

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

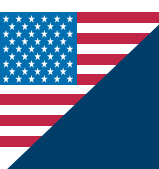
Wi-Fi Monetization Strategies

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: 6 Exclusive Workshops on:
Wi-Fi Monetization • Policy, Identify & Security • Wi-Fi Deployment Best Practices • Connected City Network Densification in the 5G Era • NGH for Carriers, Cities & Enterprise Segments



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



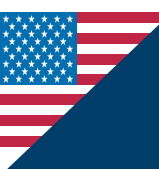
2 Plenary Keynote Mornings



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:

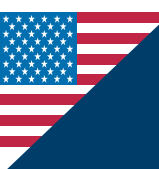
End-to-end service enablement | Wi-Fi monetization strategies
Customer experience in a convergence era | Connected cities roadmap

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 TH NOVEMBER 2017			TUESDAY 14 TH NOVEMBER 2017		
Member Working Sessions		MORNING	Member Working Sessions		
Member Working Sessions		AFTERNOON	Member Working Sessions WBA Board Meeting		
—		EVENING	WBA Board Dinner		

CONFERENCE DAY 1 WEDNESDAY 15 TH NOVEMBER			CONFERENCE DAY 2 THURSDAY 16 TH NOVEMBER		
CHAIRMAN OPENING REMARKS CEO WELCOME ADDRESS KEYNOTE 1 KEYNOTE 2 KEYNOTE 3			CO-CHAIRMAN'S OPENING REMARKS KEYNOTE 1 KEYNOTE 2 EXECUTIVE FIRESIDE CHAT #CREATEFUTURENOW WBA JUNIORS PANEL		
COFFEE BREAK & INNOVATION STAGE DEMOS			COFFEE BREAK & INNOVATION STAGE DEMOS		
KEYNOTE 4 KEYNOTE 5 KEYNOTE 6 WBA INDUSTRY AWARDS			KEYNOTE 3 KEYNOTE 4 KEYNOTE 5 EXECUTIVE PANEL		
LUNCH & NETWORKING BREAK			LUNCH & NETWORKING BREAK		
CABLE INDUSTRY TRACK	CONNECTED CITY TRACK	HOSPITALITY & ENTERPRISE WIRELESS SERVICES TRACK <small>NEW</small>	WI-FI MONETIZATION	NETWORK DENSIFICATION IN THE 5G ERA	NGH FOR CARRIERS, CITIES & ENTERPRISE SEGMENTS <small>NEW</small>
COFFEE BREAK			COFFEE BREAK		
(CONTINUED)	(CONTINUED)	(CONTINUED) <small>NEW</small>	POLICY, IDENTIFY & SECURITY	WI-FI DEPLOYMENT BEST PRACTICES	CONNECTED CITY <small>NEW</small>
DRINKS & NETWORKING RECEPTION			WBA ACCELERATOR		



MEMBERS-ONLY WORKING SESSIONS

13TH & 14TH NOVEMBER

FOR WBA MEMBERS ONLY

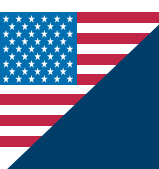
TIME	Day 1 - Monday 13 th November
8.00-9.00	New Members Training
9.00-10.00	WBA Project Updates
10.00-10.20	Business Workgroup
10:20-10:50	Coffee-Break
10.50-12.00	Wi-Fi Calling End-to-End System Standardization
12.00-12.30	CTO Workgroup
12.30-13.30	Lunch
13.30-14.30	Testing & Interoperability Taskgroup
14.30-15.40	NGH Provisioning Standardization
15.40-16.00	Coffee-Break
16.00-16.30	Carrier Wireless Services Certification
16.30-17.00	Wi-Fi Deployment Guidelines
17:00-18:00	Roaming Workgroup (Sustainment)

TIME	Day 2 - Tuesday 14 th November
8.30-9.00	Board Presentations
09.00-10.20	5G Work Stream (Wi-Fi and unlicensed wireless impact)
10:20-10:50	Coffee-Break
10.50-12.00	Connected City Blueprint Taskgroup
12.00-12.30	Market Workgroup
12.30-13.30	Lunch
13.30-14.30	Internet of Things (Roaming)
14.30-15.40	Wireless Security & Privacy
15.40-16.00	Coffee-Break
16.00-17.00	Policy Workgroup
17:00-18:00	Wi-Fi Monetization (Advertising)

*Please note: Timings and topics are subject to change

Interested becoming a WBA Member and joining these sessions?
Email events@wballiance.com





CONFERENCE PROGRAM DAY 1

15TH NOVEMBER

OPEN CONFERENCE

09.15 WBA Chairman Opening Remarks	Wireless Service Enablement Towards 5G
09.30 Welcome Address	09.45 Keynote 1 10.00 Fireside Chat
10.45 Coffee Break & Innovation Lounge	New Wi-Fi Monetization Strategies
	11.30 Keynote 2 11.45 Keynote 3 12.00 Keynote 4

