of the 4 classroom-like seating areas. These areas will each accommodate 30 participants on several workshop tables, with power, laptops and dedicated Internet access available if required. The workshop areas will be located in the middle of the show floor, so background noise will be present.

We will provide a head-table, a 40-inch plasma screen with laptop and a small PA system with 2 microphones to assist you with your workshop. We will have a floating technician available to operate the equipment, providing technical support if needed.

You will need to provide any other workshop material that is required to deploy your workshop sessions. A shared storage room to store materials will be provided on site. Please note all large and bulky resources you need for your workshops can only be delivered during build up of the event. You can only bring on show days any resources you can comfortably carry and these items must not be bigger than airline carry on luggage as they will need to pass airport style security.

During the three days of YoMo, only a maximum of 12 organizations will be able to organize a series of workshop sessions. If your workshop activity can also be converted into a short drop-in activity at an interactive stand (see above), we recommend your organization to also submit an activity proposal for an interactive stand and thus maximize your chances of participating in YoMo. Please

make it clear in your proposal of the activity stand that you have submitted a workshop covering the same content as well.

3.4. Roaming interactive activities

A busking style, short interactive activity roaming the show floor occupying busking pads or picnic areas is a great way of keeping the buzz alive.

Roaming activities are to be 5-15 minutes in length. Roamers can attend any or all of the four days of the event during show floor opening hours 09:00 - 15:30.

Due to the nature of the activity, minimal props are recommended or props that are easily transportable by hand. A shared storage room to store materials will be provided on site.

3.5. Presentations

Presentations are a 45-minute long expert explanation or an engaging performance with a theoretical component that is as interactive as possible.

Presentations take place in a closed and intimate environment that allows concentration and enables a deep dive learning experience in a cosy setting, offering teenager kids a first “university-like” experience that showcases the passion, energy and excitement around science and technology and demonstrates how people across STEAM sectors are innovating and transforming our world.

Each presentation session should last no more than 45 minutes.

We will provide a projector, screen and laptop and a small PA system with 2 microphones to assist you with your presentation. We will have a technician operating all equipment during your session providing technical support if required.

If timeslots are available, presentation sessions may be scheduled repeatedly per day or for multiple days.

3.6. Student Competitions

Are you running STEAM competitions for students and would like to host them or showcase them at YoMo? YoMo is the perfect place to organize the launch, finals and/or awards ceremony of your contest and to reward young talent in STEAM with opportunities for them to meet STEAM related businesses and get in front of some of the biggest employers in the sector.

An experienced presenter will be facilitating your finals or launch/awards ceremony on a large raised stage at the middle of the show floor that is not corded off for the public and contains a functional AV equipment with a main presentation screen.

Large TV screens across the show floor will transmit live what is happening on stage and attract visitors to come to the stage. We will have a technician operating all equipment during your act, providing technical support as and where required.

4. Planning your activity

Facilitators, instructors and presenters

You will need to provide specialist facilitators, instructors or presenters to deliver your interactive stand activity, workshop, presentation or theater show.

Scheduling

For structured activities (those with set times of operation such as theater shows, workshops, presentations and competition launches, finals or award ceremonies), a timetable will be in place each day.

Participation of attendees

Attendees will be encouraged to participate in all activities across the interactive show floor on a first come, first served basis. However, prior to their arrival, teachers will be able to book the participation of their group into a workshop, or presentation session.

Preparing for the show

Once selected, activity providers will receive a notification and a contract proposal. After a written agreement has been signed, activity providers will be given access to YoMo's Organizers' Exhibitor Manual (OEM). This will instruct you how to:

- Use our approved suppliers system to book additional Internet services and any additional furniture, or power you require
- Submit floor plans of the stand and health and safety assessments for approval
- Schedule arrival and departure times
- Request early access to build stands
- Register your staff members or stand build staff
- Find out all other information you require for participating in YoMo

5. Promoting your activity

Describing and selling your activity

The way you describe your activity and the images and supporting material you provide in your application works in two ways:

- It sells your activity to us as organizers - it forms the basis of whether we think you are 'right' for YoMo, so your application is chosen over others submitted
- If successful, it will sell your activity as one to visit to teachers to bring their student attendees via the website and the show guide

You need to describe the activity as best you can; appear attractive and appealing as you are competing for teacher attention on a large interactive event. We strongly recommend you submit supporting materials with your application.

Remember that attendees include teachers and educators who are looking for the educational outputs and learning that the young people will experience by participating in your activity.

Please note: by submitting photographs or media, you hereby grant GSMA and YoMo the right to use them in the promotion of your activity. You must own the right to use these images.

How we will promote your activity

Your activity will be promoted in the show guide and on the YoMo website. We will use the following from your submission:

- Organization name
- Activity name
- Summary of your activity (no more than 30 words)
- Images
- Age group suitable
- Themes that apply to your activity

We cannot guarantee that your audience on site will read or comply with this information.

Need to know more?

Contact us

If you have any additional questions please contact our activities team on exhibitors@yomola.com.



