

## 2018 MOBILE CARRIERS SHOW

March 27 – 29, 2018

Caesar's Palace; Las Vegas

*Please note: Schedule of Events is updated every Friday afternoon Eastern Time.*

### Monday, March 26

TBD

Wireless Repair Expo 2018 Welcome Reception\*

**Location:** TBD. Please check MCS 2018 app for location day of.

*\*Open to all Wireless Repair Expo and MCS attendees*

### Tuesday, March 27

10:00am – 6:00pm

Registration Open

**Location:** Registration, Bacchus, Promenade Level, Caesars Palace Conference Center

12:00pm – 5:00pm

Wireless Repair Expo 2018

**Location:** Roman Ballroom, Promenade Level, Caesars Palace Conference Center

1:00pm – 5:00pm

The New Business Model: When Mobile, Fixed Wireless, Cable, Satellite and Small Cells Converge

*Produced by: The Besen Group*

*Sponsored by: Limitless Mobile, Marashlian & Donahue, PLLC*

**Location:** Florentine I, Promenade Level, Caesars Palace Conference Center

The convergence of fixed and mobile technologies jointly with cable, satellite and small cells will introduce innovative business models in 5G based on licensed, unlicensed and shared spectrum. The seminar will host leaders who will share their strategies, business models and key success factors to deliver a new customer experience in the converged eco-system.

The seminar will provide an in-depth look at multiple small cells deployment models based on Citizens Broadband Radio Service (CBRS) and millimeter wave spectrum bands with different geographical rollout approaches.

The Besen Group will present case studies on Altice USA, Charter Communications, Facebook Terragraph, and Globalstar.

*Agenda and speakers are subject to change without notice.*

2:00pm – 5:00pm

Topgolf with CCA

*Sponsored by: IDI Billing, Interop Technologies, Transaction Network Services, ZTE*

**Location:** Topgolf, MGM Grand, 4627 Koval Lane, Las Vegas, NV

Join CCA for an exciting afternoon at Topgolf Las Vegas! Enjoy a round or two with your fellow CCA attendees at this one-of-a-kind networking event while relaxing and enjoying food and beverages. Fun prizes will be awarded to the "top" golfers. Not a golfer? No problem! Golfing is not required, and the venue offers a comfortable networking area for folks that just want to mix-and-mingle.

3:00pm – 6:00pm Exhibit Hall Setup (Exhibitor Move-In)  
**Location:** Forum Ballroom, Pool Level, Caesars Palace Conference Center

5:00pm – 7:00pm Wireless Repair Expo 2018 Reception\*  
**Location:** Roman Ballroom, Promenade Level, Caesars Palace Conference Center  
*\*Open to all Wireless Repair Expo attendees and all MCS exhibitors*

### **Wednesday, March 28**

7:00am – 8:30pm Registration Open  
**Location:** Registration, Bacchus, Promenade Level, Caesars Palace Conference Center

7:00am – 10:00am Exhibit Hall Setup (Exhibitor Move-In)  
**Location:** Forum Ballroom, Pool Level, Caesars Palace Conference Center

7:30am FierceWireless Executive Breakfast  
*Sponsored by T-Mobile*  
**Location:** Roman Ballroom, Promenade Level, Caesars Palace Conference Center

8:00am – 9:00am FierceWireless Executive Breakfast Panel  
*Sponsored by T-Mobile*  
**Location:** Roman Ballroom, Promenade Level, Caesars Palace Conference Center

The industry is buzzing with talk of 5G, which is an entire reinvention of the network. But there are many other components to meet growing network demands on the way to 5G, including dedicated IoT technologies, virtualization, licensed and unlicensed spectrum, Massive MIMO and infrastructure changes, to name a few. Operators are tapping into all of these tools to make our 5G future a reality. This panel will examine what methods are being implemented today, what needs to be done and what's in the offing for tomorrow.

