

# 2017 MOBILE CARRIERS SHOW

April 5-7

Caesar's Palace; Las Vegas

## Tuesday, April 4

10:00am – 7:30pm

### **Registration Open**

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

9:00am

### **CCA Annual Golf Tournament**

*Sponsored by Branch Communications, Carolina West Wireless, Chat Mobility, Interop, iSelectMD, Nokia, OSG Billing, Sprint*

**Location:** Revere Golf Club

3:00pm – 8:00pm

### **Exhibit Hall Setup (Exhibitor Move-In)**

**Location:** August Ballroom, Emperors Level, Caesars Palace Conference Center

5:30pm – 7:30pm

### **CCA Game Night**

*Sponsored by Sprint and TNS*

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

## Wednesday, April 5

7:30am – 6:00pm

### **Registration Open**

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

8:00am

FierceWireless Executive Breakfast Opens (separate registration fee)

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

8:30am – 9:30am

### **FierceWireless Executive Breakfast: The 2017 Spectrum Pipeline**

*Sponsored by T-Mobile*

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

Spectrum has always been the lifeblood of the wireless industry, and it has become even more important as data consumption continues to soar. In addition to compiling low-band spectrum to increase their coverage footprints, operators are looking to mid- and high-band airwaves to densify their networks and ramp up capacity. And unlicensed spectrum has become a key focal point as carriers begin to enter the 5G era.

Indeed, spectrum is at the heart of some of the most important questions in the wireless market. How can carriers maximize the unique traits of each of these spectrum bands to create ubiquitous, reliable

networks? What are the best strategies for refarming spectrum for LTE and next-generation technologies? Which bands are the most valuable for 5G, and what kinds of transactions are likely to occur as carriers begin to prepare for those services? Finally, what can we learn from the results of the incentive auction of 600 MHz? Industry leaders will discuss these topics and much more as we examine strategies for maximizing network resources through spectrum.

**Colin Gibbs**, Editor, *FierceWireless* - moderator

**Eric Graham**, SVP, *Strategic Relations*, C Spire

**Gowton Achaibar**, VP, *Head of Strategy & Technology*, Ericsson

**Steve Sharkey**, VP of *Government Affairs, Engineering and Technology Policy*, T-Mobile

**Mariam Sorond**, VP of *Technology Development*, Dish

9:45am – 10:45am                      **Seminar 1: Next-Generation Security for 4G/5G Networks / Enabling the Internet of Things**

*Sponsored by Palo Alto Networks*

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

Recent events, including multiple Mirai IoT botnet attacks in the latter part of 2016, have exposed the lax security of many deployed IoT devices and the vulnerability of critical infrastructure to organized attacks. In this session, Palo Alto Networks will describe how service providers can create new revenue opportunities and provide added value to their enterprise and consumer subscribers who have deployed connected things, while better protecting their own network from IOT-related signaling storms and malicious botnet denial of service attacks.

**Peter Margaris**, Head of *Service Provider Marketing*, Palo Alto Networks

9:45am – 10:45am                      **Seminar 2: NEPA: Tribal Consultation Processes and Trends**

*Sponsored by White Buffalo Environmental*

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

Tribal consultations per the Section 106 Review process can be complex and confusing. This seminar will walk through the policies and procedures in the tribal review process, and discuss current tribal consultation trends.

**Steve McFarlin**, President, *White Buffalo Environmental, Inc.*

9:45am – 10:45am

**Seminar 3: Teaching vs. Training: Get the Most from Your Sales Team**

*Sponsored by Fortegra*

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

Every sale counts. So, you need to make sure your team is prepared to make the most of every opportunity. Yeah, you've got a training program, but is it actually training your team, or just teaching them? What's the difference? Which one should be your focus? And why does it matter? We've got the answers.

You'll leave the ring with new ideas on how to improve comprehension and retention of your teams and increase on-the-floor close rates. Strategies for effective cross selling and turning objections into wins will make this a knock out session worth attending.