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YoMo Los Angeles Activity Submission form

1. Your details

1. Organization name:

2. First name:

3. Last name:

4. Cell Phone:

5. Land Phone:

6. Email address:

7. Organization type:

- Freelancer/individual
- Start up (business less than 3 years old)
- Charity and not-for-profit organization
- Educational institution (such as University or College)
- Commercial business

7. How did you hear about YoMo?

- Advert
- YoMo presentation
- From a colleague
- From a contact involved in YoMo production
- Invited by the YoMo team to submit
- Social Media
- STEAM community website or directory
- Other - please specify:

Activity details

8. Type of activity:

- Interactive stand
- Theater show
- Workshop

- Busking
- Competition

If your activity is an **interactive stand**:

- a. Approximate size of space required (e.g., 10' x15, 15' x15')

If your activity is a **theater show**:

- a. In order to maximize audience and available content all shows must last no longer than 45mins and be easily cleared and re-set from the stage platforms. Please confirm your theater show can be delivered in 45 minutes, and the stage can be cleared or set in 10 minutes.

Yes I can confirm the show fit these criteria.

No, the show does not fit these criteria. It is:

If your activity is **busking**:

- a. Duration of busking activity, in minutes

If your activity is a **competition**:

- a. Name of competition
- b. URL for competition information
- c. Please provide details of how you are wishing to include the competition within YoMo – e.g.: are you wishing to run your finals at YoMo or just award your finalists

9. Official name of your activity. This will appear within YoMo marketing materials.

10. Please explain the experience the visitor will have if they participate in your activity, what will they do, what journey will they go on?
e.g.: “Students will learn about kinetic energy. On the stand they will be invited to hop on cycles in front of large monitors. Here they will cycle as fast as they can, generating enough energy to raise the bar on the monitor screens. Students compete against each other and there will be a leader board running with a prize for the winner.”

11. What will be the key things visitors will learn when they visit the stand?
e.g.: “Students will learn about kinetic energy.”

12. Summary of your activity (maximum 100 words)

This will be used on the YoMo website, and will be used to promote your activity to schools and teachers so please ensure it sells your activity well.

13. Synopsis of your activity (maximum 30 words).

e.g. “See if you can keep your cool on bicycle powered cooling machines” This will be used in the YoMo Show Guide and will be used to promote your activity to teachers and attended on site.

14. What three adjectives best describe your activity?

1.

2.

3.

15. Activity or organization website address:

Content and educational links

16. What is the core age range that your activity is targeted to? Select all that apply:

- Under 10
- 10-12
- 13-14
- 15-16
- Over 16

17. What school subjects are demonstrated through your activity? Select all that apply:

- Biology
- Chemistry
- Engineering
- Maths
- Physics
- Technology
- Computing
- Design & Technology
- Other, please specify

18. YoMo supports the United Nations Sustainable Development Goals. These are 17 goals established by the United Nations and supported by all members as essential to ensuring we sustain the planet.

What does your activity demonstrate its contribution towards? (Select no more than 3 that apply)

- [GOAL 1: No Poverty](#)
- [GOAL 2: Zero Hunger](#)
- [GOAL 3: Good Health and Well-being](#)
- [GOAL 4: Quality Education](#)
- [GOAL 5: Gender Equality](#)
- [GOAL 6: Clean Water and Sanitation](#)
- [GOAL 7: Affordable and Clean Energy](#)
- [GOAL 8: Decent Work and Economic Growth](#)
- [GOAL 9: Industry, Innovation and Infrastructure](#)
- [GOAL 10: Reduced Inequality](#)
- [GOAL 11: Sustainable Cities and Communities](#)
- [GOAL 12: Responsible Consumption and Production](#)
- [GOAL 13: Climate Action](#)
- [GOAL 14: Life Below Water](#)
- [GOAL 15: Life on Land](#)

[GOAL 16: Peace and Justice Strong Institutions](#)

[GOAL 17: Partnerships to achieve the Goal](#)

19. Does your activity link to the core competencies of the California Career Technical Education Framework?

Yes

No

20. If yes to Q19 above, which of the following competencies link to your activity? Select all that apply;

Agriculture and Natural Resources Industry Sector

Arts, Media, and Entertainment Industry Sector

Building Trades and Construction Industry Sector

Education, Child Development, and Family Services Industry Sector

Energy and Utilities Industry Sector

Engineering and Design Industry Sector

Fashion and Interior Design Industry Sector

Finance and Business Industry Sector

Health Science and Medical Technology Industry Sector

Hospitality, Tourism, and Recreation Industry Sector

Information Technology Industry Sector

Manufacturing and Product Development Industry Sector

Marketing, Sales, and Service Industry Sector

Public Services Industry Sector

Transportation Industry Sector

21. Please attach any lesson plans that are relevant to this activity

22. Please attach any other career or educational materials that are relevant to this activity. These will be added to our Educational Resources pages for teachers and parents to access pre event.

Delivering your activity

23. When are you available to deliver your activity? Please note preference will be given to activities that can participate all three days. Select all that apply:

Wednesday September 12

Thursday September 13

Friday September 14

24. How many facilitators will you bring for the delivery of your activity?

1

2

3

4

5

6+

25. Is there a cost to YoMo for delivering your activity? Please detail the total cost in USD, including a full breakdown of these costs.

26. Do you have anything else to share that may support your application?
e.g.: links to videos demonstrating your activity.

Additional supporting information

Please include the following for each activity when emailing this submission document:

- Any photographs and logos for your activity
- Any other supporting documents about your activity - e.g.: evaluation reports or testimonials (optional)