

2018 MOBILE CARRIERS SHOW

March 27 – 29, 2018

Caesar's Palace; Las Vegas

Please note: Schedule of Events is March 12, 2018.

Monday, March 26

TBD

Wireless Repair EXPO 2018 Welcome Reception*

Location: TBD. Please check the #MCS2018 mobile app for location announcement on 3/26.

**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 (Additional Registration Fee)

Produced by The Branding Network

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

The 5th Annual Wireless Repair EXPO 2018 is the place where the wireless device repair community comes together to learn, network, and grow. Tuesday, March 27th, from 12-5pm, we will host a general workshop session with reverse logistics industry experts addressing key performance indicators for success. The Mobile Carriers Show floor will open on Wednesday, March 28th, 12:30-6pm. Onsite, you will find the Wireless Repair EXPO specialty pavilion where we will bring together curated exhibitors showcasing the best of class in wireless repair.

Welcome reception included, Monday evening, March 26th for all registered attendees.

1:00pm – 5:00pm

The New Business Model: When Mobile, Fixed Wireless, Cable, Satellite and Small Cells Converge (Additional Registration Fee)

Produced by The Besen Group

Sponsored by Limitless Mobile, Marashlian & Donahue, PLLC, SmartViser

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 (*Additional registration fee*)
Sponsored by: Appalachian Wireless, Bluegrass Wireless, Carolina West Wireless, Chat Mobility, Crown Castle, DISH, IDI Billing, Interop Technologies, OSG Billing Services, Shentel, Southern Linc Wireless, Transaction Network Services, U.S. Cellular 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 Wireless Repair EXPO attendees and MCS exhibitors*

6:30pm – 8:30pm Six Bars of Service
Sponsored by T-Mobile

Location: *T-Mobile Signature Store: 3791 South Las Vegas Blvd, Las Vegas, NV 89109*

Five for your phone, and one for you. Come network with your fellow show attendees as T-Mobile welcomes you to Las Vegas at its new Signature Store on the Las Vegas Strip. Drinks and light fare served while you mingle, explore the latest in-store design and engage with T-Mobile’s retail team.

Your conference ID badge is your ticket in!

Space is limited. MCS attendees will be accommodated as quickly as possible.

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 (*Additional Registration Fee*)
Sponsored by T-Mobile
Location: *Roman Ballroom, Promenade Level, Caesars Palace Conference Center*

8:00am – 9:00am FierceWireless Executive Breakfast Panel: Networks of the Future, and How to Get There
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

Steve Sharkey, Vice President of Government Affairs, Technology and Engineering Policy, T-Mobile

Kevin Zvokel, Head of Networks, Ericsson North America

9:15am – 10:00am **Comtech Telecommunications Corporation Seminar: Leveraging IoT for 9-1-1**

Content Sponsored by Comtech Telecommunications Corporation

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

The Internet of Things (IoT) promises to enable objects and devices to connect and communicate data. Such innovation can have a transformative and valuable impact not only on day-to-day operations and activities but also mission-critical, lifesaving communications in the public safety industry. This session will focus on those opportunities which IoT presents to CCA members and how this network can be leveraged to deliver enhanced 9-1-1 call data during emergency situations.

Doug Kesser, Director, Sales, Comtech Telecommunications Corporation

Megan Stapleton, Director, Product Management, Comtech Telecommunications Corporation

9:15am – 10:00am **Fortegra Seminar: Wireless Repair and Customer Care**

Content Sponsored by Fortegra

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

How many cracked screens are in your existing subscriber base? What should your business be doing to keep existing devices functioning? How can you realize revenue while keeping your customers connected?

With device costs on the rise and subsidies declining, today's wireless customers are hanging on to their old equipment longer instead of springing for a new model. Is your wireless repair business exploring ways to position device life cycle options and enhance the service experience for your customers? Join our panel of industry leaders to discover how you can satisfy changing consumer preferences and boost revenue through opportunity.

Jon Mikow, Vice President, Wireless, Fortegra – moderator

Mike Barlow, National Account Manager, Wireless, Fortegra

Roger High, Vice President, New Markets, Fortegra

Michelle James, President & Owner, The Branding Network

9:15am – 10:00am **Corporate Dynamics Seminar: The Future of Wireless – Trends, Innovations and Strategies for Keeping Customers & Increasing Profit**

Content Sponsored by Corporate Dynamics

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

Join us in examining the Trends impacting the wireless industry and the Products, Services & Strategies that will help carriers to capitalize on these trends. We'll provide insights on: the Future of Wireless Retailing, Protecting Your Customer Base, Managing the Millennial Workforce, New Marketing Ideas, and How To Beat the Bigs who are encroaching on your turf.