**Kevin Cundiff**, VP of Retail, Fortegra

**Paul Dobbins**, National Director of Sales & Account Development, Fortegra

**Todd Pressley**, Director of Retail Sales, Fortegra

9:45am – 10:45am

**Seminar 4: Raising Capital in 2017**

*Sponsored by Hogan Lovells*

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

Peter Humphreys at Hogan Lovells will explain how you can raise capital more cheaply through receivables sales and securitization and cut costs by offering your suppliers a supply chain finance program. He'll discuss how these alternative methods of funding and cost saving can be applied in the wireless business.

**Peter Humphreys**, Partner, Hogan Lovells

11:00am – 12:00pm

**Morning Keynotes**

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

11:05am – 11:30am

**Rima Qureshi**, North American President & CEO, Ericsson

11:30am – 11:50am

Cisco

**Conrad Clemson**, SVP/GM Service Provider Platforms and Applications,

12:00pm – 6:00pm

**Exhibit Hall Open** (Lunch Available from 12:00PM – 1:15PM)

*Lunch sponsored by Ligado*

**Location:** Augustus Ballroom, Emperors Level, Caesars Palace Conference Center

2:00pm – 3:00pm

Answered

**Seminar 5: Location Accuracy and 4G E9-1-1 Solutions: Key Questions**

*Sponsored by West*

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

Competitive carriers who can leverage new technologies have the ability to deliver a better class of service to their subscribers and gain new market share. However, with the potential profits from these offerings comes serious questions about support for E9-1-1 and meeting pending regulatory requirements in a cost-effective way. Join Jerry Wilke from West's Safety Services for a closer look at

these technologies, along with a revealing discussion about the issues carriers need to be aware of as they plan their implementations and prepare for the FCC's deadlines.

In this interactive session, we'll explore:

- Meeting 4th Report & Order compliance and how West's WDLS and LPM solutions can help
- VoWiFi and what you should know before you get started
- VoLTE roaming and Direct Route

***Jerry Wilke, Customer Team Director, West's Safety Services***

2:00pm – 3:00pm                      **Seminar 6:** Launching VoWiFi Service: Practical Lessons from a Real-World Implementation

*Sponsored by Comtech*

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

Join GCI's John Myhre, along with Megan Stapleton and Greg Lathrop from Comtech Telecommunications Corp. (formerly TeleCommunication Systems, Inc.), for a public safety presentation reflecting on GCI's experience rolling out VoWiFi service in their markets. Learn how GCI managed the multiple challenges of technology implementation, regulatory compliance (such as meeting the FCC's 9-1-1 obligations), and roaming—all the while delivering exceptional customer value. This session will encourage dialogue with the audience, with the goal of providing advice and guidance from a seasoned deployment team.

***John Myhre, Vice President, General Communication Inc. (GCI)***

***Megan Stapleton, Director, Product Management, Comtech Telecommunications Corp.***

***Greg Lathrop, Program Manager, Emerging Technologies, Comtech Telecommunications Corp***

2:00pm – 3:00pm                      **Seminar 7:** Driving Demand Through Service Innovation

*Sponsored by Allot Communications*

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

Consumers on mobile devices expect more, faster, and better from their networks. Mobile network operators need to constantly innovate and evolve their networks to offer market differentiating services while enhancing the user experience. This opens opportunity for operators to generate more revenue generating data plans that allow consumers to personalize their plans to the services they use. There is proven consumer demand for these application-based data plans for personalized services in the US and around the globe. Examples of successful data plans include zero-rated music-streaming, HD video-streaming, hotspot quota, roaming quota, and network-based parental controls. These plans have proven to increase new subscriber acquisition and improve customer retention while increasing operator revenues. Now that the FCC is slightly loosening regulations, US MNOs have the opportunity to introduce these personalized application-based data plans. This presentation will discuss a variety of data plans with proven success around the globe and deployment considerations for successful service launch.