12.15

**WIRELESS BROADBAND ALLIANCE**
DRIVING NEXT WIRELESS EXPERIENCE

WBA Industry Awards 2017

CELEBRATING ECOSYSTEM EXCELLENCE



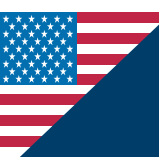
13.00 Lunch & Networking Break

Cable Industry Track	Connected City Track	Enterprise & Hospitality Wireless Services Track
In-Home Broadband 14.00 KEYNOTE 14.15 PRESENTATION 14.30 PANEL DISCUSSION Topics to be discussed include Improving Wi-Fi Coverage & Experience, and the SmartHome	Broadband Planning 14.00 KEYNOTE 14.15 PRESENTATION 14.30 PANEL DISCUSSION Topics to be discussed include Acceleration & Options for City Broadband; Requirements & Policy Mechanisms; Broadband Assets from Incumbents & Collaboration with City Authorities	Wireless Guest Experience for Hospitality 14.00 KEYNOTE 14.15 PRESENTATION 14.30 PANEL DISCUSSION Topics to be discussed include The Ultimate Guest Experience – Smart Hotel/Venue; Services & Use Cases to Address; Data Interpretation to Enhance Guest Experience
Outdoor Wireless Deployment 15.00 PRESENTATION 15.15 PRESENTATION 15.30 COFFEE BREAK 16.00 PANEL DISCUSSION Topics to be discussed include Improving Wi-Fi Coverage and Experience; Policy, Regulatory, Legal & Business Models; City & Utility Perspective	City Real Estate Management for Telecoms Networks 15.00 PRESENTATION 15.15 PRESENTATION 15.30 COFFEE BREAK 16.00 PANEL DISCUSSION Topics to be discussed include Current Challenges & Industry Evolution; Legacy Infrastructure vs Next Gen Infrastructure (Network Evolution); Requirements & Policy Mechanism	Next-Gen Wi-Fi & Monetization 15.00 PRESENTATION 15.15 PRESENTATION 15.30 COFFEE BREAK 16.00 PANEL DISCUSSION Topics to be discussed include: Next Gen Hotspot (NGH) & Monetization Models; Security, Interoperability, Roaming & Centralized Authentication; Increasing Customer Loyalty with Wi-Fi
Enterprise: Managed Services Opportunities 16.30 PRESENTATION 16.45 PRESENTATION 17.00 PANEL DISCUSSION Topics to be discussed include: Managed Wi-Fi for 5MB; Large/High-Density Venues – Neutral Host; CBRS Multefire – New Technologies & Business Models	City Wi-Fi Opportunities 16.30 PRESENTATION 16.45 PRESENTATION 17.00 PANEL DISCUSSION Topics to be discussed include: Technologies for Security & Privacy; Interoperability & Roaming; Requirements & Monetization of City Wi-Fi; Wi-Fi to tackle Urban/City Digital Divide	Enterprise: Wireless Connectivity 16.30 PRESENTATION 16.45 PRESENTATION 17.00 PANEL DISCUSSION Topics to be discussed include: Wi-Fi, Small Cells, Strategy; Enhancing Connectivity at your Office; On-boarding & Managed Services

18.00 Drinks & Networking Reception



*Please note: Timings and topics are subject to change



CONFERENCE PROGRAM DAY 2

16TH NOVEMBER

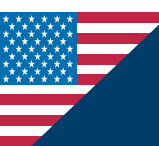
OPEN CONFERENCE

09.00 WBA Co-Chairman Opening Remarks		Customer Experience in a Converged Era	
09.15 WBA CEO Welcome Address		09.30 Keynote 1 09.45 Keynote 2 10.00 WBA Juniors Panel	
10.30 Coffee Break & Innovation Lounge		Connected World for a Better Life	
		11.00 Keynote 4 11.15 Keynote 5 11.30 Keynote 6 12.00 Panel Discussion: Women in Tech – World Wi-Fi Day	
12.45 Lunch & Networking Break			
14.00 Workshop 1 Wi-Fi Monetization		14.00 Workshop 2 Network Densification in the 5G Era	
<ul style="list-style-type: none">• Wi-Fi Roaming• Wi-Fi calling• LBS services over Wi-Fi		<ul style="list-style-type: none">• 5G densification and technology roadmap for 5G• Indoor private LTE use cases• IoT LPWAN on 5G	
		14.00 Workshop 3 NGH for Carriers, Cities, Enterprise Segments	
		<ul style="list-style-type: none">• Case studies of NGH deployment at a wide level, by carriers like AT&T, Charter and cities like NYC and San Francisco• Benefits of NGH deployment within the Hospitality/Enterprise sector; ability to monetize and offer new services• NGH/Passpoint/Wi-Fi technology evolution	
15.30 Coffee Break			
16.00 Workshop 4 Policy, Identity & Security		16.00 Workshop 5 Wi-Fi Deployment Best Practices	
<ul style="list-style-type: none">• Understanding state of the art offerings to facilitate security and identity management• Overview of the latest industry standardization bodies work on policy security and privacy• Identifying policy interoperation gaps and working towards improvements of current mechanisms		<ul style="list-style-type: none">• Wi-Fi deployment best practices• High-density Wi-Fi deployments and successful case studies• Evolution of Wi-Fi networks in terms of SDN/NFV and cloud management	
		16.00 Workshop 6 Connected City	
		<ul style="list-style-type: none">• Understand the best practices for City Wi-Fi• Role of wireless technologies for backhaul• Role of IoT for the connected city strategy	
17.30 WBA Accelerator		WBA Accelerator is a dedicated session that allows start-up and scale-up companies to pitch their business ideas and propositions to a panel of industry specialists, an audience of (invited) investors and conference attendees.	

*Please note: Timings and topics are subject to change



Interested in a speaking opportunity? Email events@wballiance.com



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 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	\$750
2 Day Working Sessions only	\$395
2 Day Full Conference only	\$395
Networking Pass	\$125

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"

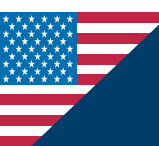
- Exhibition
- Innovation Stage
- Accelerator
- Drinks & Networking Reception

NON-MEMBERS

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

Exclusive early bird rates available.

Go to: wirelessglobalcongress.com



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



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



NEXT GENERATION WIRELESS
(5G and unlicensed)



**CONNECTED CITIES
AND INTERNET OF THINGS**



**POLICY, SPECTRUM
& INDUSTRY ENGAGEMENT**

OBJECTIVES

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

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

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

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

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