

JOIN THE WI-FI REVOLUTION



500+
ATTENDEES



100+
OPERATORS



25+
COUNTRIES



50%+
CxO'S



30+
CITIES



WIRELESS GLOBAL CONGRESS

WIRELESS BROADBAND ALLIANCE

DRIVING NEXT WIRELESS EXPERIENCE

31 OCT - 1 NOV 2018
LONDON HEATHROW MARRIOTT

29 OCT - 30 NOV 2018
WBA WORKING SESSIONS (MEMBERS ONLY)

Enhanced Wi-Fi
convergence with
5G for carriers,
cities & enterprise

Delivering on the
quality of experience
for in-home Wi-Fi &
IoT for the smart
connected home

Accelerating adoption
of Next Gen Wi-Fi
in the enterprise

Tackling urban
challenges with
the connected
cities ecosystem

LONDON SPONSORS INCLUDE:



www.wirelessglobalcongress.com



WHERE'S YOUR PLACE IN THE WIRELESS ECOSYSTEM?

“This is the only event in the industry that addresses the key audience for Wi-Fi deployments in the Carrier space, and the attendees are truly top-class.” - **Sandvine**

“I was impressed by the quality of workshops, the skills of speakers and the scope of discussions. The power and sustainability of Wi-Fi in the telecommunication landscape is clear and I well understood the strategical positioning versus 5G.” - **Semtech**

“The Wireless Global Congress brings together companies that are very diverse in nature, and that gives us a clearer picture of what's going on in the industry” - **FON**



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If you are part of any of these ecosystems you need to make WGC your **'go-to event'** this year!

Wireless Carrier

Enterprise Wireless

Connected Cities

In Home WiFi



JOIN THE **WI-FI** REVOLUTION WITH THE **WBA WIRELESS GLOBAL CONGRESS**

In the 1990's the IEEE created the concept of an **international standard for wireless networking** (IEEE 802.11) which became known as **'Wi-Fi'**.

Over the next 5 years, more than **100 million internet connected devices** were sold each year creating a **massive reliance for Wi-Fi** by consumers' in their day-to-day lives. Today there are over **8 billion Wi-Fi devices** globally, a multi-billion dollar industry and Wi-Fi reaches into every area of our lives, **in home, at work and leisure** and increasingly in the way machines talk to each other (**IoT**).

With continuous **innovation** in the industry, **Wi-Fi** continues its **incredible growth** and over the next 2 years, it will **revolutionise the way we think, operate and interact!** This creates both **opportunity** and challenges and at the **Wireless Global Congress** we bring together industry

leaders, subject-matter experts and the people who are **leading the work** within the WBA to resolve the business challenges and collaboratively work to take advantage of the opportunities this inflection point provides.

The WBA was launched in 2003 and ever since then has been **enabling the resolution of business problems and creating opportunities** with our members, other Alliances and the wider industry for Wi-Fi and other adjacent technologies ever since. The WBA's **Wireless Global Congress** is the **leading event** for providing **access to Industry leaders** and bringing together the companies that are **shaping the future of Wi-Fi** and the wider wireless ecosystem – showcasing the work that is happening right now and **sharing the innovations and opportunities**.

Can you afford to miss out? Network, learn and do business with the leaders in our industry. Join us at the **Wireless Global Congress in London!**

WIRELESS GLOBAL CONGRESS

AT A GLANCE

MONDAY 29TH OCTOBER 2018

Members' Working Sessions

WBA Members' Working Sessions

Informal Dinner

MORNING

AFTERNOON

EVENING

TUESDAY 30TH OCTOBER 2018

Members' Working Sessions

**WBA Members' Working Sessions
& WBA Board Meeting**

VIP Networking Event - BT Tower (Invite Only)

**CONFERENCE DAY 1
WEDNESDAY 31ST OCTOBER 2018**

START TIME: 9:00

KEYNOTE:

Wi-Fi Revolution: Impacts & Opportunities for Carriers,
Enterprises and Cities

OPERATOR PANEL

COFFEE BREAK (10.45)

KEYNOTE:

Accelerating next generation Wi-Fi: innovation, disruption
and opportunities to accelerate business growth



LUNCH BREAK (13.00)

**STREAM 1
CARRIER WI-FI FOR
IMPROVED USER EXPERIENCE**

IN-HOME WI-FI

CARRIER WI-FI

SPECTRUM REGULATORY
EVOLUTION

WI-FI INDUSTRY TRENDS:
MARKET RESEARCH

**STREAM 2
CITY & ENTERPRISE DIGITAL
TRANSFORMATION**

CONNECTED CITIES

ENTERPRISE WI-FI

INDUSTRY PARTNERS
ROADMAP

TECHNOLOGY INNOVATION
& ROLE OF WI-FI

**RED CARPET DRINKS &
NETWORKING RECEPTION**

DRINKS FINISH AT 9PM

**CONFERENCE DAY 2
THURSDAY 1ST NOVEMBER 2018**

START TIME: 9:00

**CONNECTED CITIES
ROUNDTABLE**

**IN-HOME WI-FI
ROUNDTABLE**

COFFEE BREAK (10.45)

