

# THE ROOSEVELT HOTEL, NEW YORK: 13-16 NOVEMBER 2017



## WIRELESS GLOBAL CONGRESS

WIRELESS BROADBAND ALLIANCE

DRIVING NEXT WIRELESS EXPERIENCE

### UNSTOPPABLE WI-FI EVOLUTION IN THE 5G ERA

End-to-End Service Enablement

Meet the industry leaders who  
are shaping the future of Wi-Fi in  
the 5G era in the Connected Cities,  
Carrier & Service Providers and  
Enterprise & Hospitality ecosystems

Wi-Fi Monetization Strategies

Customer Experience in a Convergence Era

Connected Cities Roadmap

#unstoppablewifi



# NEW YORK AT A GLANCE

**NEW:** 3 new Conference Tracks on Wednesday 15 November, co-hosted by WBA and our Partners including an exclusive dedicated Cable Track hosted by CableLabs, Comcast & Liberty Global, as well as a special Conference Track on Connected Cities and another on Enterprise & Hospitality Wireless Services

**NEW:** 4 Exclusive Workshops on:  
Wi-Fi Monetization & NGH for Carriers, Cities & Enterprises • Network Densification in the 5G Era & Policy, Identity and Security • Wi-Fi Deployment Best Practices • Connected City



**700+**

**ATTENDEES**



**250**

**UNIQUE ORGANISATIONS**



**27**

**COUNTRIES**

**60%**

**ATTENDEES CxO AND EXECUTIVE LEVEL**

**30%**

**ATTENDEES FROM OPERATORS**

**40%**

**ATTENDEES FROM TECHNOLOGY PROVIDERS**

**10%**

**ATTENDEES FROM GOVERNMENTS, CITIES & REGULATORS**

## THE NETWORKING



**Drinks & Networking Reception**



**Coffee Lounges**



**WBA Accelerator**



**Networking Breaks**



**Innovation Lounge**



**Exhibition Floor**

## THE EVENT



**2 Days of Working Group Sessions for WBA Members**



**WBA Industry Awards**



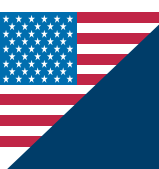
**2 Plenary Keynote Mornings**



**1 Day of Conference Tracks (Weds 15 Nov)**



**1 Day of Workshops (Thurs 16 Nov)**



# NEW YORK AT A GLANCE

The event is about Wi-Fi evolution in the 5G era, looking at wireless services in-home, outdoor, at work and leisure, from the perspective of:

**End-to-end service enablement | Wi-Fi monetization strategies  
Customer experience in a convergence era | Connected cities roadmap**

With consideration to policy, security, technology, strategy, and business models around each.

This is the only event you attend that will give you the ability to meet with WBA members and our wider executive network who are already engaged in programmes that are setting standards and best practices, solving business problems for service providers, driving improvements in end-user experience, and leading acceleration and adoption of technologies. The event allows you to learn as well as influence developments that will drive solutions to shape your short and long term business strategy.

## MONDAY 13 NOVEMBER 2017

Member Working Sessions

MORNING

Member Working Sessions

AFTERNOON

—————  
EVENING

## TUESDAY 14 NOVEMBER 2017

Member Working Sessions

Member Working Sessions

WBA Board Meeting

WBA Board Dinner

## CONFERENCE DAY 1 WEDNESDAY 15 NOVEMBER

JR Wilson, Chair WBA and VP Partnerships & Alliances, AT&T  
Shrikant Shenwai, CEO, WBA

### SERVICE ENABLEMENT TOWARDS 5G

Moderator: Steve Andrews, WBA Board Advisor  
Dr. Derek Peterson, CTO, Boingo Wireless  
Cole Reinwand, VP XFINITY Wi-Fi, Comcast

JR Wilson, Chair WBA and VP Partnerships & Alliances, AT&T  
Shri Shrivastava, Chairman & Managing Director, BSNL

### COFFEE BREAK & INNOVATION STAGE DEMOS

### WI-FI MONETIZATION STRATEGIES

Moderator: Vijay Sammeta, CEO, Civic Foundry  
Rick Wilmer, CEO, Mojo Networks  
James Beldock, Express Wi-Fi, Facebook  
Enrique Farfan, COO, Fon

### LUNCH & NETWORKING BREAK

### CONFERENCE TRACKS

CABLE INDUSTRY  
TRACK

CONNECTED CITY  
TRACK

HOSPITALITY &  
ENTERPRISE WIRELESS  
SERVICES TRACK

### COFFEE BREAK

(CONTINUED)

(CONTINUED)

(CONTINUED)

### DRINKS & NETWORKING RECEPTION

## CONFERENCE DAY 2 THURSDAY 16 NOVEMBER

### CUSTOMER EXPERIENCE IN A CONVERGENCE ERA

Moderator: Chris Bruce, Co-Chair WBA and BT  
Shri Shrivastava, Chairman & Managing Director, BSNL  
Executive from Cisco