***Scott Poretsky, AVP, Solution Architecture, North America, Allot Communications***

2:00pm – 3:00pm

**Seminar 8: Navigating the TTY to Real Time Text (RTT) Transition**  
*Sponsored by Hamilton Relay*

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

Wireless carriers have had long standing obligations to support TTY communications, used by individuals who are Deaf, Hard of Hearing, Deaf Blind or have speech difficulties, within their networks.

Wireless carriers now have the option to support Real Time Text as a replacement for their TTY obligations. Learn more about Real Time Text and how a new FCC order affects wireless carriers and their customers. Join Dixie Ziegler and Jeff Knighton as they share in-depth solutions available from Hamilton Relay to help you navigate this transition.

**Dixie Ziegler**, *Vice President, Hamilton Relay*

**Jeff Knighton**, *President, Hamilton Innovations*

3:15pm – 3:30pm

**Associate Member Meeting** (exhibit hall)

**Location:** *Augustus Ballroom, Emperors Level, Caesars Palace Conference Center*

3:30pm – 6:00pm

**Exhibit Hall Happy Hour**

*Sponsored by Ericsson*

**Location:** *Augustus Ballroom, Emperors Level, Caesars Palace Conference Center*

6:00pm

**Exhibit Hall Closes**

**Location:** *Augustus Ballroom, Emperors Level, Caesars Palace Conference Center*

## **Thursday, April 6**

7:30am – 5:30pm

**Registration Open**

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

8:00am – 8:30am

**Breakfast**

*Sponsored by Brightstar & Telecommunications Law Professionals PLLC*

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

8:30am -8:40am

**Welcome Remarks**

**Steven K. Berry**, *President & CEO, CCA*

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

8:45am – 9:00am

**Keynote Remarks by Michael Poth, CEO, FirstNet**

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

9:05am – 10:00am

**Keynote Panel: Connecting America the Beautiful**

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

Millions of citizens travel to rural America each year, and some are fortunate enough to call it home.

Whether living in or visiting these locations, all deserve to connect – in fact, they need to be able to connect! Unfortunately, many remote locations still have little or no access to mobile broadband

services and some lack even basic fixed Internet connectivity. This panel of experts will discuss the challenges and opportunities in bringing wireless broadband (both fixed and mobile) to rural areas and will share their thoughts and strategies for deploying in these locations. What technologies are available now? Are technologies such as millimeter wave and 28/39 GHz spectrum viable options? How can rural markets access entertainment including movies and streaming? This session will answer these questions and more.

**Iain Gillott**, *President, iGR – moderator*

**Jay Bluhm**, *VP Network Planning, Sprint*

**David Debrecht**, *CTO, US Majors, Nokia*

**George Reed**, *Senior Vice President, Solutions and Marketing, Huawei Technologies USA*

**Stephen J. Zitnik**, *EVP and CTO, Interop Technologies*

10:00am – 10:15am

**CCA's Excellence in Marketing Awards Presentation**

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

10:30am – 11:30am

**Session 101: Profitable Opportunities in Mobile Video and Video Streaming (Business Development Track)**

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

Consumers today expect mobile video and streaming capabilities more than ever before. Carriers need to have a stake in the game to provide consumers the content they desire. Learn how to monetize the consumer driven mobile video demand; if you don't – someone else will.

**Himesh Bhise**, *CEO, Synacor*

**Linda Martin**, *President & CEO, Mobile Matterz*

10:30am – 11:30am

**Session 102: Do's and Don'ts of Network Transformation on the Road to 5G (Best in Class Migration) (Technical Track)**

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

5G evolution will present many different challenges compared to the previous migration to LTE. In order to be successful, new spectrum will be required, as well as a comprehensive network review. Join us for a session jam-packed with expert advice on how to follow the best path, and avoid the pitfalls, on the way to 5G network transformation. Key discussion points will include: taking inventory of your network requirements, now and in the future; core transformation, implementing SDN/NFV; evolving both back and front office; RAN optimization and evolution.