**Monica Allevan**, Editor, FierceWirelessTech – moderator

9:15am – 10:00am **Sponsored Seminar 1**  
*Sponsored by Comtech Telecommunications Corporation*  
**Location:** Florentine I, Promenade Level, Caesars Palace Conference Center

9:15am – 10:00am **Sponsored Seminar 2**  
*Sponsored by Fortegra*  
**Location:** Florentine II, Promenade Level, Caesars Palace Conference Center

9:15am – 10:00am **Sponsored Seminar 3**  
*Sponsored by Corporate Dynamics*  
**Location:** Florentine III, Promenade Level, Caesars Palace Conference Center

10:00am – 10:15am Coffee Break  
*Sponsored by ZTE*  
**Location:** Florentine Foyer, Promenade Level, Caesars Palace Conference Center

10:15am – 11:00am                      **Sponsored Seminar 4**  
*Location: Florentine I, Promenade Level, Caesars Palace Conference Center*

10:15am – 11:00am                      **Sponsored Seminar 5**  
*Sponsored by Palo Alto Networks*  
*Location: Florentine II, Promenade Level, Caesars Palace Conference Center*

10:15am – 11:00am                      **Sponsored Seminar 6**  
*Sponsored by NetNumber*  
*Location: Florentine III, Promenade Level, Caesars Palace Conference Center*

11:15am – 12:30pm                      **Pitch Perfect Lunch: Revenue Generating Ideas and Solutions for Carriers**  
*Location: Roman Ballroom, Promenade Level, Caesars Palace Conference Center*

Six sponsoring companies will face off in a pitch competition on the main stage at CCA. Each company will have 6 minutes to present their product or service and explain how their solution will drive revenue for carriers. Attendees will hear the solution and have the opportunity to visit the presenting companies in the exhibit hall throughout the show. Attendees will vote for the winner, which will be announced in the exhibit hall on the final day of MCS 2018.

**John Dwyer, President & CEO, Interop Technologies – “Reclaim the Messaging Value Chain”**  
**Mark Landiak, President & Founder, Corporate Dynamics Inc.**

12:30pm – 5:30pm                      Exhibit Hall Open (Dessert and Coffee Served)  
*Location: Forum Ballroom, Pool Level, Caesars Palace Conference Center*

2:00pm – 2:45pm                      **Sponsored Seminar 7**  
*Sponsored by we-CCAn*  
*Location: Florentine I, Promenade Level, Caesars Palace Conference Center*

2:00pm – 2:45pm                      **Sponsored Seminar 8**  
*Sponsored by West*  
*Location: Florentine II, Promenade Level, Caesars Palace Conference Center*

2:00pm – 2:45pm                      **Sponsored Seminar 9**  
*Sponsored by NETSCOUT*  
*Location: Florentine III, Promenade Level, Caesars Palace Conference Center*

3:00pm – 3:15pm                      Associate Member Meeting (Exhibit Hall)  
*Location: Forum Ballroom, Pool Level, Caesars Palace Conference Center*

3:15pm – 5:15pm                      Exhibit Hall Happy Hour  
*Location: Forum Ballroom, Pool Level, Caesars Palace Conference Center*

5:30pm                                      Exhibit Hall Closes  
*Location: Forum Ballroom, Pool Level, Caesars Palace Conference Center*

5:30pm – 8:30pm Viva Las Vegas Party  
*Sponsored in part by TNS*  
**Location:** Roman Ballroom, Promenade Level, Caesars Palace Conference Center

## **Thursday, March 29**

7:30am – 5:00pm Registration Open  
**Location:** Roman Ballroom, Promenade Level, Caesars Palace Conference Center

8:00am – 8:30am Breakfast  
**Location:** Roman Ballroom, Promenade Level, Caesars Palace Conference Center

8:30am – 10:15am **Morning Keynotes and Excellence in Marketing Awards Presentation**  
**Location:** Roman Ballroom, Promenade Level, Caesars Palace Conference Center

10:30am – 11:20am **Session 101: The Business Case for Fixed Wireless** (Business Development Track)  
**Location:** Florentine I, Promenade Level, Caesars Palace Conference Center  
More and more we are seeing fixed wireless as a supplement to wireline services. What are the current challenges and potential solutions? This session will discuss the spectrum, the equipment and device ecosystem and how these services compare with wireline broadband solutions like cable and fiber. How do you integrate with your current network operation to create new revenue streams?  
**George Reed**, SVP, Solutions and Marketing, Huawei Technologies, USA, Inc.