Create Future Now – Millennials Panel

### COFFEE BREAK & INNOVATION STAGE DEMOS

### A CONNECTED WORLD LIFESTYLE

Phil McKinney, CEO, CableLabs  
SungHoon Seo, Ph.D. Principal R&D Engineer, KT Labs  
Daisuke Nojima, Principal Researcher, NTT DOCOMO

### PANEL DISCUSSION - WOMEN IN TECH LEADERSHIP

Moderator: Angie Wiskocil, WBA Board Advisor

### LUNCH & NETWORKING BREAK

### WORKSHOPS

WI-FI MONETIZATION &  
NGH FOR CARRIERS, CITIES & ENTERPRISES

NETWORK DENSIFICATION IN THE 5G ERA  
& POLICY, IDENTITY AND SECURITY

### COFFEE BREAK

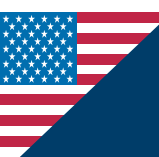
WI-FI DEPLOYMENT  
BEST PRACTICES

CONNECTED CITY

### WBA ACCELERATOR







# BE INVOLVED IN THE WIRELESS GLOBAL CONGRESS: SPEAKING & SPONSORING

## WHAT YOU WANT TO ACHIEVE

### PROMOTE THOUGHT LEADERSHIP

### PROMOTE SECTOR INSIGHTS OR SUBJECT EXPERTISE

### PURSUE BUSINESS DEVELOPMENT AND ON-SITE MEETINGS

## THE RIGHT PACKAGE FOR YOU

### PRINCIPAL SPONSORSHIP

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.

### CONFERENCE TRACK SPONSOR

Have a dedicated track within the main two-day Conference, where you can engage the industry and key speakers, influence the content, and co-host the track with WBA. You'll have the opportunity to brand it as a Conference within the main Congress. You'll have co-ownership with WBA, and together we'll create an independent asset, using the Wireless Global Congress and its global outreach, marketing, network, and audience to promote the track to communicate to the wider industry. Co-hosting a Conference Track is great for positioning as a leader in showcasing the latest industry trends, being associated with top industry names, and engaging a new network to leverage and grow your own membership and subscribers. You'll also be able to have a panellist joining another Conference Track so your representation stretches across your Track and the other parallel sessions.

### 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.

### CONFERENCE TRACK KEYNOTE SPONSOR

Take a speaking slot in the Conference Track relevant to your business, with the opportunity to also join a panel after.

### WORKSHOP

Use the Wireless Global Congress as your home for hosting a Workshop to allow the industry to gain a detailed understanding of specific industry mechanisms associated to the work you do. It's the perfect opportunity for you to use our show and its facilities, with your own private space for the Workshop, with access to the main Congress for Plenary sessions and networking afterwards so your Workshop attendees can share their thoughts and open dialogue and integrate their learning into real-time industry trends.

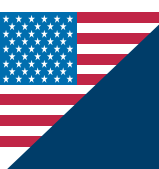
### MEETING ROOMS

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.





# BE INVOLVED IN THE WIRELESS GLOBAL CONGRESS: SPEAKING & SPONSORING

## WHAT YOU WANT TO ACHIEVE

**BRAND AWARENESS  
AND MARKET POSITIONING**

**PROMOTE AND SHOWCASE  
INNOVATIONS**

## THE RIGHT PACKAGE FOR YOU

### 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!

### DRINKS RECEPTION SPONSOR

You can also be a Drinks & Networking Reception Sponsor where you can welcome delegates into the evening with customised cocktails and branding, to engage with you in a more relaxed setting after the first day of the event.

### RED CARPET SPONSOR

Get your brand captured on an oversized backdrop against the Red Carpet and welcome delegates into the Drinks Reception. 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 over drinks as well as gaining valuable footage and photos for your PR.

### INNOVATION LOUNGE SPONSOR

Be an Innovation Lounge Sponsor and hosting a demo station at the Wireless Global Congress – this 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.

