

WI-FI CONNECTS THE WORLD

100+
OPERATORS

200+
UNIQUE
ORGANISATIONS

30+
COUNTRIES

600+
ATTENDEES

60%
CXO &
EXECUTIVE LEVEL

50%
TECHNOLOGY
COMPANIES



WIRELESS GLOBAL CONGRESS

WIRELESS BROADBAND ALLIANCE

15-18 JUNE 2020
PALMER HOUSE CHICAGO

15-16 JUNE 2020
WBA WORKING SESSIONS (MEMBERS ONLY)

Vision 2030: The Road Ahead
for Wireless Operators
for the Next Decade

Wi-Fi 6; Delivering Innovation
and growth for Industry 4.0,
Enterprises, Cities and IoT

Driving next generation of Wi-Fi
services and customer experience
for aviation, ground transportation,
automotive and retail

Wi-Fi: Delivering on consumer
demand, IoT and the smart
home of the future

Implications for Wi-Fi:
What's new in cybersecurity,
identity management & the
rise of location services



CO-LOCATED WITH



CHICAGO SPONSORS & SUPPORTERS INCLUDE:





TAKE YOUR PLACE IN THE WIRELESS ECOSYSTEM

Join us at **WGC Chicago** and meet the whole Wi-Fi industry under one roof. Hear from the world's foremost business leaders and executives on their wireless strategies.

"A great event that brings all the leading players in the industry under the one roof"
- **Telstra Corp**

"The Wireless Global Congress brings together key players in Wi-Fi - from silicon & equipment vendors to service providers & regulators - and provides a platform for networking, collaboration and driving business forward"
- **Boingo Wireless**

"If you're within the Wi-Fi industry, the Wireless Global Congress is a must. For us it's been an awesome event providing the opportunity to meet so many people... in just two days!"
- **Galgus**



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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 Wi-Fi



JOIN THE WI-FI REVOLUTION WITH THE **WBA**

In 1997 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 **13 billion Wi-Fi devices globally**, is the driving force behind 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.

Ever since its **formation in 2003**, the WBA, its members, and other Alliances & industry bodies have been working together to enable the creation of business opportunities throughout the wireless ecosystem. The Wireless Global Congress is the **leading event** for providing access to industry leaders and bringing together companies that are shaping the **future of Wi-Fi**, while showcasing the work, innovations, and opportunities that are happening right now.

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 Chicago!**

WIRELESS GLOBAL CONGRESS CHICAGO: AT A GLANCE

MEMBERS ONLY – WORKING SESSIONS

MONDAY 15 TH JUNE 2020		TUESDAY 16 TH JUNE 2020	
WBA Members' Working Sessions	MORNING	WBA Members' Working Sessions	
WBA Members' Working Sessions	AFTERNOON	WBA Members' Working Sessions	
Informal Dinner	EVENING	Informal Dinner	

CONFERENCE DAY 1 WEDNESDAY 17 TH JUNE 2020
START TIME: 8:00 ----- REGISTRATION ----- WIRELESS BROADBAND ALLIANCE & WI-FI ALLIANCE JOINT EXECUTIVE PLENARY WI-FI FOR THE NEXT DECADE
COFFEE & NETWORKING (10.15)
WGC EXECUTIVE PLENARY OPPORTUNITIES FOR CARRIERS, CITIES & ENTERPRISE: WI-FI FOR THE NEW DECADE ----- EXECUTIVE PANEL: HOW WILL WI-FI EVOLVE AND WHAT WILL BE THE GLOBAL IMPACT FOR CONSUMERS, BUSINESS AND THE INTERNET OF THINGS
LUNCH & SMART NETWORKING (12.30)
SMART HOME & IN HOME WI-FI EVOLUTION DELIVERING ON CONSUMER DEMAND, IOT AND THE SMART HOME OF THE FUTURE
COFFEE AND NETWORKING (15.15)
GROWTH OF WI-FI IN THE ENTERPRISE DRIVING THE NEXT GENERATION OF WI-FI SERVICES AND CUSTOMER EXPERIENCE FOR AVIATION & GROUND TRANSPORTATION, RETAIL & PUBLIC WI-FI
DRINKS & NETWORKING RECEPTION (18:00)