**WORKSHOP 1
802.11AX ENHANCED
WI-FI AND 5G**

**WORKSHOP 2
LoRa Alliance**

LUNCH BREAK (13.00)

**WORKSHOP 3
NGH AND WI-FI ROAMING
EVOLUTION**

**WORKSHOP 4
WI-FI ON THE GO
OPPORTUNITIES**

NETWORKING BREAK (15.30)

**TRAINING SESSION
WI-FI ROAMING**

- END (17H30) -



WGC LONDON EVENT FEATURES & HIGHLIGHTS

At this year's European event we will be addressing some of the biggest challenges and opportunities facing our industry. As the mobile world revs up for 5G, those working in Wi-Fi are looking at how enhanced technologies are delivering step changes in capability to address the in-home, the enterprise, carrier and connected cities wireless opportunities, as well as smartly aligning and leveraging the strengths of the two predominant wireless ecosystems (3GPP and Wi-Fi).

Wi-Fi Revolution: Impacts & Opportunities for Carriers, Enterprises and Cities

- How Carriers are utilizing Wi-Fi in the 5G Era
- Evolution of Carrier Wireless Networks (licensed-unlicensed / indoor-outdoor)
- The road ahead for Connected Cities
- Digital transformation – the network challenges and business opportunities

Accelerating adoption of Next Gen Wi-Fi

- 802.11ax – Wi-Fi Capacity for delivering better services at Home, Enterprises, Public Places and Cities
- How Next Gen Wi-Fi delivers 5G-like capabilities
- Next Gen Wi-Fi delivering on the wireless customer experience promise

Power of Wi-Fi in the Connected Home & Enterprise

- Enhancing Wi-Fi coverage & performance with Multi-AP architectures
- Smart Home Revolution - From IoT to AI
- Unlicensed technology use cases & delivery in high density locations
- How brands can monetize Next Gen Wi-Fi & beyond

Spectrum & Regulatory Evolution

- Evolution of Spectrum Management
- Unlicensed Technologies Regulatory Evolution
- Regulatory and Spectrum Framework for 5G with Unlicensed

.....Connected Cities, Wireless Innovations , Academia to Market and much more!



WHO YOU WILL MEET AT WIRELESS GLOBAL CONGRESS

WBA is a Trade Association who brings to life the projects that are shaping our industry

- Meet with the **experts** who are **leading the projects and access** the standards, business models, best practise, user experience and engagement processes behind it
- Understand the **different technologies** and how they align
- The only event where you will hear about projects, trials and certification – **all lead by the WBA**

Come and meet other delegate from the wireless ecosystem

CxOs

C-Level Executives, President,
Senior Directors, EVPs, VPs

MARKETING & BUSINESS DEVELOPMENT

Senior Marketing Executives, Retail & Hospitality
Marketing Managers, Business Development Managers

CONNECTED CITIES

Cities and Government Officials,
Regulatory Managers from Operators
and Vendors, City CTOS & CIOs,
City Managers & officials, Mayors,
Urban Planners Commissions from
different countries

BUSINESS, PRODUCT & PROJECT LEADERS

Technology Strategy & Innovation, Technical Managers & Leaders, Product Managers, Heads of Business
Innovation, Commercial Managers, Roaming Managers, Technology Standardisation, Enterprise Solution
Product Managers & Executives

FROM...

- Mobile Operators (**MNO**)
- Cable Operators (**MSO**)
- Virtual Operators (**MVNO**)
- Integrated Operators (**Mobile + Fixed**)
- Analyst Institutions
- Hoteliers & Hospitality Brands
- Inflight & Airports
- Wi-Fi Network Operators
- Infrastructure Vendors
- Device Vendors
- Chipset Vendors
- Hub Providers
- Enterprise
- Travel Hubs
- Software/Cloud Vendors
- Technology Vendors
- App & Network Service Companies
- Resellers & Distributors
- Aggregators
- Large Venues & Stadiums

MEET OUR MEMBERS

BOARD MEMBERS



OPERATOR MEMBERS



TECHNOLOGY PROVIDER MEMBERS





WHO ATTENDS THE **WBA WIRELESS GLOBAL CONGRESS?**

OVER **100 OPERATORS** ATTEND EACH EVENT

WE REPRESENT **120+ COMPANIES** ACROSS OUR MEMBERS WHO ARE DRIVING PROJECTS, TRIALS AND DEVELOPMENTS THAT ARE CORE TO YOUR BUSINESS

