

# CONNECT (X)

OCTOBER 4-7, 2021 | HYATT REGENCY | ORLANDO, FL

POWERING UNIVERSAL  
CONNECTIVITY

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# WHERE INFRASTRUCTURE MEETS **EVERYTHING**

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The leading 5G infrastructure event in North America, convening executives from commercial carriers, fixed and mobile network operators, enterprises and their infrastructure partners to invest, design, deploy and operate next generation public and private 5G networks.

**CONNECT (X)**

WHERE INFRASTRUCTURE MEETS EVERYTHING

**Participate:**

The future is 5G, and it's already happening now. WIA's Annual Convention, Connect (X), provides the ideal meeting place for carriers and wireless stakeholders to come together under one roof for networking, education, and business opportunities. Position yourself as an industry leader in the most exciting race to 5G.



ColonyCapital



*Infrastructure requirements are going to be massive. I would argue that we are going to need 10 times the infrastructure versus where we are in 4G.*

**Marc Ganzi, CEO-elect, Colony Capital, Inc.**



# Event Components

## Conference Education

More business and technology content on subject matter that can't be found at other industry events. Relevant, timely and unique, Connect (X) content and programming is focused on the intersection of new business opportunity, connectivity and 5G infrastructure.

## Technology Expo

Featuring a wide array of leading products, professional services and innovation driving the foundational infrastructure for commercial, enterprise and industrial communications.

- Open to all Attendees
- Hands-on Demos
- Hardware, Software & Systems
- Devices, Vehicles and Network Infrastructure
- Professional Services

## Networking Events

Our networking opportunities- from golf to on-the-floor exchanges and evening receptions -- encourage peer-group interaction and relationship building. This is your opportunity to reinforce your brand with a 'who's who' of insiders and corporate leaders from multiple segments in the telecommunications industry.

## Innovation in 5G Infrastructure

From new platforms to manage, monitor sites and workflow processes to the actual devices and 'things' connected to the network - innovation is occurring throughout the 5G infrastructure and enterprise community.

**Make plans to speak, sponsor and promote your products and services that are changing the game in site development, infrastructure operations and connectivity platforms.**



## Key Audiences and Stakeholders

- Network Operators: Mobile, Fixed, Industrial
- Infrastructure Providers
- CBRS & Private LTE Network Providers
- Automated & Remote Site Development
- Technology & Innovation
- Interconnect
- Edge Computing & Cloud Services
- Data Center Operators & Developers
- Connected Real Estate
- Public Safety
- Municipal & Public Sector
- Workforce, Diversity & Apprenticeship

**3,000+**  
Attendees

**300**  
Exhibitors and Sponsors

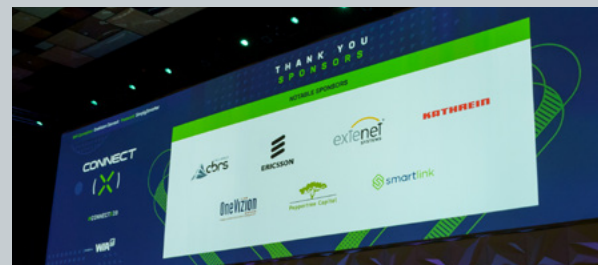
**150+**  
Facilitated  
Matchmaking Meetings

## Host Sponsorships

Elevate your brand. Position yourself as an industry leader in the most exciting race to 5G. Secure your sponsorship today!

**Premium event sponsorships provide the highest level of exposure throughout the event.**

**Stand out from your competition and strategically position your company as an industry leader.**



## Pinnacle

**M (\$50,000) NM (\$55,000)**

- 2 Panel Speaking Opportunities
- 5 VIP, 10 Full Access, 15 Exhibit
- Up to a 20x20 ft Exhibit Space
- Meeting Room
- 1 Component to 5G Demo
- Prominent Signage at Venue, on Website
- Event Welcome Signage
- Pre & Post Registration List
- 1 Whitepaper Distribution
- 1 Video Package (studio or booth)
- 1 Registration Bag Insert
- Launch Party Sponsor
- Room Drop

## Gold

**M (\$25,000) NM (\$30,000)**

- 1 Panel Speaking Opportunity
- 5 VIP, 5 Full Access, 5 Exhibit
- Up to a 10x20 ft Exhibit Space
- Prominent Signage at Venue, on Website
- Pre & Post Registration List
- 1 Video Package (studio or booth)
- 1 Registration Bag Insert

## Silver

**M (\$15,000) NM (20,000)**

- 1 Panel Speaking Opportunity
- 2 VIP, 3 Full Access, 5 Exhibit
- 10x10 ft Exhibit Space
- Prominent Signage at Venue, on Website
- Pre & Post Registration List

## Breakout Session

**M (\$15,000) NM (20,000)**

- Sponsor mentioned at open of each session
- 2 VIP, 3 Full Access, 5 Exhibit
- Prominent Signage at Venue, on Website for Category
- Logo on Screen/show guide/app/schedule/ outside breakout room
- Distribution of promotional items permitted. Plat for quantity of 220. Sponsor provides item.
- 1 day or 2 days of a track

**WIA**  M - Member | NM - Non-member

*Wireless Infrastructure Association and HetNet Forum members enjoy lower pricing on all Connect (X) sponsorships, exhibit space, and registration fees. Ask us today how you can bundle membership with your Connect (X) participation for extra savings.*

## Additional Sponsorships

### VIP Lounge

M (\$20,000) NM (\$25,000)

### Lanyards

M (\$20,000) NM (\$25,000)

### Supplier Diversity Summit

M (\$20,000) NM (\$25,000)