CONFERENCE DAY 2 THURSDAY 18 TH JUNE 2020
OPENING ADDRESS – DAY 2 ----- WI-FI 6: A STEP CHANGE IN TECHNOLOGY CAPABILITIES DELIVERING INNOVATION FOR IN-HOME, INDUSTRY 4.0, ENTERPRISE, CITIES & IOT
COFFEE & NETWORKING (10.30)
SECURITY, IDENTITY & LOCATION IMPLICATIONS FOR WI-FI: WHAT'S NEW IN CYBER SECURITY, IDENTITY MANAGEMENT & RISE OF LOCATION SERVICES
LUNCH & SMART NETWORKING (12.30)
ROLE OF WI-FI IN THE AUTOMOTIVE INDUSTRY SUPPORTING THE DATA DEMAND FOR THE FUTURE CONNECTED VEHICLE
COFFEE AND NETWORKING (15.15)
MASTERCLASS: WI-FI ROAMING & FEDERATIONS ----- SMART NETWORKING
CLOSING REMARKS (18.00)



WHO YOU WILL MEET AT THE WIRELESS GLOBAL CONGRESS

WBA is a global trade association that works with its members on live projects that are shaping our industry for the next decade. At our events:

- Meet with the 100+ experts across our membership who are leading the WBA programs and projects
- Access the standards, business models, best practise, user experience and engagement processes behind each project
- Understand the different technologies and how they align

Come and meet other delegates 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,
Country Regulators
Regulatory Managers from Operators
and Vendors, City CTOS & CIOs,
City Managers & officials, Mayors,
Urban Planners Commissions from
around the world

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

MEET OUR MEMBERS

BOARD MEMBERS



OPERATOR MEMBERS



TECHNOLOGY PROVIDER MEMBERS





WHO ATTENDS THE WIRELESS GLOBAL CONGRESS?

WE GATHER **1200+ SENIOR EXECS** FROM OVER
200 COMPANIES FROM ACROSS THE WIRELESS CARRIER,
ENTERPRISE AND CONNECTED CITY ECOSYSTEM.

WE REPRESENT **100+ COMPANIES** ACROSS OUR
MEMBERS WHO ARE DRIVING PROJECTS, TRIALS AND
DEVELOPMENTS THAT ARE CORE TO YOUR BUSINESS

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

“ Good event; Good representation from key actors of the sectors and it
was really easy to meet everyone ”
- Orange

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

“ (The Wireless Global Congress) was insightful about Wi-Fi, the future with
5G and the challenges and values that come along with it. ”
- GoZone Wi-Fi



OUR MEMBERS COLLABORATE FOR SUCCESS

WBA's vision: Seamless and interoperable services experience on Wi-Fi within the global wireless ecosystem.

Find new business opportunities | Solve business problems



GENERAL MEMBER

For network operators or technology companies interested in full participation in WBA Members Meeting and full voting rights.

OBSERVER MEMBER

Open to operators and vendors with an annual revenue below USD 50 million. Restricted participation in WBA projects and no voting rights.

GROUP MEMBER

Open to affiliate companies of existing WBA Board or general members. Participation in WBA projects allowed but voting rights via parent member companies.



WBA'S WGC CHICAGO EVENT WILL CONSIST OF:

17 - 18 June: WGC Open Conference
15 - 16 June: WBA Members-Only Working Sessions

Executive Plenary

Vision 2030: Wi-Fi Connects the World. The evolution of Wi-Fi & the global impacts for consumers, Wi-Fi service providers, vertical enterprises and IoT.

Co-hosted with Wi-Fi Alliance

Conference Themes

Vision 2030: Driving opportunities for Carriers & Enterprise with the next generation of Wi-Fi services

Wi-Fi 6 & Wi-Fi 6E: Delivering Innovation and growth for Industry 4.0, Vertical Enterprises, Cities and IoT

Innovation, operation and disruptive growth: next generation of Wi-Fi services and customer experience for aviation, ground transportation, automotive and retail.

