WIRELESS GLOBAL CONGRESS EVENT HIGHLIGHTS

Orlando will bring you the latest developments on the industry hot topics, debates and unique industry insights. Join us to learn about improving the customer experience, increasing consumer engagement, getting ahead of the technology roadmap and driving key developments in your business model for each of our hot topics:

HOT TOPICS IN ORLANDO

Network Densification for 5G

Next Gen Wi-Fi

Wireless Services for Hospitality

Optimising In-flight Wireless Services

Role of Unlicensed/Wi-Fi in the 5G Era

IoT and Wi-Fi Roaming Evolution

In-Home Wi-Fi Experience

Wi-Fi Deployment Guidelines & Enterprise

500+ ATTENDEES

250 UNIQUE ORGANISATIONS

27 COUNTRIES

60% ATTENDEES CxO AND EXECUTIVE LEVEL

35% ATTENDEES FROM OPERATORS

40% ATTENDEES FROM TECHNOLOGY PROVIDERS

10% ATTENDEES FROM GOVERNMENTS, CITIES & REGULATORS

THE NETWORKING	THE EVENT
Drinks & Networking Reception	2 Days WBA Member Only Working Sessions
Coffee Lounges	C-Level Keynote Addresses
Networking Breaks	2 Conference Tracks
Innovation Lounge	4 Workshops
Exhibition Floor	

AT A GLANCE

WBA MEMBERS ONLY **MONDAY 11 JUNE 2018**		**WBA MEMBERS ONLY** **TUESDAY 12 JUNE 2018**
MEMBER ONLY WORKING SESSIONS	MORNING	MEMBER ONLY WORKING SESSIONS
MEMBER ONLY WORKING SESSIONS	AFTERNOON	MEMBER ONLY WORKING SESSIONS | WBA BOARD MEETING
------	EVENING	WBA BOARD DINNER

	CONFERENCE DAY 1 **WEDNESDAY 13 JUNE 2018**	CONFERENCE DAY 2 **THURSDAY 14 JUNE 2018**	
MORNING	**UNSTOPPABLE WI-FI IN THE 5G ERA:** Integration of Wi-Fi and unlicensed services to deliver 5G use cases	**WORKSHOP 1** Role of Unlicensed/Wi-Fi in the 5G era	**WORKSHOP 2** Wi-Fi Deployment Guidelines for Enterprise
	WIRELESS NETWORK DENSIFICATION FOR 5G: Delivering high capacity networks in metro and high footfall venues	**WORKSHOP 3** IoT and Wi-Fi Roaming Evolution	**WORKSHOP 4** In-home Wi-Fi Experience
	LUNCH & NETWORKING BREAK	**END OF WBA SESSIONS**	

AFTERNOON	**WIRELESS CARRIER CONFERENCE TRACK** - Next Gen Wi-Fi - Role of Unlicensed in 5G - In-Home Wi-Fi	**ENTERPRISE WIRELESS CONFERENCE TRACK** - High Density Venues - Wireless Services for Hospitality - In-Flight Wi-Fi

18.30 DRINKS AND NETWORKING RECEPTION

WBA MEMBERS ONLY WORKING SESSIONS | 11-12 JUNE 2018

WBA MEMBERS ONLY **MONDAY 11 JUNE 2018**	WBA MEMBERS ONLY **TUESDAY 12 JUNE 2018**
8.30 - REGISTRATION	
NEW MEMBERS - WBA INTRO & EXTRANET TRAINING	BOARD CANDIDATES PRESENTATIONS
WBA UPDATES (PMO, MARKETING, EVENTS)	5G WORKSTREAMS (UNLICENSED INTEGRATION, MULTI-ACCESS EDGE COMPUTING)
BUSINESS WORKGROUP	
COFFEE BREAK	
CTO GROUP	CONNECTED CITY ADVISORY BOARD
802.11AX – ENHANCED WI-FI	INTERNET OF THINGS (INTEROPERABILITY & ROAMING)
LUNCH BREAK	
TESTING & INTEROPERABILITY TASKGROUP	WI-FI DEPLOYMENT GUIDELINES & CHECKLIST (ENTERPRISE, IN-FLIGHT)
NGH PROVISIONING TRIAL & STANDARDIZATION	IN-HOME WI-FI GUIDELINES
AFTERNOON BREAK	
CARRIER WIRELESS SERVICES CERTIFICATION	ROAMING EVOLUTION (WRIX, RADSEC, CONFEDERATION, IOT)
SECURITY & PRIVACY OVER WIRELESS NETWORKS	
POLICY WORKGROUP	ROAMING WORKGROUP (SUSTAINMENT)
17.30 - END OF WORKING SESSIONS	

WANT TO JOIN US FOR THE WORKING SESSIONS? BECOME A MEMBER.

