



**WIRELESS GLOBAL
CONGRESS**
WIRELESS BROADBAND ALLIANCE
DRIVING NEXT WIRELESS EXPERIENCE



LIVERPOOL
EXHIBITION CENTRE, UK
27 - 30 JUNE 2016

Create The Future Now!

In the cultural hub of Liverpool **27-30 June 2016**



- Full 3-day event
- Connected City Summit
- Next Gen Wi-Fi Summit
- Wireless Innovation Summit



FEATURED SPEAKERS



Alphonso Jenkins

Deputy Commissioner
New York City



Andile Ngcaba

Chairperson of the
Wi-Fi Forum SA



Chris Bruce

Director of international sales
and consulting services, BT Global
Services and Co-Chair of the WBA



Joe Anderson

Mayor
of Liverpool



JR Wilson

Vice President, Partnerships
& Alliances for AT&T Mobility,
and Chair of the WBA



Luis Jorge Romero

Director General
ETSI



Mike Short

Vice President
Telefonica Europe



Rob van den Dam

Global Telecommunications
Industry Leader, IBM



Robin Duke Woolley

CEO,
Beecham Research



Trond Wuellner

Group Product Manager
at Google

WELCOME



We are delighted to be holding the next Wireless Global Congress at the International Festival for Business in Liverpool in the United Kingdom.

This global gathering has an international reach and a reputation for business leadership that is completely aligned with our ambitions. Through the work of Wireless Broadband Alliance (WBA) and its members, our industry is continuing to make huge strides. Next Gen Wi-Fi and other unlicensed wireless technologies are enabling the wireless ecosystem to develop new services for consumers and enterprises and to evolve new monetization strategies and business models.

I warmly invite you to join over 700 industry specialists and 60 high-level speakers & panellists at the world's leading Wi-Fi and unlicensed spectrum event. It's your opportunity to network with market leaders, meet with the thought-leaders and debate the big issues that are transforming our industry – IoT evolution and integration for connected cities, convergent technologies, the challenges and opportunities of licence exempt deployment, the drivers and business models associated with real world carrier grade Wi-Fi and rollout plan of 5G.



Shrikant Shenwai
Chief Executive Officer
Wireless Broadband Alliance



Liverpool has always been a Connected City. We created the world's first railway and the world's first enclosed commercial dock system, which still thrives today. Liverpool's success is built on supporting the innovations and technologies that create new connectivity for the future.

Liverpool has always reached out, creating trading routes across the globe echoed by the networks of our digital economies today.

This is why Liverpool and the International Festival for Business is such a fitting place for the WBA to host its Wireless Global Congress. A powerful international environment, amongst the world's thinkers, leaders, innovators and doers. We welcome you with open arms and our sincerest ambitions to work together in networking, debating and facilitating for great success.

Joe Anderson
Mayor of Liverpool



DRIVING THE WIRELESS ECOSYSTEM AGENDA FOR 2020

- Largest worldwide gathering of leaders from Next Gen Wi-Fi + City Wi-Fi Ecosystem
- Meet the thought-leaders driving convergence of Unlicensed + Licensed Wireless
- Impact of innovations in Wi-Fi & Unlicensed on Carriers, Smart Cities, IoT & 5G

Thought-provoking 3 days of conferences

- Day 1: Connected City Summit
- Day 2: Next Gen Wi-Fi Summit
- Day 3: Wireless Innovation Summit
- Exciting exhibition, Vision 2020 Showcase and Networking opportunities
- Exciting opportunities for Carriers & Cities as Unlicensed and Licensed wireless networks converge
- The Largest Wi-Fi Global Congress transforms into a unique and exciting Wireless Global Congress

Liverpool 2016 will deliver world-class networking opportunities including:

- 3-day conference
- 700-plus attendees
- Valuable sponsorship opportunities
- 60 high-level speakers and panellists
- Exhibition & innovation showcase
- VIP networking
- Members' working sessions
- Connected City Advisory Board – global gathering of thought-leaders

WBA Accelerator for start-ups & scale-ups

WHY ATTEND

- The world's leading wireless event – a 3-day conference with a packed agenda, more than 700 targeted attendees and 60 high-level speakers and panellists and the highlight of the IFB
- Outstanding networking opportunities with the world's largest and most influential technology and communications firms
- Case studies from the frontline to help you monetise services and applications
- The No.1 destination to forge new partnerships, secure new customers and access global markets
- Thought leading presentations and panels that illuminate the roadmap for 5G, Smart Cities, Internet of Things and M2M and the role of carrier Wi-Fi in driving monetization
- A technology showcase of everything new and innovative in the world of unlicensed wireless and Wi-Fi
- Practical and commercial advice on using public Wi-Fi to deliver connectivity
- A focus on the business models that supports and creates an industry vision for 2020
- Cutting edge debate on the role of NGH and unlicensed wireless in the evolution of 5G technology and requirement

Register your interest at:

wirelessglobalcongress.com

[#createfuturenow](https://twitter.com/createfuturenow)

