

ExCeL LONDON: 8 – 11 MAY 2017



WIRELESS GLOBAL CONGRESS

WIRELESS BROADBAND ALLIANCE

DRIVING NEXT WIRELESS EXPERIENCE

Next Gen Wi-Fi

Connected Cities

Unlicensed Wireless & IoT

Convergence & 5G Roadmap

Spectrum Solutions

ENABLING NEXT
GENERATION WIRELESS
SERVICE OPPORTUNITIES

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LONDON AT A GLANCE



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



Champagne Reception



WBA Accelerator Showcase



Networking Evenings



**Networking Breaks where you can take
advantage of facilitated meetings
and introductions**



Networking Coffee Lounge

THE EVENT



**Working Group Sessions for
WBA Members**



**Invitation Only Executive
Roundtable Sessions**



4 Day High-Level Congress



2-Day Conference Programme



2-Day Membership Meetings

LONDON AT A GLANCE



MONDAY 8 TH MAY 2017		TUESDAY 9 TH MAY 2017	
WBA Members' Working Group Sessions	MORNING	WBA Members' Working Group Sessions Regulatory Roundtable <i>INVITATION ONLY</i>	
WBA Members' Working Group Sessions WBA Board Meeting	AFTERNOON	WBA Members' Working Group Sessions Connected City Advisory Board Roundtable <i>INVITATION ONLY</i>	
WBA Board Dinner <i>INVITATION ONLY</i>	EVENING	Networking Cocktails	

CONFERENCE DAY 1 WEDNESDAY 10 TH MAY INNOVATING THE WIRELESS ECOSYSTEM		CONFERENCE DAY 2 THURSDAY 11 TH MAY SUSTAINABILITY AND DISRUPTION	
CHAIRMAN OPENING REMARKS	09.00	CO-CHAIR OPENING REMARKS	
CEO WELCOME ADDRESS	09.15	LIVE DEMONSTRATION ON STAGE	
KEYNOTE 1	09.30	KEYNOTE 1	
KEYNOTE 2	10.00	KEYNOTE 2	
COFFEE/TEA	10.30	COFFEE/TEA	
KEYNOTE 3	11.00	KEYNOTE 3	
Executive Panel: Innovation Wireless Ecosystem - fact or fiction?	11.30	Executive Panel: Does Disruption defeat Sustainability?	
LUNCH BREAK	12.30	LUNCH BREAK	
NEXT GEN WIRELESS - WHAT'S HAPPENING <hr/> Wi-Fi is Calling - VoWiFi and VoLTE integration Monetization - Case study updates		SPECTRUM, SECURITY AND POLICY <hr/> Safeguarding User Security and Privacy Driving Network Security	5G - COEXISTENCE AND CONVERGENCE <hr/> 5G Beyond the Hype - Role of Unlicensed in 5G 5G services and use cases
MAKING A CONNECTED CITY SMART <hr/> Smart Cities, Smart Citizens - Connectivity for Social Inclusion Connected Transport - Wireless Infrastructure challenges	14.00	COFFEE/TEA	
COFFEE/TEA	15.30	COFFEE/TEA	
Interoperability & Roaming - Guidelines for success Carrier Wi-Fi Services Certification - benefits	16.00	Spectrum Sharing - optimizing spectrum usage Unlicensed LTE: Market Drivers and Case Studies Workshop(s)	
Integrating IoT Platforms and Services in Cities			
NETWORK COCKTAIL <hr/> ACCELERATOR SESSIONS	17.30 18.00	FAREWELL COCKTAIL	

NB - Times are indicative

WHY YOU SHOULD JOIN US AT ExCeL LONDON

The world's leading 4-day wireless event will give you access to the exclusive conference and packed agenda, with more than 700 targeted attendees and over 60 high-level speakers and panelists.

- Outstanding networking opportunities with the world's largest and most influential technology and communications firms
- Case studies from the frontline to help you monetize services and applications
- Thought-leadership presentations and panels that will provide insights on role of unlicensed and convergence in the roadmap for 5G, Smart Cities, Internet of Things
- Learn how Next Gen wireless opportunities are enabled by WBA Projects and Programmes
- See how Spectrum and Policy will drive industry development and innovation
- Understand the role of Next Gen Wi-Fi in driving monetization

2017

MULTIPLE BOOKING, EVENT OFFERS

Get ahead of the game, and put the dates in your calendar now!

The WBA invites you to join us at our global and regional events in 2017. By booking your participation as a multi-event ticket, you can get special rates to sponsor or attend. Email events@wballiance.com to get your multi-event discount

Full Conference Pass:

\$1,995

Register at:

wirelessglobalcongress.com

To get involved as a speaker, sponsor or to register your place, email:

events@wballiance.com

Or go to:

www.wirelessglobalcongress.com

16 JAN

WBA VISION FORUM ASIA

16 January 2017,
Novotel Singapore,
Clarke Quay

8 - 11 MAY

WIRELESS GLOBAL
CONGRESS EUROPE 2017

8 - 11 May 2017,
London ExCeL, U.K.

13 - 16 NOV

WIRELESS GLOBAL
CONGRESS USA 2017

13 - 16 November 2017,
The Roosevelt Hotel,
New York City, USA.