The WBA offers different membership options that enable you to engage and participate at a level
that suits your needs – from full involvement in the programs to influence and solve important industry issues;
to access to reports and white papers available only to members, or perhaps you simply wish to develop your
business through our networking and marketing outreach. **To find out more, click here or contact us**

CONFERENCE DAY 1 | WEDNESDAY 13 JUNE 2018

8.30 - REGISTRATION

UNSTOPPABLE WI-FI IN THE 5G ERA

Welcome Address: JR Wilson, Chair WBA and VP Partnerships, AT&T

Keynote Address x3 + Panel Discussion & Keynote Q&A

COFFEE BREAK

NETWORK DENSIFICATION FOR 5G

Keynote Address: Shrikant Shenwai, CEO, Wireless Broadband Alliance

Keynote Address x2 + Panel Discussion

LUNCH BREAK

Conference Track 1: Session Introduction (Moderator) WIRELESS CARRIER TRACK	Conference Track 2: Session Introduction (Moderator) ENTERPRISE WIRELESS TRACK
Conference Track Opening Keynote: 802.11ax – Wi-Fi Capacity & Services Nirvana?	Conference Track Opening Keynote: New Unlicensed Technologies
NEXT-GEN WI-FI	**HIGH DENSITY VENUES**
Presentation: NGH / Passpoint – Delivering on the customer experience promise	Presentation: Requirements & Case Studies (Hospitality, Stadia & In-Flight)
Panel Discussion: Evolution of Wi-Fi as a Technology – Security Developments & Impact within the Passpoint/HS2.0 Standard	Panel Discussion: Unlicensed Technologies Use Cases & Delivery in High Density Locations
ROLE OF UNLICENSED IN 5G	**WIRELESS SERVICES FOR HOSPITALITY**
Presentation: Carrier Aggregation Cellular/Wi-Fi (Multipath TCP)	Presentation: How brands can monetize Next Gen Wi-Fi and Beyond
Presentation: 802.11ax to deliver 5G; How Wi-Fi delivers 5G capabilities	Presentation: Building the Brand - Wireless Guest Experience for Hospitality
Panel Discussion: Role of different unlicensed technologies in 5G – (CBRS, Multefire, LoRa)	Panel Discussion: Wireless Services for Hospitality

AFTERNOON BREAK

IN-HOME WI-FI	IN-FLIGHT WI-FI
Presentation: Enhancing Wi-Fi Coverage	Presentation: Addressing the Monetization and Value Added Services
Presentation: Smart Home Revolution	Presentation: Delivering Capacity & Coverage in a Metal Tube
Panel Discussion: In-home Wi-Fi	Panel Discussion: Delivering the Specialist Security Requirements in-flight

18.30 - DRINKS & NETWORKING RECEPTION

CONFERENCE DAY 2 | THURSDAY 14 JUNE 2018

8.30 - REGISTRATION	
WORKSHOP 1 - Role of Unlicensed/Wi-Fi in the 5G Era	**WORKSHOP 2 - Wi-Fi Deployment Guidelines & Enterprise**
Presentation	Presentation
Presentation	Presentation
Presentation	Presentation
Panel discussion	Panel discussion
COFFEE BREAK	
WORKSHOP 3 - IoT and Wi-Fi Roaming Evolution	**WORKSHOP 4 - In-Home Wi-Fi Experience**
Presentation	Presentation
Presentation	Presentation
Presentation	Presentation
Panel Discussion	Panel Discussion
13.00 - LUNCH BREAK & END OF WBA SESSION	

EVENTS PACKAGES

TYPE OF INVOLVEMENT

PRINCIPAL SPONSOR

CONFERENCE TRACK KEYNOTE SPONSOR

CONFERENCE TRACK PRESENTATION SPONSOR

CONFERENCE TRACK PANEL SPONSOR

WORKSHOP SPONSOR

COFFEE LOUNGE SPONSOR

DRINKS RECEPTION SPONSOR

RED CARPET SPONSOR

INNOVATION LOUNGE SPONSOR

EXHIBITOR

COCKTAIL SPONSOR

HOST YOUR OWN

CORE GOALS

Promote Thought Leadership
Be the reference, engage across all levels and influence through your leadership.

Promote sector insights or subject expertise
Lead a specific track or discussion regarding an important theme for your organization.

Promote, showcase & host
Host guests and use the opportunity to bring your brand to the forefront.