WHO ATTENDS



700+ REGISTERED ATTENDEES



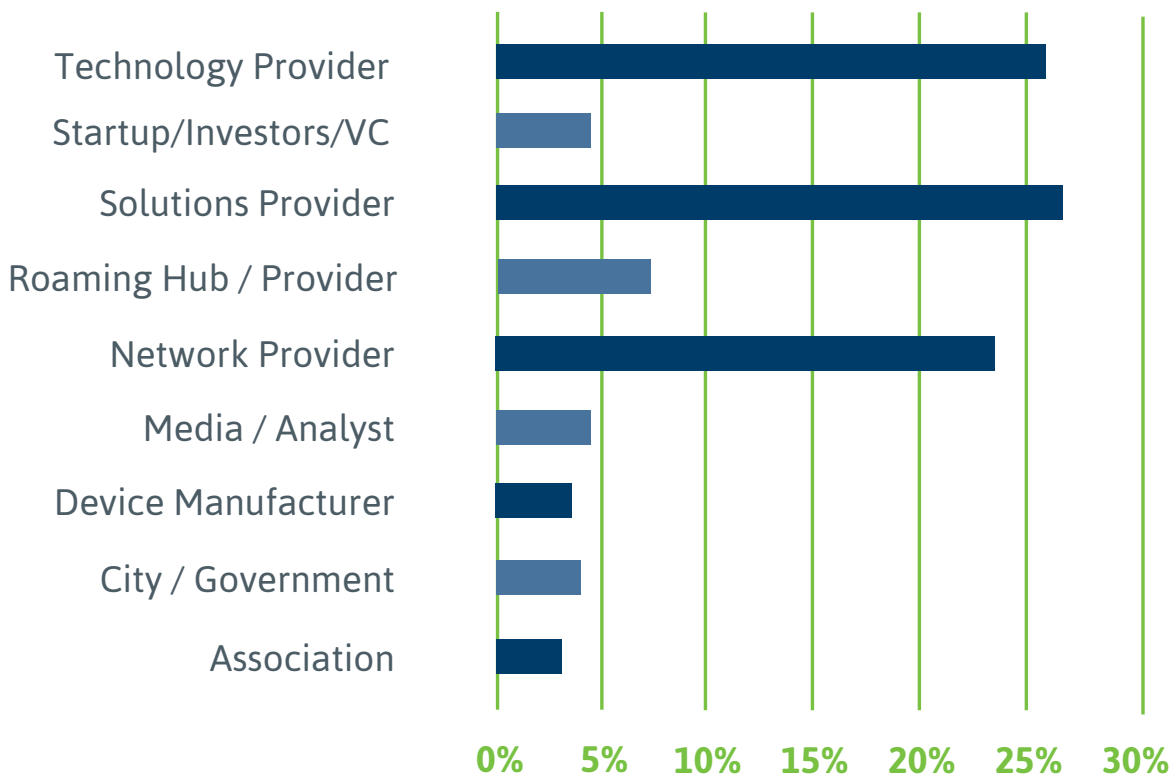
FROM **298** COMPANIES

+30 DIFFERENT COUNTRIES



They included: **112** attendees at C-level or EVP level; **111** attendees at SVP, VP or Senior Director level; **206** attendees at Director or Manager level.

ATTENDEE STATISTICS BY COMPANY TYPE





CONNECTED CITY Advisory Board

The Connected City Advisory Board (CCAB) develops, shares and promotes thought-leadership and practical framework for the social and economic development and sustainable operation of the Connected City ecosystem.

THE CONNECTED CITIES SUMMIT

By Invitation only

The Connected Cities Summit aims to develop, share and promote thought leadership and practical frameworks for the social and economic development and sustainable operation of the Connected City ecosystem for the long term benefit of all stakeholders.

The WBA is working with United Cities and Local Governments Committee of Digital and Knowledge-based Cities (UCLG-CDC), exclusive group of 200 city officials, CIOs and industry leaders together with to work closely together on the development of Connected City initiatives.

In Liverpool, City Managers and CIOs can leverage this platform to knowledge-share challenges and opportunities in the development and execution of Smart Cities, establish best practice and determine a strategy to leverage public-private partnerships. This invitation-only CCAB group encompasses representatives from major governmental and industry associations that are involved in Connected and Smart City development.

The partnership will play an integral role in the development of the Connected City Summit at the Wireless Global Congress, taking place on 28th June in Liverpool with a Welcome Drinks reception taking place on 27th June.

VIP attendees joining the WBA Wireless Global Congress will include senior executives from across all regions, including major operators (AT&T, China Telecom, NTT DOCOMO, Korea Telecom, Orange amongst others), global technology giants (Cisco, Intel, Google, Microsoft and others) as well as the CIOs and senior city officials of key cities (such as New York, San Francisco, Singapore, Mexico City, Barcelona, Delhi).



ACCELERATOR Program

In Liverpool, which has the fastest growing economy outside of London, we will once again be running the hugely successful WBA Accelerator initiative comprising two dedicated sessions that allow start ups and SMEs to pitch their businesses and products to a panel of industry specialists, an invited audience of 70 investors as well as conference attendees.

