

# JOIN THE WI-FI REVOLUTION

50%  
CXO'S

400+  
ATTENDEES

38+  
COUNTRIES

210+  
ORGANISATIONS

30%+  
OPERATORS



## WIRELESS GLOBAL CONGRESS

WIRELESS BROADBAND ALLIANCE

DRIVING NEXT WIRELESS EXPERIENCE

22 - 23 MAY 2019  
ATLANTA MARRIOTT MARQUIS

20 - 21 MAY 2019  
WBA WORKING SESSIONS (MEMBERS ONLY)

Impacts & Opportunities  
for Carriers, Enterprises,  
Cities & Consumers as  
Wi-Fi 6 takes centre stage

Rising to the challenge  
of 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

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

Tackling urban challenges  
with the connected  
cities ecosystem

### ATLANTA SPONSORS INCLUDE:



[www.wirelessglobalcongress.com](http://www.wirelessglobalcongress.com)



# TAKE 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**

“ Excellent Congress, full of involved, motivated people, who contributed greatly to the learning and experience of what Wi-Fi is and will be offering. Great event, great people, great future. ” - **BT**

“ 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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**210+**  
ORGANISATIONS

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 Atlanta!**



# WIRELESS GLOBAL CONGRESS ATLANTA

## AT A GLANCE

MON 20 <sup>TH</sup> MAY 2019		TUES 21 <sup>ST</sup> MAY 2019	
<b>WBA Members' Working Sessions</b>	MORNING	<b>WBA Members' Working Sessions</b>	
<b>WBA Members' Working Sessions</b>	AFTERNOON	<b>WBA Members' Working Sessions &amp; WBA Board Meeting</b>	
<b>Informal Dinner</b>	EVENING	<b>VIP Networking Event (Invitation Only)</b>	

### CONFERENCE DAY 1 WEDS 22<sup>ND</sup> MAY 2019

**START TIME: 9:00**

#### WELCOME ADDRESS

JR Wilson, Vice President, Partnerships & Alliances, AT&T & Chairman WBA and Co-Chair of WBA

#### KEYNOTE:

4th Industrial Revolution: Power of Wi-Fi 6 in the 5G era for Carriers, Enterprises and Cities

