

**Wi-Fi
NOW
2017**

Wi-Fi World Congress

EXPO & CONFERENCE

THE HAGUE, NETHERLANDS

Wi-Fi NOW Europe ★ The Hague @ World Trade Center - NH Hotels

Oct. 31
- Nov. 2
2017

BANGKOK, THAILAND

Wi-Fi NOW Asia-Pacific ★ Bangkok @ Amari Watergate

Nov.
28-30
2017

CARRIERS • ENTERPRISE • IN-HOME • CITIES • SECURITY • INNOVATION • EMERGING MARKETS

www.wifinowevents.com/europe - www.wifinowevents.com/apac

Wi-Fi NOW is a production of HETTING Inc. ©Copyright 2017. All rights reserved.

For more information contact Wi-Fi NOW at info@wifinowevents.com



Claus Hetting, CEO



Katrine Buhl, Event Director



Margrethe Clausen, Chief Admin

Our mission is simple:

We want to make Wi-Fi available everywhere, for everyone.

We do this by working with companies, organisations, and individuals, who share this goal with us. We believe Wi-Fi is the biggest telecom opportunity of this decade and the next.

We're on a remarkable journey. In only three years, Wi-Fi NOW has grown to serve more than one hundred companies and tens of thousands Wi-Fi industry individuals.

We serve this community by creating world-class events, producing exceptional Wi-Fi industry content, sharing business critical information, and connecting people of the Wi-Fi industry to each other right across this growing and diverse Wi-Fi ecosystem.

Wi-Fi NOW is your opportunity to learn, connect, and grow your Wi-Fi business in leaps.

Join us for three days of all things Wi-Fi in dynamic The Hague and exciting Bangkok this fall.

Claus Hetting
CEO & Chairman, Wi-Fi NOW

INNOVATION & OPPORTUNITY

- 
- Will new standards WiGig & HaLow strike it big?
 - Rise of the City Wi-Fi network
 - Enterprise: Engagement & big data with Wi-Fi
 - Next gen Wi-Fi for the connected home
 - Performance & innovation in radio
 - Connecting the next billion to the Internet
 - Carrier-grade Wi-Fi & Wi-Fi calling
 - Mobile & Wi-Fi convergence
 - Public Wi-Fi security

Conference:

3 GREAT DAYS OF ALL THINGS Wi-Fi

Day 1	Day 2	Day 3
CITY, ENTERPRISE, IN-HOME WI-FI	INNOVATION & EMERGING MARKETS	CARRIERS & TECHNOLOGY
Wi-Fi for the connected home, enterprise, and building next-generation City Wi-Fi networks & services	Disruption or transformation? Monetizing free Wi-Fi for emerging markets, & the world's best in Wi-Fi innovation	Mobile and fixed operators embracing Wi-Fi today - and the technology leaders making it happen

Wi-Fi NOW is the only major Wi-Fi industry conference in the world. Our speakers are leaders in Wi-Fi technology and services for the enterprise, cities, homes, and carriers. Wi-Fi NOW companies are connecting billions of consumers with Wi-Fi every day.

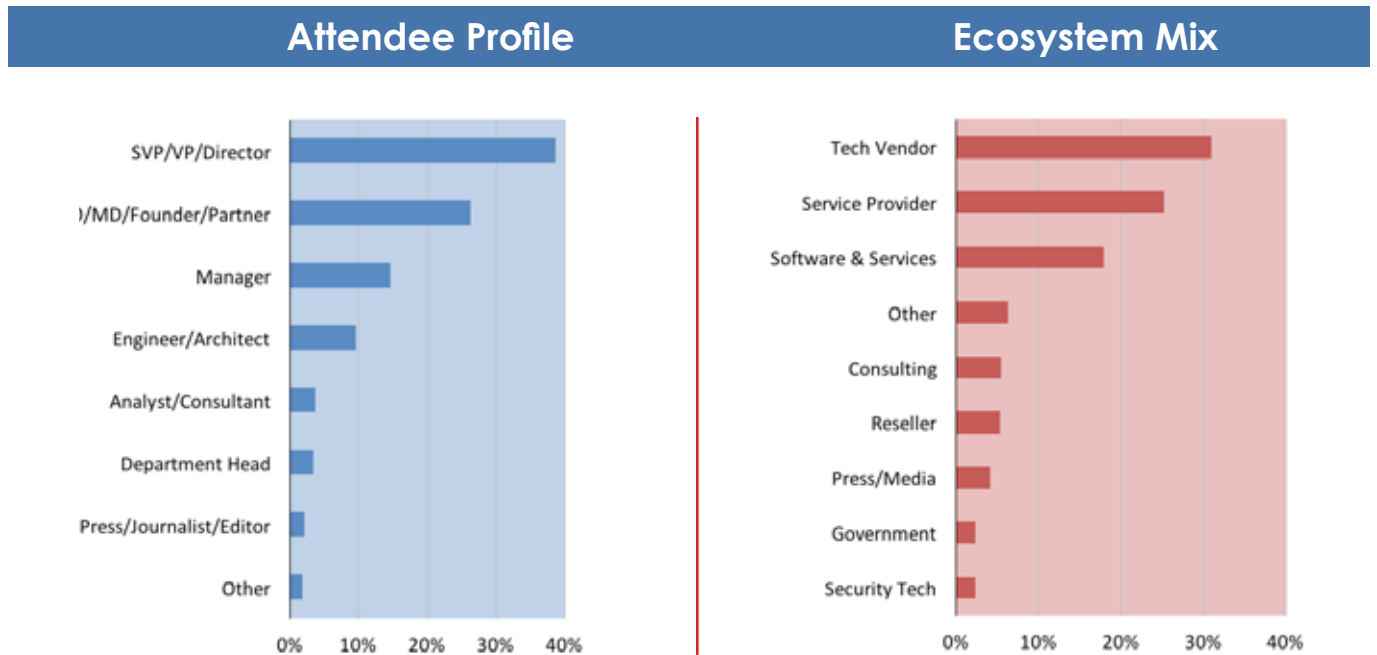
This year we are also **zooming in on emerging markets** where Wi-Fi is on track to connect the next billion people to the Internet. Wi-Fi NOW the conference is more than anything a showcase for innovation and opportunities in Wi-Fi - right here, right now.