In-Home Wi-Fi: Delivering on consumer demand, IoT and the smart home of the future

Implications for Wi-Fi: What's new in cybersecurity, identity management & the rise of location services

Role of Wi-Fi in the automotive industry – supporting the data demand for the future connected vehicle

Networking



RECEPTION ON WEDNESDAY 17 JUNE
CO-HOSTED WITH WI-FI ALLIANCE



JOIN THE WI-FI REVOLUTION





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.



Dedicated meeting areas for potential new partnerships

Industry Forums and Workshops for one-to-one and group dialogues



WGC event app for booking meetings with your fellow attendees



Drinks & networking reception: Evening weds 17th June – co-hosted with Wi-Fi Alliance

“An excellent event to learn, influence, and meet professionals from the wireless industry.”

- Google

“Great opportunity for Networking with People working on the “real stuff”

- Deutsche Telekom

“Best networking event in Wi-Fi industry especially regarding core functionality development.”

- UNIS Telekom

“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



INTERESTED IN **SPONSORING?**

WHO SHOULD SPONSOR?

- Software Developers
- IoT Device Vendors
- Testing Houses
- Roaming Hubs & Partners
- Interconnect Players
- Device & Chipset Manufacturers
- System & Network integrators
- Consultants
- Hardware & Infrastructure vendors

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 and attendees

EXPOSURE TO
40K+ WI-FI
INDUSTRY
ADVOCATES

INTRODUCTIONS
& NETWORK WITH
YOUR FUTURE
BUSINESS PARTNERS

MARKETING & BRANDING

- Press/media exposure through WBA
- Webinars and interviews
- Digital Campaigns to WBA's entire network
- Co-promotion of sponsor involvement
- Branding & co-promotion in all event related communications and channels
- Social media promo

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
- Showcase your products & services to 200+ organisations

INDUSTRY WIDE
RECOGNITION AND
EXPOSURE ON
STAGE AND ONLINE

INVOLVEMENT

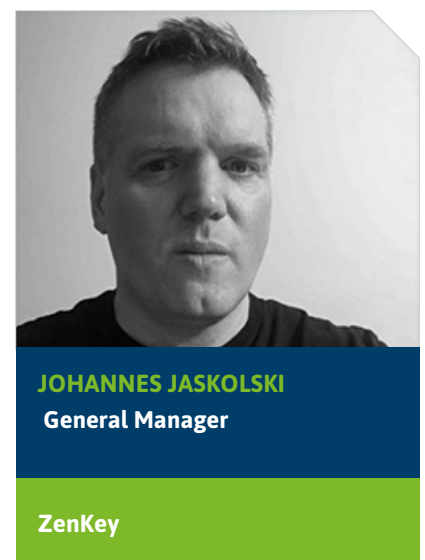
- Host your own Workshop or Training Session during the Congress
- Become a Sponsor with special member offers
- Free passes to the Congress

MEET SOME OF THE COMPANIES WHO WE HAVE PARTNERED WITH FOR **WGC EVENTS**



JOIN LEADERS LIKE THESE IN CHICAGO

The latest Chicago speakers will be available from March 31st at www.wirelessglobalcongress.com



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JR WILSON

Chairman, WBA, and Vice President
Tower Strategy & Roaming

WBA, AT&T



KISHORE RAJA

VP Engineering and Strategic
Programs

Boingo Wireless



KARTHIKEYAN SWARNAM

Vice President Security
Architecture

AT&T



MANISH MALHOTRA

Assistant Vice President
Product Management

AT&T



MATT MACPHERSON

Wireless CTO

Cisco



PAUL MIKKELSEN

CEO

Aptilo Networks



NECATI CANPOLAT

Sr. Staff Architect

Intel



STEVE ANDREWS

Board Director, Board Advisor

Edgewater Wireless, WBA



TIAGO RODRIGUES

CEO

Wireless Broadband Alliance

MEET THE TEAM

LEADERS



TIAGO RODRIGUES
CEO

[CLICK HERE TO VIEW BIO](#)

MEMBERSHIP TEAM



STEVE NAMASEEVAYUM
Director – Industry Engagements
and Memberships



ANDREIA FERREIRA
Membership Services Manager

PMO TEAM



BRUNO TOMAS
Program Director



PEDRO MOUTA
Manager – PMO

MARKETING & PR TEAM



ALICE LAI
Senior Marketing Manager



SARAH MARKHAM
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