Hear what the experts are saying about where the industry is heading and what you should be implementing NOW! If your job involves: planning strategy, directing sales efforts, reducing costs, or retaining customers and employees, you'll find this fast-moving presentation essential for increasing your company's future revenues and profits.

in the exhibit hall throughout the day. Attendees will vote for the winner, which will be announced during the morning keynote session on Thursday, March 29.

Amy McCune, Head of Customer Unit Regional Carriers, Ericsson North America – “Unleash Your Network’s Potential”

Andi Reinhard, Director of Technical Solutions for Wireless Infrastructure, ZTE – “Innovative Solutions and New Opportunities for the Rural Carrier Market”

Mark Landiak, President & Founder, Corporate Dynamics Inc. – “So What’s Your Problem?”

Griff Griffin, Technical Operations Manager, West Central Wireless (sponsored by Nokia) - "Partnering with a CCA Peer"

Tom Dowding, SVP of Sales, Huawei Technologies USA, Inc.

John Dwyer, President & CEO, Interop Technologies – “Reclaim the Messaging Value Chain”

12:30pm – 5:30pm Exhibit Hall Open (Dessert and Coffee Served)

Location: Forum Ballroom, Pool Level, Caesars Palace Conference Center

2:00pm – 2:45pm

we-CCAn Seminar: Upgrading Your Professional Story

Content Sponsored by: Union Wireless, Brightstar

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

Whether you’re looking to grow in position, develop as a leader, and/or position yourself for advancement, being a good storyteller is key.

What’s your story?

- Are you clear about where you were at your best?
- Can you concisely communicate where did you add value?
- Is your story compelling?

If you’re not confident in your responses to any of these questions, join us for this 45-minute, hands-on session with Danielle Beauparlant Moser, co-founder of bltCareers, a boutique career development firm and co-author of [FOCUS: Creating Career + Brand Clarity](#). Please join her for an interactive session — using practical and applied tools — to explore how you too can become a better storyteller.

As pre-work, if you have a professional commercial / intro / elevator pitch you’re using, bring it along as a foundation from which to build.

Danielle Moser, Principal and Practice Leader, Executive Coach, BLT Careers

2:00pm – 2:45pm

West Seminar: 911 & New Wireless Technologies: A Field Guide to Successful Deployments

Content Sponsored by West

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

New offerings like VoLTE and VoWiFi have huge implications for competitive carriers, with reliable support and management of 911 ranking near the top of list. The good news is that VoLTE and VoWiFi have emerged at a time when the location capabilities of wireless handsets have increased exponentially. However, managing these disparate locations in an optimal manner for public safety and 911 is a critical ingredient of any successful VoLTE and VoWiFi rollout. A solid plan will ensure you meet regulatory mandates, avoid costly mistakes and improve the outcomes if your subscribers need emergency assistance.

Join West’s Principal Sales Engineer, Marcus Andronici as he shares:

- Options and approaches for VoWiFi, including subscriber set-up and provisioning and the value of a proximity check during a 911 call
- Sample VoLTE E911 deployment scenarios and the impact of additional handset-based location in the 911 call flow.
- Results of West's handset-based location technology testing to improve both the speed and accuracy of delivering location data to PSAPs

Marcus Andronici, *Principal Sales Engineer, West*

2:00pm – 2:45pm

NETSCOUT Seminar: Smart Data for Service Assurance

Content Sponsored by NETSCOUT

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

Network traffic continues to explode, so how do you stay on top of it? With new services and more devices coming onto the network and over-the-top traffic consuming an ever increasing amount of network resources, carrier service providers need visibility and intelligence to manage it all. Smart data derived from network traffic and imbued with user experience gives you real-time visibility and insight to drive the performance management and monetization on your network as it continues to grow in size and complexity. Come hear how smart data can be cost effective and extensible to service assurance, business analytics and security assurance.