**Guillaume Le Mener**, *VP of Business Development, XURA*

**Rasika Abeysinghe**, *Director, 5G Leadership Team, Mobile Networks, Nokia*

10:30am – 11:30am

**Session 103: Mobile Marketing & Advertising: Is your advertising hitting the jackpot? (Marketing/Customer Service track)**

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

With attention spans shortening, new customers harder to find and your marketing budgeting tightening, carriers need to think smarter about getting new customers. This panel will consider current

challenges in the market, the latest tools and techniques in reaching customers and how to expand the relationship.

**Andi Cook**, Director of Marketing, Inteliquent - Moderator

**Tyler Davidson**, Chief Revenue Officer, CRO PushSpring

**Mike Pellegrino**, Global Business Development, iconectiv

**Timur Ruban**, CEO, Evogence Founder

10:30am – 11:30am                      **Session 104: Ch-ch-changes: How The New Administration and Congress Will Impact Competitive Carriers**

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

Times are changing as a new Administration, new Members of Congress, and new policymakers take office. As new political realities began to develop for 2017, now is the time to identify and advance competitive policy priorities. Join panelists as they provide an overview of topics at the forefront of a changing political landscape, and how competitive policies – including infrastructure deployment, access to spectrum, net neutrality, and Universal Service Funding – will be impacted.

**Mark Lowenstein**, Managing Director, Mobile Ecosystem – moderator

**Jennifer Bagg**, Partner, Harris, Wiltshire & Grannis

**Ross Lieberman**, Senior Vice President, Government Affairs, American Cable Association

**Glenn Reynolds**, Chief of Staff, Office of the Assistant Secretary, National Telecommunications & Information Administration

11:30am – 2:00pm                      Exhibit Hall Open (Lunch is available from 11:30AM – 12:45PM)  
Sponsored by Harris Wiltshire & Grannis LLP

**Location:** Augustus Ballroom, Emperors Level, Caesars Palace Conference Center

1:00pm – 3:00pm                      CCA Board of Director's Meeting

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

2:15pm – 3:15pm                      **Session 201: Subscriber Device Ownership and Finance (Business Development Track)**

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

Learn more about why a device financing program is required to retain market share and grow your customer base in today's wireless environment. Hear the experts talk about how they have launched their wireless device financing programs including opportunities and pitfalls.

**Nicholas Aldi**, Chief Operating and Financial Officer, Telispire and CEO of MobiPCS

**Mike Fleming**, Director of Strategic Development, Conversa

**Brandon Frye**, Partner, Retail Finance Solutions

**Jason Raymer**, Director of Sales, Bluegrass Cellular

2:15pm – 3:15pm

**Session 202: Maximizing Spectrum Efficiency for the Evolution to 5G**

**(Technical Track)**

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

In a world of limited spectrum, how well you use the spectrum you have can determine how successful you will be. And spectrum efficiency becomes even more imperative as we migrate to 5G and beyond. Join us in this session to learn how you can make sure you are maximizing your existing spectrum, and how you best prepare for your spectrum needs in a 5G environment.

*Diana Goovaerts, Editor, Wireless Week - moderator*

*Arun Bhikshesvaran, Vice President, Head of Strategy, Ericsson North America*

*Dave Fritz, Sr. Consulting Engineer, Nokia*

*John Hunter, Senior Director of Technology & Engineering Policy, T-Mobile US*

2:15pm – 3:15pm

**Session 203: Launching New IP Services (Marketing/Customer Service track)**

**(Marketing/Customer Service track)**

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

Launching new IP-based communications services such as VoWiFi, VoLTE and RCS requires changes in subscribers' perceptions and behavior. Effective pre- and post-launch marketing can help to minimize this transition. This panel will talk about tips, tools and strategies for driving subscriber adoption to a successful launch.