10:30am – 11:20am **Session 102: Creating an Emotional Connection with Customers through Messaging** (Marketing/Customer Service Track)  
**Location:** Florentine II, Promenade Level, Caesars Palace Conference Center  
Every business wants to win customer loyalty. In this session, you will learn how staying true to your company's mission and vision, and understanding your audience is critical to crafting authentic messages that build emotional connections for your brand.

10:30am – 11:20am **Session 103: IMS & VoLTE** (Technical Track)  
**Location:** Florentine III, Promenade Level, Caesars Palace Conference Center  
IMS services present several challenges including new infrastructure and tools, intermediary steps for ensured quality and interoperability, as well as the financial implications to implement. Learn from key industry leaders to get their thoughts on successful deployment options, overcoming operational complexities, and approaches for monetization using services like VoLTE, WiFi Calling, and RCS.  
**Chris Reece**, Award Solutions, Technologist – Moderator  
**Shubh Agarwal**, SVP of Strategic Marketing, Metaswitch Networks  
**Bobby Kaminski**, Director of Product Development, Illinois Valley Cellular  
**Mike Laskowsky**, Wireless Manager, United Wireless  
**Josh Wigginton**, Staff VP, Product Management, Interop Technologies

10:30am – 11:20am **Session 104: Meet the Start-Ups**  
**Location:** Florentine IV, Promenade Level, Caesars Palace Conference Center

11:30am – 1:30pm Exhibit Hall Open (Lunch is served)  
*Sponsored by Ligado Networks*  
**Location:** Forum Ballroom, Pool Level, Caesars Palace Conference Center

11:30am – 1:30pm CCA Board of Director's Meeting (Lunch is served)  
**Location:** Emperors Ballroom, Emperors Level, Caesars Palace Conference Center

1:45pm – 2:35pm **Session 201: Using Business Analytics to Prioritize Network Investment and Optimization** (Business Development Track)

**Location:** Florentine I, Promenade Level, Caesars Palace Conference Center

There is a plethora of data available to network operators. This session will discuss methods of utilizing data to improve decision making that results in a better network and improved user experience. Leverage information such as data demand, demographic profile, location of key and potential customers, churn rates, and more.

1:45pm – 2:35pm **Session 202: The Raw Truth from the Front Lines** (Marketing/Customer Service Track)

**Location:** Florentine II, Promenade Level, Caesars Palace Conference Center

What are your potential customers really saying? Come and talk with front-line retail associates who are in stores and online interacting directly with customers every day. Hear about their experiences and pain points and learn how you can connect your front-line retailers and dealers to your business decisions.

1:45pm – 2:35pm **Session 203: Network Slicing – Segmenting Networks to Meet Demand** (Technical Track)

**Location:** Florentine III, Promenade Level, Caesars Palace Conference Center

Service providers are looking at network slicing as a potential solution to improve operational efficiency for various network demands. Join this session to learn how segmenting networks can dynamically support services with varying latency and bandwidth requirements, provide flexibility to improve the customer experience, and explore the potential challenges, benefits, and opportunities it can bring to both networks and consumers.