#### OPERATORS PANEL DISCUSSION

#### NETWORKING & COFFEE BREAK (10.45)

#### KEYNOTE:

Enterprise Wireless – driving the opportunities and business case for 2019

WBA Strategy 2019 – Shrikant Shenwai, CEO WBA

Enterprise Panel Discussion

#### NETWORKING & LUNCH (13.00)

##### TRACK 1

##### CARRIER WIRELESS TRACK

WI-FI EVOLUTION & MONETIZATION: CREATING BUSINESS ADVANTAGE FOR CARRIERS AND THEIR CUSTOMERS

##### TRACK 2

##### ENTERPRISE WIRELESS TRACK

THE ULTIMATE GUEST WI-FI EXPERIENCE AND ENTERPRISE BUSINESS ADVANTAGES

**BREAK (16.00)**

**BREAK (16.00)**

HOME OF THE FUTURE: FROM IOT TO NEXT GEN IN-HOME WI-FI EXPERIENCE

OPPORTUNITIES AND CHALLENGES FOR NEUTRAL HOST: ALWAYS BEST CONNECTED

### CONFERENCE DAY 2 THURS 23<sup>RD</sup> MAY 2019

**START TIME: 9:00**

ROUNDTABLE  
**RAN CONVERGENCE  
IN THE 5G ERA**

ROUNDTABLE  
**HOSPITALITY WI-FI**

**COFFEE BREAK (10.45)**

WORKSHOP 1  
**WI-FI 6**

WORKSHOP 2  
**WI-FI ROAMING  
EVOLUTION**

**LUNCH BREAK (13.00)**

MASTER CLASS 1  
**WI-FI 6**

MASTER CLASS 2  
**BUILDING  
BREAKTHROUGH  
INNOVATION  
CAPABILITIES**

**- END (17.00)**

AGENDA MAY BE SUBJECT TO CHANGE

**DRINKS & NETWORKING  
RECEPTION**





## WHO YOU WILL MEET AT THE WIRELESS GLOBAL CONGRESS

**WBA is a Trade Association that brings to stage live projects that are shaping our industry at our events**

- Meet with the 100+ **experts across our membership** who are **leading the 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,  
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
- Local Government /Cities
- Wi-Fi Network Operators
- Infrastructure Vendors
- Device Vendors
- Chipset Vendors
- Hub Providers
- Enterprise
- Travel Hubs
- Hospitality Brands
- Software/Cloud Vendors
- Technology Vendors
- App & Network Service Companies
- Resellers & Distributors
- Aggregators
- Large Venues & Stadiums
- Transport Hubs & Airlines

# MEET OUR MEMBERS

## BOARD MEMBERS



## OPERATOR MEMBERS



## TECHNOLOGY PROVIDER MEMBERS







## WHO ATTENDS THE WBA WIRELESS GLOBAL CONGRESS?

WE GATHER **800+ SENIOR EXECS** FROM THE WIRELESS CARRIER, ENTERPRISE, AND CONNECTED CITY ECOSYSTEMS EACH YEAR

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

---

OVER **210 COMPANIES** ATTEND EACH EVENT

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

“ A great mix of business and technology discussions with **exceptional speakers**. WBA is an fantastic forum to keep up and have a say in future wireless technologies and how to make use of them ”

- Veniam

“ Great opportunity to hear from all types of CSPs on the critical role of Wi-Fi to their business evolution ”

- Strategy Analytics

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

- Accuris Networks



## WBA'S WGC ATLANTA EVENT WILL CONSIST OF:

**20-21 May: WBA Member Only Working Sessions**  
**22-23 May: WGC Open Conference**

### Exclusive Keynotes On

**4th Industrial Revolution:** Power of Wi-Fi 6 in the 5G era. For Carriers, Enterprises and Cities  
**Enterprise Wireless** – driving the opportunities and business case for 2019

### Conference Tracks & Workshops

**Wireless Carrier Track** looking at Monetization and creating business advantage for carriers and their customers AND the 'Home of the Future' – From IoT to the next generation in-home Wi-Fi experience.

**Enterprise Wireless Track** focusing on Guest Wi-Fi, the ultimate guest experience plus the business advantages & opportunities for neutral host.