Register your interest at:
wirelessglobalcongress.com

[#createfuturenow](https://twitter.com/createnow)

CONGRESS OVERVIEW

	Morning	Afternoon	Evening
Monday 27th June	WBA Members Meetings		
		Connected Cities Advisory Board (By Invitation Only)	Connected Cities Networking Reception (By Invitation Only)
Tuesday 28th June	WBA Members Meetings		
	Connected City Summit*		
		Vision 2020 Innovation Showcase	
Wednesday 29th June	Next Gen Wi-Fi Summit		Gala Dinner
	Vision 2020 Innovation Showcase		
	Exhibition		
Thursday 30th June	Wireless Innovation Summit		
	Vision 2020 Innovation Showcase		
	Exhibition		

VISION 2020 INNOVATION SHOWCASE

- Wireless Global Conference 2016 Liverpool is set to demonstrate cutting-edge innovations in Smart Cities, IoT, Next Gen Wi-Fi and unlicensed wireless.
- Based on the theme 'Wireless Innovations for Smart Cities', the Vision 2020 Innovation Showcase is a single dedicated area where network operators, cities, developers, etc. congregate to make a dynamic presence.
- By showcasing in one designated area, attending (city) delegates, attendees and exhibition visitors will easily and conveniently be able to view your products and services.
- Participating companies will benefit from additional media and PR attention through targeted WBA media campaigns, highlighting the innovations on display.

Register your interest at:
wirelessglobalcongress.com

Pass	Early Bird deadline: 15th April	Regular Price
2 day Pass** 29th - 30th June Only	\$950	\$1,350
Gala Dinner Pass 29th June Only	\$200	\$200

*The Connected Cities Summit on 28th June is by invitation only

**Please note, the 2 Day Pass does not include a Gala Dinner Pass

PRESS & ANALYST REGISTRATIONS

If you have any queries regarding your Press & Analysts registration, please contact the WBA PR team at:
pr@wballiance.com

WBA MEMBER REGISTRATIONS

All WBA General Members are entitled for 3-Full Conference Passes, please contact WBA Membership Services for registration.

If you need any support on members registration, please contact:
membership@wballiance.com

SPONSORSHIP OPPORTUNITIES

at Wireless Global Congress

Wireless Global Congress offers a wealth of unique sponsorship opportunities to ramp up your visibility in the Wireless eco-system and forge the relationships that grow your sales pipeline.



REASONS TO SPONSOR:

- **Meet with industry experts** from all parts of the Wireless ecosystem including: wireless broadband operators, suppliers, roaming partners, infrastructure, system vendors and device manufacturers
- **Gain wider exposure** through the scale of the internationally recognized International Festival for Business event marketing campaigns
- **Benefit from meaningful discussions** with potential partners during scheduled 1-to-1 meetings
- **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
- **Expand your outreach** through our VIP Networking Management Service

Packages are tailored to your needs, so contact us to discuss your requirements and how you wish to interact with this senior audience.

We will work with you to make sure the package we offer meets your individual business aims.

To find out more contact:
events@wballiance.com





LIVERPOOL

EXHIBITION CENTRE, UK

27 - 30 JUNE 2016



THE CITY OF LIVERPOOL

Not only does Liverpool's International Festival for Business deliver world-class transport, venue and accommodation infrastructure to support the Wireless Global Congress 2016, but the City of Liverpool is a compelling waterfront destination in its own right.

With its unique attractions, peerless heritage, renowned sport offerings, unrivalled musical heritage and famously warm welcomes, Liverpool is the ideal destination to visit and explore. With the largest collection of museums and galleries anywhere outside of London, Liverpool's culture and heritage are at the very heart of the city.

You'll find a fantastic selection of things to do, places to visit and exciting events. If you're looking for the best in dining during your visit, Liverpool has everything you could think of, from sleek restaurants to independent pubs and bistros, family dining and sumptuous afternoon teas.

HOW TO GET HERE:

International Travel:

Manchester Airport is only 45 minutes from Liverpool city centre and offers many direct long haul routes in to the North West. Carriers include British Airways, Emirates, Etihad and KLM.

www.manchesterairport.co.uk

European Travel:

Liverpool John Lennon Airport is only nine miles from Liverpool city centre and offers over 60 inbound UK and European routes. Carriers such as easyJet, Ryanair, Wizz Air, FlyBe and Blue Air offer convenient and cost effective air travel from most major European cities.

www.liverpoolairport.com

Rail:

Travelling to Liverpool by train has never been easier or faster, when it's only 2 hours 13 minutes from Central London on Virgin Trains' state-of-the-art tilting Pendolino trains.

www.virgintrains.com

RECOMMENDED ACCOMMODATION:

Jurys Inn, Liverpool

Early Bird Rates - Cut off date 31st March 2016

£117 B&B Single | £127 B&B Double

Visit www.wirelessglobalcongress.com to book the hotel

To discover more about what
Liverpool has to offer:

www.visitliverpool.com