Pursue business development & meetings
Focus on engagement and connection with the community to explore opportunities.

Brand awareness & market positioning
Create goodwill, get closer to the community and explore connection opportunities.

Host your own sessions
Invite your members and stakeholder to your own event on the afternoon of conference day 2.

Special discounts on Sponsorship for WBA Members!

In 2018, the WBA want to ensure our members optimise their experience from all our activities so we are offering additional benefits to members who decide to take one of our sponsorship packages.

This includes special member-rate options, additional items included within the packages and the opportunity to align your business objectives with the topics and conference workshops being run.

To find out more, click here or contact us

SPONSORING AND ATTENDING THE EVENT

Meet with industry experts from all parts of the Wireless ecosystem including: wireless broadband operators, suppliers, roaming partners, infrastructure, system vendors and device manufacturers.

Evaluate technology and infrastructure offerings in the comprehensive exhibition.

Expand your outreach through our VIP Networking Management Service.

Benefit from meaningful discussions with potential partners during scheduled 1-to-1 meetings.

Who should sponsor?

Network with attendees including senior level decision makers from leading mobile and fixed line operators and leading technology companies.

- **Client & App Developers**
- **Infrastructure Vendors**
- **IoT Device Vendors**
- **Infrastructure Integrators**
- **Testing Houses**
- **Roaming Hubs & Partners**
- **Wearable Providers**
- **Hardware Manufacturers**
- **Interconnect Players**
- **. Device & Chipset Manufacturers**
- **System Vendors**
- **Consultants**
- **Network Integrators**

Who should Attend?

CEOs, CTOs, Heads of Network Planning, VP's of Alliance Partnerships, Heads of Roaming Partnerships & Wholesale, Product Managers, Technical Leaders, Heads of Business Innovation, Marketing Execs and more from:

- **Mobile Operators (MNO)**
- **Cable Operators (MSO)**
- **Virtual Operators (MVNO)**
- **Integrated Operators (Mobile + Fixed)**
- **Wi-Fi Network Operators**
- **Infrastructure Vendors**
- **Device Vendors**
- **Chipset Vendors**
- **Software/Cloud Vendors**
- **Hub Providers**
- **Aggregators**
- **Hospitality Brands**
- **Airlines**
- **Local Government /Cities**

WHICH IS THE RIGHT PACKAGE FOR YOU?

PROMOTE THOUGHT LEADERSHIP

PRINCIPAL SPONSOR

Enjoy a Keynote slot on the main stage to share your vision and insights on industry trends and how your organisation is helping to shape them. You'll benefit from capturing the entire Wireless Global Congress audience in the morning. The Plenary sessions address the whole ecosystem so not only will you secure leadership positioning, you'll be speaking alongside the industry's top names. **ONLY 1 POSITION AVAILABLE. MUST BE SECURED BY 28 FEBRUARY**

PROMOTE SECTOR INSIGHTS OR SUBJECT EXPERTISE

CONFERENCE TRACK KEYNOTE SPONSOR

Take a speaking slot in the Conference Track relevant to your business, with a leading opening slot.

CONFERENCE TRACK PRESENTATION SPONSOR

Take a speaking slot in your chosen Conference Track and engage experts in your industry with your thoughts, business proposition and expertise on industry developments.

CONFERENCE TRACK PANEL SPONSOR

Get involved on stage as a Panellist in one of the Conference Tracks at the Congress. Share your thoughts with leading experts in a focused afternoon.

WORKSHOP SPONSOR

Take a Workshop speaking slot to allow the industry to gain a detailed understanding of specific industry mechanisms associated to the work you do. Share their thoughts and engage in open dialogue with an intimate audience to integrate their learning into real-time industry trends.

PURSUE BUSINESS DEVELOPMENT AND ON-SITE MEETINGS

MEETING ROOMS

Hire one of the on-site private Meeting Rooms so you can plan meetings during the event and enjoy your own space.

EXHIBITION BOOTH

Be part of our busy floor with an Exhibition Booth to share and market your Services live, share demos and info, and most importantly – meet the unrivalled audience for the Congress on-site to firm up new partnerships.

BRAND AWARENESS AND MARKET POSITIONING

'HOST YOUR OWN'

Have a dedicated Track, Workshop, Roundtable or Training Session within the main two-day Conference, where you can bring your members and be working and be part of the Congress. You can use Wireless Global Congress and it's global outreach, marketing, network, and audience to promote your session among our network as well as your own to communicate to the wider industry. Hosting your own session at the WBA event is great for positioning yourself as a leader amongst a wider network. Associate with top industry names from our community, and engage a new network to leverage and grow your own membership and subscribers. It's the perfect opportunity for you to use our show and its facilities You'll also be able to have a panellist joining the main Conference (subject to availability of slots) so your representation stretches across your session and the WBA Congress.