### Networking

**DRINKS & NETWORKING RECEPTION ON EVENING OF WEDNESDAY 22 MAY**



### Whats New?

**ROUNDTABLE ON RAN CONVERGENCE IN THE 5G ERA | ROUNDTABLE ON HOSPITALITY WI-FI**

**WORKSHOPS ON WI-FI 6 AND WI-FI ROAMING EVOLUTION, BLOCKCHAIN & FEDERATIONS**

**EXCLUSIVE MASTER CLASS ON WI-FI 6 DEPLOYMENT GUIDELINES WITH CASE STUDIES**

**EXCLUSIVE MASTER CLASS ON WI-FI MONETIZATION STRATEGIES AND CASE STUDIES**

**AND... THE WORLD'S FIRST WI-FI 6 SHOWCASE!**

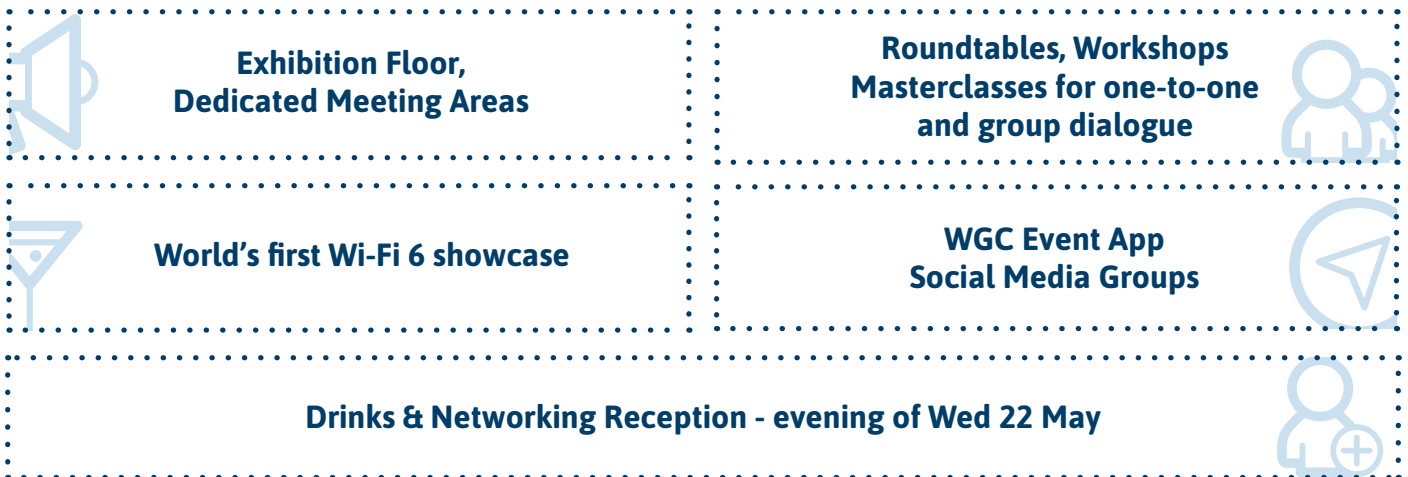






## NETWORKING OPPORTUNITIES

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.



“ The value of **global collaborative wireless knowledge** sharing at these WBA Congress events helps us all make a step change in delivery to our users ”  
- **Bristol is Open**

“ A great event to **meet and network** with the thought leaders driving the future of wi-fi connectivity ”  
- **Eleven Software**

“ Great opportunity to **network with global partners** ”  
- **City of London Corporation**



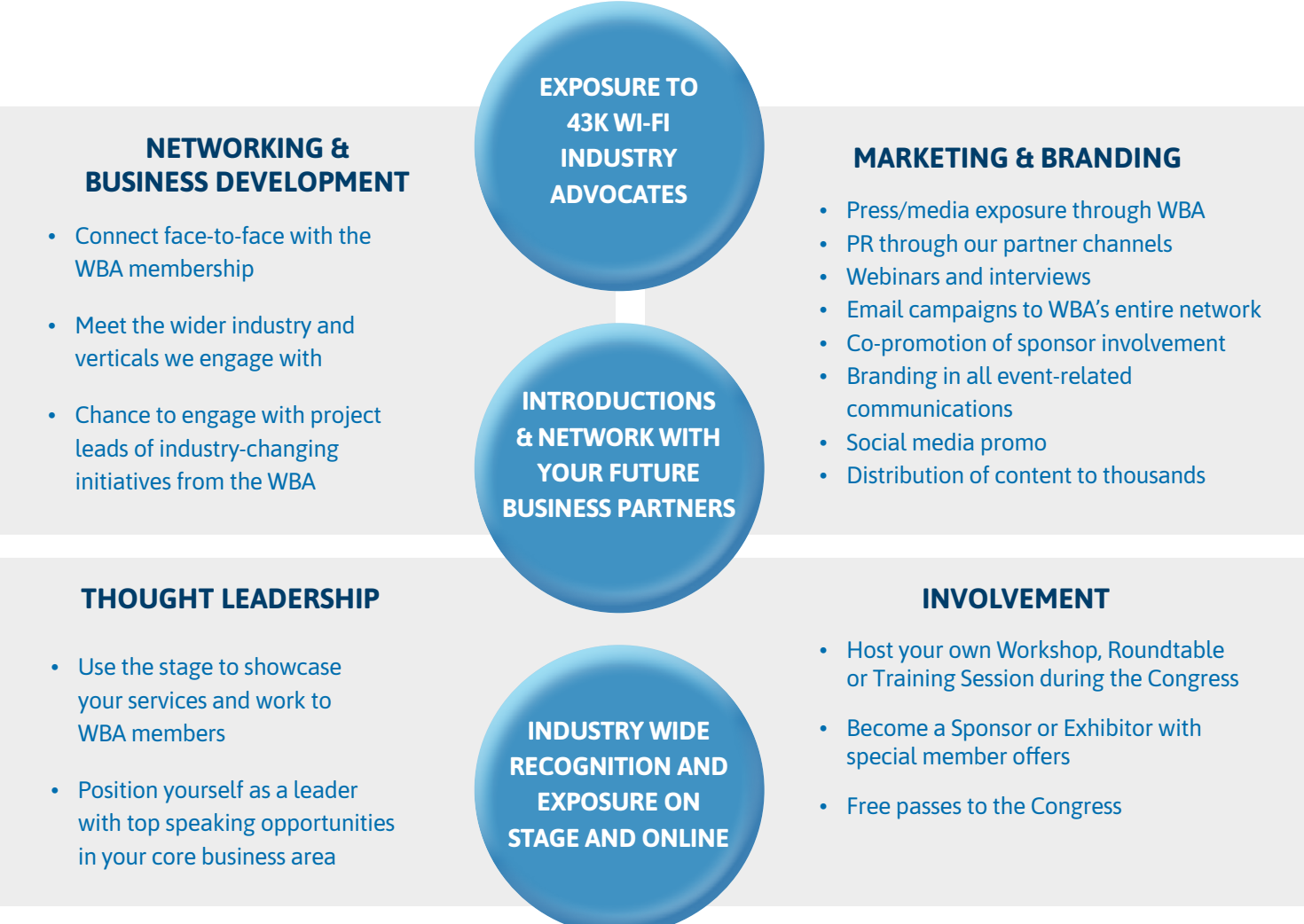
# INTERESTED IN SPONSORING?