John English, *Director of Service Provider Marketing, NETSCOUT*

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

Sponsored by Ericsson

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 by TNS

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

Thursday, March 29

7:30am – 5:00pm

Registration Open

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

8:00am – 8:30am

Breakfast

Sponsored by Brightstar

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*

8:30am – 8:40am

Welcome Remarks by CCA President & CEO Steven K. Berry

8:45am – 9:05am

Keynote Remarks by Commissioner Mignon Clyburn, FCC

9:30am – 9:50am

Keynote Remarks by Peter Lord, Vice President, Strategic Initiatives, Oracle

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?

Sean Kinney, Editor-in-Chief, RCR Wireless News - moderator

Bill Chotiner, Head of Ran Solutions Network Evolution, Ericsson Network Products – Market Area North America, Ericsson North America

Patrick Kaiser, Director of Wireless Product Management, Huawei Technologies USA

Ryan Johnson, COO, Chariton Valley Wireless Services

Husam Shukhaidem, Sr. Consulting Sales Engineer, Nokia

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, but how do you get there? In this session, you will learn how understanding your audience is critical to building emotional connections to your brand through new customer service experiences.

Lisa Murray, Senior Manager, Integrated Marketing Communications, Interop Technologies – moderator

Greg Klimek, VP, Wireless Marketing, GCI

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

In this session you will learn:

- Why IMS is important and what are some alternatives
- What are the operational and network complexities to deployment
- Approaches to monetization

10:30am – 11:20am

Session 104: Meet the Start-Ups

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

Start-ups are revolutionizing the wireless industry, providing competitive carriers with unique offerings to compete in an ever-changing mobile ecosystem. Join this session to hear from some of the industry's most promising businesses as they present their innovative products and services, and vote on your

favorite! The winner will receive a special prize package valued at over \$10K. This session is open to all attendees.

Kim Caronchi, Director of Business Development, CCA - moderator

11:30am – 1:30pm Exhibit Hall Open (Lunch is served)
Lunch 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: Augustus I, 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.

Eric Boudriau, Vice President Head of OSS & Analytics, Ericsson

Chris Pickard, Consulting Engineer, IP and Optical Networks, Nokia

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.

Stephen Wakeling, Founder and CEO, Phobio - moderator

James Guibara, General Manager, T-Mobile Signature Store Las Vegas

Matthew Kent, Sales Manager, Choice Wireless/ATN International

Lance Tran, Mobile Expert – Signature, T-Mobile

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.

Chris Reece, Technologist, Award Solutions– Moderator

Doug Brayshaw, Director of 5G Core Solutions, Ericsson

John Hoadley, Director of Product Marketing, Casa Systems

Martin McGrath, Core Technology Manager, Nokia

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.

Monica Allevan, Editor, FierceWireless Tech – moderator

Michael Amend, Vice President, Corporate Development, T-Mobile

Jessica Gyllstrom, Attorney, Telecommunications Law Professionals PLLC

Louis Peraertz, Senior Legal Advisor, Wireless, Public Safety, International, Office of Commissioner Mignon Clyburn, FCC

Brian Regan, Senior Director, Legal, Policy & Strategy, Starry, Inc.

Edward Smith II, Partner, DLA Piper

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.

Nic Beining, Sr. Product Manager – Plans & Features, Cellcom

Dr. Brenda Connor, Head of Smart Cities and Intelligent Transport Systems, Ericsson

Kevin Coyne, VP of Advanced Services, West Communications

Vara Prasad Talari, Head of System Integration – Portfolio Management, Nokia

Join Session 301 to hear about the following key topics and more:

- Ecosystem composition for rural Smart City applications
- How operators can engage their communities to create mutually-beneficial and profitable Smart City solutions
- Lessons learned from real-world Smart City deployments

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. 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.

Drew Logsdon, *Marketing Manager at CellOne NE AZ*

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, site acquisition, and cost of operation.

Jesse Cryderman, *Executive Editor, Founder, Daily Wireless News - moderator*

John Baker, *Senior Vice President, Business Development, Mavenir*

Prakash Desai, *Head of Business Development – Small Cells, Nokia*

Colleen Hall, *Project Manager, Network Building + Consulting*

Allan Tantillo, *Senior National Director, Development and Siting Policy, T-Mobile*

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.

Rebecca Murphy Thompson, *EVP & General Counsel, CCA*

Robert Paige, *Senior Vice President of M&A, Vertical Bridge*

Monica Gambino, *Vice President of Legal, Crown Castle USA Inc.*

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