WE GATHER **1000+ SENIOR EXECS** FROM THE WIRELESS CARRIER, ENTERPRISE, AND CONNECTED CITY ECOSYSTEMS EACH YEAR

OUR STAGE DELIVERS ANNOUNCEMENTS, LAUNCHES AND TECH UPDATES ON TRIAL SUCCESSES, USE CASES AND THE TRUTH BEHIND THE TRENDS

“ #1 Show and association for the wireless broadband industry ”
- **151 Advisors, LLC**

“ Here you can feel the trends like nowhere else ”
- **MaximaTelecom JSC**

“ Most illuminating event showing how Wi-Fi enables 5G, IoT and new business models serving wireless customers ”
- **Accuris Networks**



WBA'S WGC LONDON EVENT
WILL CONSIST OF:

29th - 30th October - Member Only Working Sessions
31st Oct – 1st November – Open Conference

Exclusive Keynotes On

Wi-Fi Revolution: Impacts & Opportunities for Carriers, Enterprise & Cities
Accelerating Next Gen Wi-Fi: Innovation, Disruption and Opportunities for Business Growth

Conference Tracks & Workshops

Carrier Wi-Fi for Improved User Experience | City & Enterprise Digital Transformation
Wi-Fi On the Go | Wi-Fi & IoT Roaming Evolution | Enhanced Wi-Fi: 802.11ax | LoRaWAN

Networking

20+ EXHIBITORS | RED CARPET DRINKS & NETWORKING RECEPTION
BT TOWER VIP DRINKS & NETWORKING RECEPTION – INVITE ONLY

Whats New?

NEW - INNOVATION ZONE | NEW - TRAINING SESSION: WI-FI ROAMING
NEW - EXCLUSIVE CONNECTED CITIES AND IN-HOME Wi-Fi ROUNDTABLES



WBA INDUSTRY

Awards
2018

**CELEBRATING
ECOSYSTEM
EXCELLENCE**



NETWORKING OPPORTUNITIES

One of the aspects most valued by attendees is the opportunity to **network** and to make **new business connections**. The WBA creates many opportunities to network throughout the year amongst its members but at the WGC this all comes together to enable **meaningful business dialogue** that can drive your business forward.

	Exhibition Floor, Dedicated Meeting Areas	Roundtables, Workshops Training Sessions for one-to-one and group dialogue	
	VIP Networking Reception BT Tower - Oct 30th 6.30pm	WGC Event App Social Media Groups	
Red Carpet and Drinks & Networking Reception - Oct 31st 7.00pm			

“ It was good to meet all the other members as well as take in the presentations. It was a good networking event ”
- **Starry**

“ Great opportunity for learning & **building relationships** with key industry experts in our sector ”
- **Benu Networks**

“ Spent most of my time in **scheduled meetings** with other participants ”
- **SafeGraph**



INTERESTED IN **SPONSORING?**

- 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

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

HERE'S WHAT YOU GET WHEN YOU SPONSOR THE WIRELESS GLOBAL CONGRESS

NETWORKING & BUSINESS DEVELOPMENT

- Connect face-to-face with the WBA membership
- Meet the wider industry and verticals we engage with
- Chance to engage with project leads of industry-changing initiatives from the WBA

EXPOSURE TO
43K WI-FI
INDUSTRY
ADVOCATES

INTRODUCTIONS
& NETWORK WITH
YOUR FUTURE
BUSINESS PARTNERS

MARKETING & BRANDING

- Press/media exposure through WBA
- PR through our partner channels
- Webinars and interviews
- Email campaigns to WBA's entire network
- Co-promotion of sponsor involvement
- Branding in all event-related communications
- Social media promo
- Distribution of content to thousands
- Featuring for 3 months on TelecomTV
- Exposure to 15,000 additional people through TelecomTV

THOUGHT LEADERSHIP

- Use the stage to showcase your services and work to WBA members
- Position yourself as a leader with top speaking opportunities in your core business area

INDUSTRY WIDE
RECOGNITION AND
EXPOSURE ON
STAGE AND ONLINE

INVOLVEMENT

- Host your own Workshop, Roundtable or Training Session during the Congress
- Become a Sponsor or Exhibitor with special member offers
- Free passes to the Congress and Working Sessions to share with your partners, clients and prospects

MEET THE COMPANIES WHO REGULARLY SPONSOR THE **WIRELESS GLOBAL CONGRESS**



JOIN LEADERS LIKE THESE IN LONDON

Go to www.wirelessglobalcongress.com to see the latest London Speaker line-up!