## GET YOUR TICKET

Go to [wirelessglobalcongress.com](http://wirelessglobalcongress.com) to register

### WBA MEMBERS

Passes in your Membership package will include complimentary access to:

- 2 Day Working Sessions
- 2 Day Full conference (all access)

#### NEW YORK SPECIAL!

**NEW:** Extra Member Passes at special rates for New York only. Normally ~~\$1,495~~ – now only **\$750**

**NEW:** Buy extra 2 Day Working Session only OR 2 Day Conference only passes for **\$395** each!

**NEW:** Networking Pass now available!

#### EXTRA PASSES

2 Day Working Sessions & 2 Day Full Conference .....	<b>\$750</b>
2 Day Working Sessions only .....	<b>\$395</b>
2 Day Full Conference only .....	<b>\$395</b>
Networking Pass .....	<b>\$125</b>

### 2 DAY WORKING SESSIONS

**PASS INCLUDES**  
(FOR WBA MEMBERS ONLY)

- Working Sessions
- Networking Breaks

### 2 DAY FULL CONFERENCE

**PASS INCLUDES**  
\*ALL ACCESS\*

- Plenary Keynotes
- All Conference Tracks
- All Workshops
- Exhibition
- Innovation Stage
- Networking Drinks Reception
- Accelerator

### NETWORKING PASS INCLUDES

\*LIMITED ACCESS\*

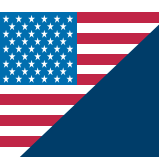
- Exhibition
- Innovation Stage
- Accelerator
- Drinks & Networking Reception

### NON-MEMBERS

Full Conference Pass ..... **\$1,995**

Exclusive early bird rates available.

Go to: [wirelessglobalcongress.com](http://wirelessglobalcongress.com)



# WHO SHOULD SPONSOR

**IoT DEVICE VENDORS**

**DEVICE & CHIPSET MANUFACTURERS**

**WEARABLES PROVIDERS**

**CLIENT & APP DEVELOPERS**

**SYSTEM VENDORS**

**INFRASTRUCTURE VENDORS**

**TESTING HOUSES**

**INFRASTRUCTURE INTEGRATORS**

**ROAMING HUBS & PARTNERS**

**HARDWARE MANUFACTURERS**

**NETWORK INTEGRATORS**

**INTERCONNECT PLAYERS**

**CONSULTANTS**

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

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

**CEOs, CTOs, Heads of Network Planning, VP's of Alliance Partnerships, Heads of Roaming Partnerships & Wholesale, Heads of Technical Leader, Business Innovation and Senior City & Government Officials leading the vision for smart cities.**

Evaluate technology and infrastructure offerings in the comprehensive exhibition.

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

Expand your outreach through our VIP Networking Management Service.

## WHO WE ARE AND WHAT WE DO

Building on our heritage of NGH and carrier Wi-Fi, WBA drives and supports the adoption of wireless services needing coexistence and convergence of unlicensed and licensed networks across the entire public Wi-Fi ecosystem, including IoT, Big Data, Converged Services, Smart Cities, and 5G.

### PROGRAMS

### OBJECTIVES



**CARRIER WI-FI SERVICES**  
(includes Trials, Testing and Interoperability, Certification)

Developing Wi-Fi & unlicensed wireless services to address the current and future needs of the customers



**NEXT GENERATION WIRELESS**  
(5G and unlicensed)

Accelerate Next Generation Wireless service opportunities across existing and new ecosystems towards 5G



**CONNECTED CITIES  
AND INTERNET OF THINGS**

Driving the connected cities and IoT ecosystem through guidelines, best practices and development of public-private collaboration



**POLICY, SPECTRUM  
& INDUSTRY ENGAGEMENT**

Contributing to spectrum development and alignment across organizations worldwide, while driving industry engagement through events, executive sessions and regional Workshops

### HIGHLIGHTS OF WBA'S WORK

- Connected Cities Blueprint
- Industry Report
- World Wi-Fi Day
- Chief Technology Officers (CTO) Group
- Dedicated Project Management Office
- Wireless Global Congress in USA and Europe
- Regional Vision Forums

### 2017 PROJECTS AND PROGRAMMES:

Become a member and participate in members-only programmes, projects and working groups.

#### PROJECTS INCLUDE:

1. Internet of Things (IoT) Interoperability & Roaming
2. 5G - Role of Wi-Fi and unlicensed wireless (Interfaces & Evolution)
3. Unlicensed LTE Deployment Guidelines & Trial (LWA, LWIP, MulteFire)
4. Carrier Wireless Services Trial (NGH/HS2.0 baseline, QoS, Policy Interworking - ANDSF/HS2.0)
5. Wi-Fi Calling Guidelines & Deployment Standardization
6. Wi-Fi Deployment Guidelines
7. NGH Provisioning Standardization (inline, Online sign-up, AAA)
8. Security & Privacy over Wireless Networks
9. Wi-Fi Monetization & Advertising
10. LBS Services Standardization & Trial
11. Multi Network Connectivity Trial (Multi-x)

**JOIN THE WORLD'S MOST  
INFLUENTIAL WIRELESS ADVOCATE:**

Contact:  
[tiago@wballiance.com](mailto:tiago@wballiance.com)

## WANT TO GET INVOLVED?

Be a General, Observer, or Group Member to use our exclusive collaboration tools and extranet to connect with a global community of 500+ industry experts to network, search and share information, intelligence and the resources that you need to influence and grow your business within the Wi-Fi ecosystem