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WHY SPONSOR?

The Wireless Global Congress is the largest international conference of the wireless broadband ecosystem. And it's not just for techies!

Representatives from the global operators, business community, governments, as well as industry insiders and suppliers, and many other contributors whose work affects the future of the global wireless will attend. Let us help you to define your position within the wireless industry and develop the right relationships with the right people.

THE WIRELESS GLOBAL CONGRESS BRINGS TOGETHER THE LEADING PLAYERS FROM WIRELESS CARRIERS AND CONNECTED CITIES ECOSYSTEMS' ALL UNDER ONE ROOF.

We tailor packages to suit your needs, helping you to define your position within the Wireless industry and develop the right relationships with the right people.

For sponsorship opportunities contact:
events@wballiance.com



SPEAKING

KEYNOTE ADDRESS
CASE STUDY
PANEL PARTICIPATION



EXHIBITING

EXHIBITION BOOTH
DEMO STATION



ADVERTISING

CANARY PACKAGE
TOWER PACKAGE
PICCADILLY PACKAGE
KENSINGTON PACKAGE
CHELSEA PACKAGE



NETWORKING

RED CARPET
CHAMPAGNE NETWORKING (WEDS)
INNOVATION LOUNGE
REVIVE (COFFEE)
RUBY (LUNCH)
NETWORKING RECEPTION (TUESDAY)



BRANDING

LANYARD
LIVE VOTING
REGENCY PACKAGE

WHO SHOULD SPONSOR

**IoT DEVICE
VENDORS**

**DEVICE & CHIPSET
MANUFACTURERS**

**WEARABLES
PROVIDERS**

SYSTEM VENDORS

**INFRASTRUCTURE
VENDORS**

TESTING HOUSES

**CLIENT & APP
DEVELOPERS**

**INFRASTRUCTURE
INTEGRATORS**

**ROAMING HUBS &
PARTNERS**

**HARDWARE
MANUFACTURERS**

**INTERCONNECT
PLAYERS**

**NETWORK
INTEGRATORS**

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.

SPEAKING OPPORTUNITIES

If you've been driving industry shaping development in one of the areas we are discussing at this year's event, we want to hear from you.

Each year we invite key industry leaders who are pioneer's in their area to share exclusive insights and updates with the Wireless Global Congress audience. If you have first-hand experience implementing, managing, or developing innovative programs, processes or systems with the themes of the congress, we'd like to hear from you.

Here's how you can get involved:

GIVE A
PRESENTATION

SHARE A
CASE STUDY

BE A PANELLIST

LEAD A
ROUNDTABLE
DISCUSSION

KEY SPEAKING TOPICS

Future Networks Convergence,
5G and beyond
Shared Spectrum Solutions
Next Gen Wi-Fi
Spectrum & Policy
Connected & Smart Cities
New SP Ecosystem Boundaries
Wireless Solutions for IoT (Licensed & Unlicensed)

SPEAK AT THE WIRELESS GLOBAL CONGRESS

Get in touch with our team at events@wballiance.com and submit a paper with your topic suggestion and contact, and we'll call you to discuss it further.

WBA also offers a range of sponsorship opportunities for the Wireless Global Congress. Take advantage of a range of opportunities at Wireless Global Congress to share your thought leadership and expert insights in order to elevate the exposure you get from the event. and elevate the exposure you get from the event.

Get in contact with our team to review the options.

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WHO WE ARE AND WHAT WE DO

Building on our heritage of NGH and carrier Wi-Fi, WBA drives and supports the adoption of Next Generation Wi-Fi 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.

OBJECTIVES

Accelerate Next Gen Wi-Fi across existing and new ecosystems and market opportunities

Empower connected cities ecosystem through best practices and public-private collaboration

Champion the Licensed convergence and co-existence of Licensed & Unlicensed Wireless services

Promote innovation using Wi-Fi & unlicensed (in IOT, Big Data etc) with ventures & investors

Advocate WBA agenda globally & influence spectrum, security, privacy & regulatory policies

PROGRAMS

1 - NEXT GEN WI-FI

2 - CONNECTED CITIES

3 - UNLICENSED MEETS LICENSED

4 - WIRELESS INNOVATION

5 - PUBLIC ADVOCACY

HIGHLIGHTS OF WBA'S WORK

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

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

2017 PROJECTS AND PROGRAMMES:

Become a member and participate in members-only programmes, projects and working groups. 2017

PROJECTS INCLUDE:

1. IoT Dynamic Roaming
2. Carrier Wireless Services Trial (NGH baseline, Wi-Fi Calling, QoS, Policy Interworking - ANDSF/HS2.0)
3. Wi-Fi Calling End-to-End System Standardization
4. Wi-Fi Deployment Guidelines
5. NGH Provisioning Standardization
6. Unlicensed LTE Deployment Guidelines
7. Unlicensed LTE Trial (LWA, LWIP, MulteFire)
8. Role of Wi-Fi in the 5G Era (Interfaces & Evolution)
9. Security over Untrusted Wi-Fi Networks
10. LBS Services Standardization & Trial
11. Multi Network Connectivity Trial

JOIN THE WORLD'S MOST INFLUENTIAL WIRELESS ADVOCATE:

Contact:
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