EDGAR FIGUEROA
CEO

Wi-Fi Alliance



HOWARD WATSON
CTIO

BT



DEREK PETERSON
CTO

Boingo Wireless



BILL MCCOREY
CIO

Universal Theme Parks



KURT SCHAUBACH
CTO

Federated Wireless



PAUL MIKKELSEN
CEO

Aptilo Networks



ENRIQUE FARFAN
COO

Fon



KISHORE RAJA
VP Engineering and Strategic
Programs

Boingo Wireless



RICK WILMER
CEO

Mojo Networks

JOIN LEADERS LIKE THESE IN LONDON

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BLAZ VAVPETIC

CTO

iPass



ERIC MCLAUGHLIN

General Manager,
Wireless Solutions Group

Intel



KALPAK GUDE

President

Dynamic Spectrum Alliance



ANAND OSWAL

Senior Vice President, Engineering,
Enterprise Networking Business

Cisco



BOB FRIDAY

CTO

MIST Systems



ERIC SCHAEFER

Senior Vice President and GM
Communications, Data and Mobility

Comcast



RON MALENFANT

Global Lead Solutions Architect

Cisco



VIJAY SAMMETA

CEO Civic Foundry

San Jose City



ANGIE WISKOCIL

Board Advisor

Wireless Broadband Alliance

JOIN LEADERS LIKE THESE IN LONDON

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GAVIN SHELTON

Global Vice-President
for Connectivity

Liberty Global



JR WILSON

Chairman, WBA, and VP Tower
Strategy & Roaming at AT&T

Wireless Broadband Alliance
AT&T



JULIE SNELL

Managing Director

Bristol is Open



JOHN FLACK

Senior Director -
Guest Facing Technologies

Hilton Worldwide



MICHAEL SHERMAN

Group Chief Strategy and
Transformation Officer

BT Global Services



REZA JAFARI

CEO

e-Development International



SHRIKANT SHENWAI

CEO

Wireless Broadband Alliance



STEVE ANDREWS

CEO

AbbeyBarn Comms



TIAGO RODRIGUES

General Manager

Wireless Broadband Alliance



WBA INDUSTRY

Awards
2018

**CELEBRATING
ECOSYSTEM
EXCELLENCE**

The WBA Industry Awards 2018 are now open for submission. The WBA Industry Awards are a respected recognition of the excellence displayed by the practitioners in the Wi-Fi industry and to promote successful practices to strive for high standards in wireless industry performance.

Both members and non-members are eligible to submit their outstanding projects for the Awards. A group of panellist from independent industry experts, analysts and journalists will review each nomination to select winners to the Awards. **The Awards Ceremony will take place as part of the Wireless Global Congress at London Heathrow Marriott Hotel on October 31st, 2018.**

Don't miss this opportunity to submit your outstanding projects or services for this prestigious Industry Awards. - **The submission deadline is September 3rd, 2018.**

Benchmark

for outstanding performance and impactful innovation ideas throughout the Wireless Broadband Industry;

Recognize

the contribution of individuals, projects, organisations and technologies that have excelled in the use, development and deployment of Wireless Broadband in the past 12 months.

Provide

a platform to network, mobilize investment and create new business opportunities for Wireless Broadband solutions.

Winning

one of these prestigious awards from WBA can be a major boost for your company's profile and business opportunities.

Don't miss the WBA Industry Awards Live in the morning on the main stage on Wednesday 31st Oct



WBA INDUSTRY

Awards
2018

**CELEBRATING
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WIRELESS GLOBAL CONGRESS LONDON, UK

AWARD CATEGORIES

Best Operator Deployment

Best Wireless Network Infrastructure

Best Wireless Service Innovation

Best Consumer-Centric Wireless Service Innovation

Best Business Wireless Service Innovation

Best Connected City Deployment

Best Wireless Deployment in Rural or Remote Areas

Best Wireless Innovation and Excellence in Social Impact

WBA Wireless Leadership Award

Distinguished Member Award (Non-Operator)

Distinguished Member Award (Operator)

**For more info on this years
Award categories**

CLICK HERE >

**To view the winners
from last year**

CLICK HERE >

awards.wirelessglobalcongress.com

MEET THE WBA EVENTS & MARKETING TEAM

CELEBRATING
15 YEARS



POOJA SAMANI
Events Director

Wireless Broadband Alliance



WILSON TAN
Sponsorship, Event logistics

Wireless Broadband Alliance



SARAH MARKHAM
Director of Marketing & PR

Wireless Broadband Alliance



BRYAN SMITH
Marketing, Blogs, Interviews

Wireless Broadband Alliance



ALICE LAI
Marketing, WBA Industry Awards

Wireless Broadband Alliance



PARAMJIT PURI
Director of Industry Engagement & Membership

Wireless Broadband Alliance

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