

Private LTE Seminar Media Kit



Mobile Carriers Show (MCS) 2019

[Competitive Carriers Association](#) (CCA) is headquartered in Washington DC and is committed to being the premier advocacy organization for competitive wireless carriers and stakeholders. CCA will use advocacy leadership, education, and networking opportunities to help rural, regional, and nationwide competitive carriers grow and thrive in the wireless industry. CCA represents nearly 100 competitive wireless carriers, whose license areas cover more than 95% of the nation. Mobile Carriers Show (MCS) 2019 is organized by CCA.

[Mobile Carriers Show 2019](#) provides the ideal meeting place for competitive carriers and wireless stakeholders to come together under one roof for networking, educational, and business opportunities. MCS is the only North American event to focus exclusively on smart strategies, technology innovations, and business opportunities for carriers in this increasingly mobile-driven world.

Mobile Carriers Show (MCS) offers attendees the opportunity to take a “deeper dive” into issues and challenges faced by competitive carriers. It takes place each spring in a destination city around the U.S. and boasts more educational sessions in addition to a dynamic exhibit hall.

Mobile Carriers Show’s expanded educational program, networking opportunities and exhibit floor will explore technology trends that are changing the way we work and live, and will provide a platform for companies to reach the lucrative competitive carrier market, which spends \$15 billion annually on products and services.

Mobile Carriers Show (MCS) 2019 will take place from April 8th thru April 10th at [Gaylord Rockies Resort & Convention Center](#) in Denver, Colorado along with industry innovators, tech experts and some of mobile top’s influencers.

The Besen Group will be hosting a Private LTE seminar titled “In-Depth Look at Private LTE Applications and Business Models” at Mobile Carriers Show 2019 on Monday April 8th from 1pm to 5pm in conjunction with MCS.

For the seminar registration, please visit: <http://mobilecarriers.org/the-besen-group-seminar/>.

Private LTE Seminar Draft Agenda

Monday April 8, 2019

- 1:00pm – 1:10pm: Welcome Remarks by [Steven K. Berry](#), President & CEO, CCA
- 1:10pm – 2:30pm: Presentation by [Alex Besen](#), Founder & CEO, The Besen Group
- 2:30pm – 2:50pm: Presentation by Sponsor
- 2:50pm – 3:10pm: Presentation by Sponsor
- 3:10pm – 3:30pm: Networking Break
- 3:30pm – 4:10pm: Panel: Private LTE Business Models
 - Speaking Slot for Sponsor
 - Speaking Slot for Sponsor
- 4:10pm – 4:30pm: Presentation by Sponsor
- 4:30pm – 5:00pm: Fireside Chat

Agenda and speakers are subject to change without notice.

Private LTE Seminar Description

The Besen Group estimates that the US private LTE market will grow at a compound annual growth rate of 35% between 2019 and 2023 due to the availability of new spectrum bands such as CBRS and MulteFire as well as the maturity of LTE ecosystem. This growth accounts for more than \$3 Billion by the end of 2023.

The Besen Group defines private LTE as a dedicated network for consumers, businesses and Internet of Things. Private LTE can be based on licensed, unlicensed or shared spectrum.

The Besen Group expects private LTE networks to play an important role for critical communications, industry IoT and enterprises across different vertical sectors including: education, healthcare, government, military, commercial real estate, residential real estate, aviation, railway, ground transportation, maritime, manufacturing, hospitality, cable operator, mobile operator, satellite operator, energy, mining, oil, gas, public venues, smart ports, smart cities and public safety.

In this seminar, The Besen Group will present a network as-a-service business model and an in-building cellular business model for private LTE networks.

The network as-a-service business model is being adopted by mobile operators, cable operators, satellite operators and managed service providers. The in-building cellular business model is being adopted by enterprises who are considering deploying Evolved Packet Core (EPC) on-premise, on a public cloud or as a managed service.

The Besen Group will present private LTE use cases and provide an in-depth look at the development of private LTE business case over CBRS spectrum with positive return on investment.

In the seminar, we will answer the following key questions:

- How can a mobile operator launch a private LTE service?
- How can a cable operator launch a private LTE service?
- How can a satellite operator launch a private LTE service?
- Which spectrum bands are ideal for a private LTE network?
- How to develop a comprehensive private LTE business case?
- What are key Capex and Opex assumptions for the private LTE business case?
- How to select the small cell vendor and Managed Service Provider?
- Which business model is the most appropriate for a private LTE network?
- How to dimension small cells for outdoor and indoor private LTE network?
- How to select the EPC vendor for private LTE network?
- What are challenges with private LTE networks?
- Which vendor provides the total turnkey private LTE solution?

Agenda and speakers are subject to change without notice

Private LTE Seminar Sponsorship Packages

The Besen Group offers Premiere, Corporate and Associate sponsorship packages for corporations who want to increase their brand exposure and awareness to the private LTE market. Our seminar is the only private LTE seminar dedicated to operators and enterprises who are considering launching their private LTE networks in the US. All sponsorship packages are offered on a non-exclusive first come, first serve basis.

Seminar sponsorships are separate from MCS sponsorships.

| Sponsorship Packages | Premiere | Corporate | Associate |
|--|----------------|----------------|----------------|
| Seminar Speaking Opportunities | | | |
| Presentation (30 Minutes) | ✓ | | |
| Presentation (20 Minutes) | | ✓ | ✓ |
| Panel Discussion | ✓ | | |
| Pre-Seminar Marketing | | | |
| 2 HTML Emails to The Besen Group global database more than 6,000 email addresses | ✓ | ✓ | ✓ |
| Logo on MCS 2019 Seminar Website | ✓ | ✓ | ✓ |
| Logo Inclusion in Seminar Marketing Campaigns | ✓ | ✓ | ✓ |
| Banner Advertisement on The Besen Group Website with average 11,000 monthly hits | ✓ | ✓ | ✓ |
| On-Site Seminar Marketing | | | |
| Logo on MCS 2019 On-Site Seminar Signage | ✓ | ✓ | ✓ |
| Logo on Seminar Brochure Agenda | ✓ | ✓ | ✓ |
| Logo on The Besen Group Presentation | ✓ | ✓ | ✓ |
| Passes | | | |
| The Besen Group Seminar Passes | 2 | 2 | 1 |
| Full Registration Passes to MCS 2019 | 2 | 1 | 1 |
| Post-Seminar Business Development | | | |
| Contact Details of Seminar Registrants | ✓ | | |
| Sponsorship Pricing | | | |
| Pricing | \$8,000 | \$6,000 | \$4,000 |

Payment

All payments should be made by check, wire transfer or major credit card. All sales are final.

Full payment is required prior to any seminar sponsorship.

For questions, please contact us at +1.703.981.8168 or by email to: sponsor@thebesengroup.com.

Previous The Besen Group Sponsors



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