*Greg Klimek, VP of Wireless Marketing, GCI*

*Carl Smith, Product Specialist, Union Wireless*

2:15pm – 3:15pm

**Session 204: Under Construction: Influencing Infrastructure Reform and Investment**

**and Investment**

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

Both Congress and the FCC began 2017 with renewed attention on infrastructure issues. With Congress's proposed infrastructure package, the Trump Administration's keen focus on similar issues, and the FCC's inquiries regarding improving network deployment processes, the competitive wireless industry stands to markedly benefit. Focusing on job creation and economic development, competitive wireless carriers have the opportunity to connect all Americans by making mobile broadband a staple service included in any legislative or Administrative platform, incenting investment and streamlining deployment challenges. Similarly, competitive carriers will engage the Commission regarding high-priority 5G issues like access to more spectrum, network densification, and site application review. Join our policy experts to discuss efforts on how competitive wireless carriers can benefit from these changes.

*Dan Meyer, Editor-in-Chief, RCR Wireless – moderator*

*Elizabeth Barket, Law & Regulatory Counsel, CCA*

*Nesa Guendelsberger, Deputy Bureau Chief, FCC*

*Michael Lazarus, Managing Member, Telecommunications Law Professionals PLLC*

*Ken Schifman, Senior Counsel and Director, State Government Affairs, Sprint*



3:15pm – 3:30pm Break

3:30pm – 4:30pm **Session 301: 5G Business Development – The Need for Speed  
(Business Development track)**

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

Proper implementation of 5G requires more than just preparing your RAN. 5G success is not possible without the appropriate changes in other technologies and business practices. This session will present strategies and solutions to help operators manage the complexities of 5G migration. Learn from a panel of experts on how to address and overcome challenges including driving new revenues through cost-effectively delivering the bandwidth your customers will demand (including media delivery, OTT, elastic bandwidth). Timing is critical, so don't miss this discussion.

**Rasika Abeysinghe**, Director, 5G Leadership Team, Mobile Networks, Nokia

**Mark Ashford**, VP North America, CBNL

**Arun Bhikshesvaran**, Vice President, Head of Strategy, Ericsson North America

3:30pm – 4:30pm **Session 302: Small Cells in Rural Markets (Technical Track)**

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

The justification for small cell deployment in rural markets is different from large markets. This session will identify those drivers and steps needed to ensure seamless user experience. Topics will include planning, architecture, site selection, backhaul, site acquisition, integration, provisioning, optimization, and support.

**Bill Poellnitz**, President & CEO, ClearSky Technologies - moderator

**Stefan Calmerman**, Director, Network Product Solutions, Ericsson North America

3:30pm – 4:30pm **Session 303: Developing the Customer Experience  
(Marketing/Customer Service track)**

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

What does it take to meet the growing demands and expectations of today's consumer? How do you develop stickiness with your customer? How do you build and maintain relationships with users who are part family plans? What tools should you provide to customers for self-care and facilitating bill pay, ordering services or devices, issue resolution?

We will explore answers to these questions and more.

**Andi Cook**, Director of Marketing, Inteliquent - moderator

**Kevin Cundiff**, VP of Retail, Fortegra

**Robert Oberhofer**, VP of Technical Sales & Marketing, ItsOn, Inc.

**Michelle Tonietti-Goodman**, Director of Marketing & Sales Support, Bluegrass Cellular

3:30pm – 4:30pm **Session 304: Meet the Innovators: Start-Up Pitch Competition**

**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.

4:30pm – 6:30pm                      Exhibit Hall Reception  
*Sponsored in part by Syniverse*

**Location:** *Augustus Ballroom, Emperors Level, Caesars Palace Conference Center*

6:30pm – 8:30pm                      Exhibitor Move-out

**Location:** *Augustus Ballroom, Emperors Level, Caesars Palace Conference Center*

**Friday, April 7**

8:00am – 10:00am                      Networking Breakfast and Bloody Mary Bar  
*Sponsored by Appalachian Wireless, ATN, Bluegrass Cellular, Carolina West Wireless, CellularOne, Chat Mobility, DISH, GCI, iWireless, NW Missouri Cellular, Shentel, SouthernLINC, Sprint, T-Mobile, Thumb Cellular*

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

10:00am                                      MCS Concludes