## WHO SHOULD SPONSOR?

- 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



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





# JOIN LEADERS LIKE THESE IN ATLANTA

The latest Atlanta speakers will be available from January 15<sup>th</sup>, visit [www.wirelessglobalcongress.com](http://www.wirelessglobalcongress.com)



**ANAND OSWAL**

Senior Vice President, Engineering,  
Enterprise Networking Business

Cisco



**CHRIS BRUCE**

Managing Director

GlobalReach



**DEREK PETERSON**

CTO

Boingo Wireless



**EDGAR FIGUEROA**

CEO

Wi-Fi Alliance



**ENRIQUE FANFAN**

COO

Fon



**ERIC MCLAUGHLIN**

General Manager,  
Wireless Solutions Group

Intel



**ERIC SCHAEFER**

Senior Vice President and GM  
Communications, Data and Mobility

Comcast



**GAVIN SHELDON**

Global Vice-President  
for Connectivity

Liberty Global



**HOWARD WATSON**

CTIO

BT

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The latest Atlanta speakers will be available from January 15<sup>th</sup>, visit [www.wirelessglobalcongress.com](http://www.wirelessglobalcongress.com)



**JR WILSON**

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

Wireless Broadband Alliance  
AT&T



**JOHN FLACK**

Senior Director -  
Guest Facing Technologies

Hilton Worldwide



**KISHORE RAJA**

VP Engineering and Strategic  
Programs

Boingo Wireless



**MICHAEL SHERMAN**

Group Chief Strategy and  
Transformation Officer

BT Global Services



**PAUL MIKKELSEN**

CEO

Aptilo Networks



**RANDALL SCHWARTZ**

Founder & Principal Consultant

Wireless 20/20



**RICK WILMER**

General Manager

Arista Networks



**SHRIKANT SHENWAI**

CEO

Wireless Broadband Alliance



**TIAGO RODRIGUES**

General Manager

Wireless Broadband Alliance



WBA INDUSTRY

*Awards*  
**2019**

**CELEBRATING  
ECOSYSTEM  
EXCELLENCE**

The WBA Annual Industry Awards is a prestigious event that takes place at the Wireless Global Congress. It celebrates the talent and excellence displayed by individuals and companies within the wireless ecosystem over the past year.

Both WBA 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 of the Awards.

In 2019 the Awards ceremony will take place in Germany in October, but its never too early to start preparing; don't miss this opportunity to submit your outstanding projects or services for this prestigious Industry Awards. - **Register your interest now for WBA Industry Awards 2019**

*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 Germany in October 2019**

To find out more and  
view 2018 winners

[CLICK HERE >](#)



# MEET THE WBA EVENTS & MARKETING TEAM



**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  
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Wireless Broadband Alliance

## TO FIND OUT MORE CONTACT US:

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