WHICH IS THE RIGHT PACKAGE FOR YOU?

PROMOTE, SHOWCASE & HOST

COFFEE LOUNGE SPONSOR

Want to meet the delegates over a coffee or drink and get on people's mind through a memorable experience? Host a Coffee Lounge where delegates will come to get their tea and coffee during the breaks in a cup with your name on it! Let your lounge be a natural hub where delegates gravitate for a coffee and chat.

DRINKS RECEPTION SPONSOR

Be a Drinks & Networking Reception Sponsor where you can welcome delegates into the evening with a drink and short welcome speech. Connect with attendees in you in a relaxed setting.

RED CARPET SPONSOR

Get your brand captured on an oversized backdrop against the Red Carpet. With VIP photography, you can have the Keynotes, and key industry names pictured on your backdrop – be the VIP host to welcome guests and use the opportunity to trigger dialogue as well as gaining valuable footage and photos for your PR.

INNOVATION LOUNGE SPONSOR

Be an Innovation Lounge Sponsor and host a demo station at the Wireless Global Congress – this second stage on the Exhibition floor is your chance to showcase cutting edge launches and ideas. This is the creative and innovation hub of the Congress where the audience will see the next generation of ideas through short exciting demos of upcoming technology and applications of wireless. Secure your demo and be a host, and use it as a platform to invite guests for private demos outside of the stage activation hours.

MEET SOME OF THE COMPANIES ATTENDING OUR WIRELESS GLOBAL CONGRESS

WIRELESS BROADBAND ALLIANCE - AT A GLANCE

Established in 2003

WBA's vision is to lead the evolution of a frictionless wireless service experience for Citizens, Businesses, Cities and Things.

120+ MEMBERSHIP COMMUNITY

RAISE YOUR BUSINESS PROFILE & LEADERSHIP ROLE
Engage with the leading players in the wireless industry, **reach** out to your potential customers and partners **and influence** the future direction of the industry.

PROJECTS & PROGRAMS

INFLUENCE
the development of the industry and have 'your say' on key WBA initiatives through involvement on our working groups or on our projects.

2 ANNUAL EVENTS

WIRELESS GLOBAL CONGRESS AND WORKING SESSIONS
Join the Wireless Global Congress. Connect with 1000+ global leaders at the leading event on next gen wireless, and get the latest on Wi-Fi in the 5G area Exclusive Member Working Sessions two days before each Congress.

PROMOTION AND GO-TO-MARKET

MARKETING & INDUSTRY ENGAGEMENT
Participate in the members' only "Market Work Group" to amplify your marketing strategy implementation via WBA programs, project, research, events and thought-leadership. Join our social and digital network to increase brand engagement.

THOUGHT LEADERSHIP & MARKET RESEARCH

LEARN
from combined expertise and experience of our members Get insight into global trends. Influence the development of technical specifications and frameworks. Have your say on key WBA initiatives.

WBA ACTIVITIES

Services Enablement, Develop Guidelines and Standardization

End-to-end Interoperability, Fields Trials, and Roaming

Services Certification and Compliancy

BUSINESS OPPORTUNITIES	STRATEGIC PROJECTS
CARRIER WI-FI SERVICES "Outstanding Wi-Fi user experience (Carrier, Enterprise, In-Home, Cities)"	**Carrier Wireless Services Certification** **Wi-Fi Deployment Guidelines** **In-Home Wi-Fi Deployments**
NEXT GENERATION WIRELESS "Unlicensed wireless and Wi-Fi role in 5G"	**802.11ax - Enhanced Wi-Fi** **Unlicensed Integration with 5G Networks** **Multi-Access Edge Computing**
INTERNET OF THINGS "Address unique IoT interoperability, provisioning, policy and identity opportunities"	**IoT Interoperability and Roaming** **Joint Taskforce with key IoT Forums** **Identity Cloud Management**
CONNECTED CITIES "Address unique evolving connected city Hetnet requirements and landscape"	**Connected City Blueprint Evolution** **NGH Live - City Wi-Fi Roaming** **Policy & Spectrum**

WBA INITATIVES

WIRELESS GLOBAL CONGRESS | NEXT GEN WI-FI | CARRIER WIRELESS Services Certification | ACCELERATOR Program | CONNECTED CITY Advisory Board | WORLD Wi-Fi Day | VISION Forum | WBA INDUSTRY Awards 2018 CELEBRATING ECOSYSTEM EXCELLENCE