### Opening Reception Title Sponsor

M (\$20,000) NM (\$23,000)

### President's Reception

M (20,000)

### Hotel Key Cards

M (\$15,000) NM (\$20,000)

### Mobile App

(\$15,000) NM(\$20,000)

### Attendee Badge

(\$15,000) NM (\$17,500)

### Conference Wi-Fi

M (\$15,000) NM (\$17,500)

### Conference Coffee Stations

M (\$15,000) NM (17,500)

### Tote Bags

M (\$15,000) NM (\$17,500)

### Member Lounge (and lunch)

M (\$15,000)

### Virtual Conference/Live Stream

M (\$10,000) NM (15,000)

### Conference Pens & Notepads

M (\$10,000) NM (\$12,000)

### Snack Counter Station

M (10,000) NM (12,000)

### Hotel Room Deliveries

M (\$5,000) NM (\$6,000)

### Charging Kiosk

M (\$5,000) NM (\$6,000)

### Private Meeting Room

M (5,000) NM (\$6,000)

### Opening Reception Supporting Sponsor

M (\$5,000) NM (\$6,000)

### Video

(in booth, in studio, request interviewer)

M (\$4,000) NM (\$5,000)

### Email Blast

M (\$2,000) NM (\$2,500)

### Registration Bag Insert

M (\$2,000) NM (\$2,500)

### Mobile App Push Notification

M(\$1,500) NM (\$2,000)

### Connections Hub Advertisement

M (1,000) NM (1,500)

## Past Sponsors Include





## Exhibit

Experience the value of face-to-face meetings with attendees to build client relationships and expand your customer reach.

**The exhibit hall is open to all conference badge holders, and special events will be hosted in the exhibit hall throughout Connect (X).**



## Pricing

**Member: \$35 NSF**

**Non-Member: \$40 NSF**

**+\$250 for corner booths**

## Booth Includes

Exhibit space with 8' back wall drape and 3' high side drape

Three (3) complimentary Exhibit Hall Passes per 10'x10' booth

Company listing & profile (logo, website, email, & description) on Connect (X) floorplan

Company listing and link on the Connect (X) mobile app

## Booth Sizes

10'x10'

10'x20'

10'x30'

20'x20'

**LARGER BOOTH SIZES AVAILABLE UPON REQUEST!**

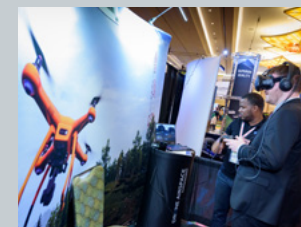
## Exhibit Hall Schedule

Tuesday, October 5, 2021

12:00 PM - 5:00 PM

Wednesday, October 6, 2021

12:30 PM - 6:00 PM





## Past Speakers Include

Connect (X) features a 'who's who' among national leaders in government, technology, innovation and connectivity – including many of the most visible public and private organizations driving a new era in digital infrastructure.



Susan Johnson, Executive Vice President - Global Connections & Supply Chain, **AT&T**



Shelley McKinley, General Manager, **Microsoft**



Dan Rabinovitsj, Vice President, **Facebook**



Chairman Ajit Pai, **Federal Communications Commission**



Niklas Heuvelodp, President and CEO, **Ericsson North America**



Neville Ray, President of Technology, **T-Mobile**



Adam Koepppe, Senior Vice President - Technology Strategy and Planning, **Verizon**



Heidi Hemmer, VP Technology, **Verizon**



Doug Smith, President and Chief Executive Officer, **Ligado Networks**



Marc Ganzi, CEO-elect, **Colony Capital, Inc.**



Charlie Ergen, Co-Founder and Chairman, **Dish**



Bala Ganesh, Vice President, Advanced Technology Group, **UPS**



Commissioner Brendan Carr, **Federal Communications Commission**



Edward Parkinson, Chief Executive Officer, **FirstNet**



General Manager IoT and Edge Services, **AWS**



## Venue

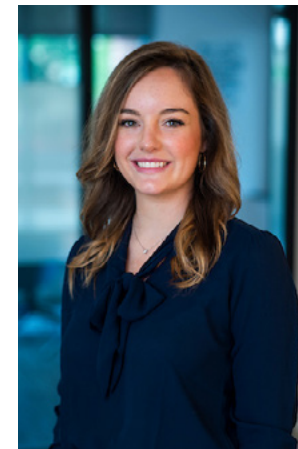
Boston is considered one of the leading technology innovation hubs in North America and is home to a vibrant community of entrepreneurs, investors, academics, technology enthusiasts and other professionals with whom to connect, collaborate and form partnerships.



**CONNECT ( X )**

AUGUST 3-6, 2021 | BOSTON, MA  
BOSTON CONVENTION & EXHIBITOR CENTER

## Contact Us



### **Sponsorship & Partner Programs**

**Hayley Dodds**

**Manager, Sales & Business Development**

**Wireless Infrastructure Association**

**Hayley.dodds@wia.org**

**540.270.3248**



### **Exhibits**

**Michael Barrett**

**Associate, Sales & Business Development**

**Wireless Infrastructure Association**

**Michael.barrett@wia.org**

**703.999.3214**



The Wireless Infrastructure Association represents the businesses that develop, build, own and operate the nation's wireless infrastructure. Members include wireless carriers, infrastructure providers, and professional services firms that collectively own and operate telecommunications facilities around the globe. Through public affairs and advocacy efforts - on the local, state and federal level - WIA works to support the widespread deployment of wireless infrastructure in order to enable wireless broadband everywhere.

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