**John Hoadley**, Director of Product Marketing, Casa Systems

1:45pm – 2:35pm **Session 204: The Race to IoT: How Spectrum Policies Can Provide a 'Run' for Competitors' Money** (Policy Track)

**Location:** Florentine IV, Promenade Level, Caesars Palace Conference Center

Closing the digital divide remains a priority of the current Administration and Federal Communications Commission. With the race to 5G and the Internet of Things ("IoT") in full swing, panelists will discuss how critical network inputs like spectrum help competitive carriers deploy ubiquitous mobile broadband networks to meet consumers' ever-increasing data demands. In particular, the panel will delve into the unique characteristics of a variety of spectrum bands, with a focus on mid- and high-band spectrum resources, and explore how recent secondary market transactions will affect this year's mobile wireless market. Experts also will discuss how spectrum could be used to deploy a variety of next-generation technologies including narrowband-IoT, which promises a connected world that will deliver precision agriculture, long-distance learning, and telehealth capabilities, to name a few. Join the conversation to determine how spectrum resources can offer the greatest return on providers' IoT investments, and how

other FCC and Administration policies, including those related to federal funding and infrastructure siting reforms, will pave the road for next-generation technologies in the year to come.

2:35pm – 2:45pm Break

2:45pm – 3:35pm **Session 301: IOT – Leveraging Smart Cities Strategies for Small Town America** (Business Development Track)

**Location:** Florentine I, Promenade Level, Caesars Palace Conference Center

There's a lot of buzz about the connected world and Smart Cities. A wide range of IoT services is being offered and there's real opportunity for small town America to leverage some of these smart city initiatives and technologies. Learn what's available, identify applications unique to rural markets, and see use-cases relevant to your business.

**Kevin Coyne, VP of Advanced Services, West Communications**

**George Reed, SVP, Solutions and Marketing, Huawei Technologies, USA, Inc.**

2:45pm – 3:35pm **Session 302: Marketing Workshop: Walk In with Ideas; Walk Out with a Game Plan** (Marketing/Customer Service Track)

**Location:** Florentine II, Promenade Level, Caesars Palace Conference Center

The proliferation of connected technologies and digital platforms has fueled consumer's expectation for instant engagement and personalization from brands across multiple platforms. Whether you have a large budget or no budget at all, this session will provide you with the latest digital marketing strategies and tools to help you plan and deliver enhanced customer experiences across varied channels.

**Eric Morhenn, VP, Business Development, LotusFlare**

**Chip Strange, Vice President, Strategy & Business Development, Mosaik**

2:45pm – 3:35pm **Session 303: Small Cells: What's the Value Proposition for Rural Markets?** (Technical Track)

**Location:** Florentine III, Promenade Level, Caesars Palace Conference Center

Small cell deployment is becoming an important part of future infrastructure build. The key is to determine where and when they can be deployed. Whether you are a small carrier deploying in a rural location or a large carrier looking to build in a 5G world, this session will address universal issues like backhaul, permitting, sit acquisition, and cost of operation.

2:45pm – 3:35pm **Session 304: Infrastructure: A Year in the Life** (Policy Track)

**Location:** Florentine IV, Promenade Level, Caesars Palace Conference Center

President Trump has provided Washington D.C. with no shortage of policy agenda items to address during his first year in the White House. A Republican-led Congress and FCC have followed suit, aggressively tackling an ambitious itinerary of priorities. With a bipartisan desire to bridge America's Digital Divide and an eye towards the future on the possibilities and opportunities offered by IoT, policymakers have renewed focus to enact meaningful policies when it comes to deploying mobile broadband networks. The key to connecting communities, especially rural ones, are reforms to infrastructure deployment processes and Competitive carriers play a critical role in reaching unserved and underserved areas. CCA spent 2017 engaging with The White House, Congress, and the FCC developing and encouraging policies to remove barriers to deployment and expedite bureaucratic processes that have delayed mobile broadband buildout in the past. Get up to speed on the all the latest policy progress, pitfalls, politics surrounding this critical issue for carriers.

3:30pm – 5:30pm                      Exhibit Hall Reception  
**Location:** *Forum Ballroom, Pool Level, Caesars Palace Conference Center*

5:30pm – 7:30pm                      Exhibitor Move-out  
**Location:** *Forum Ballroom, Pool Level, Caesars Palace Conference Center*

7:30pm                                      MCS Concludes