WHO ATTENDS Wi-Fi NOW?

Meet the industry leaders and influencers

More than 70% of the attendees at Wi-Fi NOW are CxOs and VPs from service providers, tech vendors, Internet giants, enterprises, app & network service companies, resellers, distributors and analyst institutions. We also serve a growing community of passionate & innovative Wi-Fi startups.

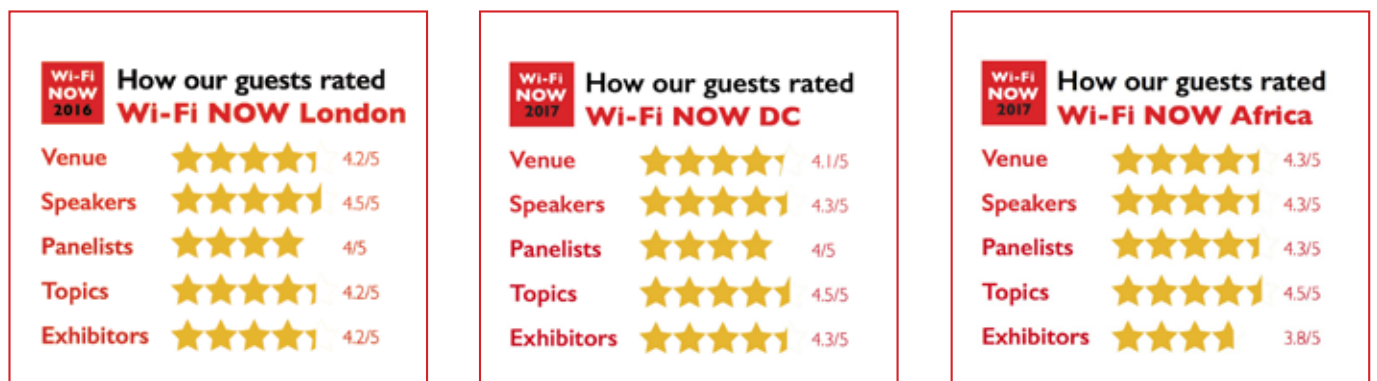
We also frequently host senior government & regulatory leaders. Wi-Fi NOW is your opportunity to connect and learn from all the great people making pro table Wi-Fi business happen all over the world.



Previous events:

Delegate ratings: Simply outstanding

We always collect feedback from Wi-Fi NOW delegates and the results have been nearly unanimous: **More than four out of five stars on average.**



Wi-Fi NOW Speakers: INDUSTRY LEADERS

Wi-Fi
NOW
2017

Wi-Fi NOW speakers are the leaders of the Wi-Fi industry. Previous speakers include FCC Commissioner Jessica Rosenworcel, Wi-Fi Alliance President & CEO Edgar Figueroa, Google product architect Sanjay Noronha, and many others.

Jessica Rosenworcel
FCC Commissioner



Sanjay Noronha
Google



Edgar Figueroa
Wi-Fi Alliance



Hervé Dupuy
European Commission



Gopi Sirineni
Qualcomm



Andrea Peiro
Comcast



Dan Rabinovitsj
Ruckus Wireless



Paul Garnett
Microsoft



Paul Ramsey
Vodafone



James Devine
Project Isizwe



Challenging industry leaders with tough questions

Can Wi-Fi disrupt the mobile industry and if so, how? How can venues and service providers monetize Wi-Fi? What are the right business models & technologies for City Wi-Fi? What's the biggest challenge in Wi-Fi and what are the real opportunities right now?



Wi-Fi NOW across the world:

PREVIOUS & SCHEDULED EVENTS

Wi-Fi NOW USA

Washington DC, April 18-20, 2017

Wi-Fi NOW Africa

Cape Town, South Africa, May 9-11, 2017

Wi-Fi NOW Europe

The Hague, Netherlands, Oct. 31 - Nov. 2, 2017

Wi-Fi NOW APAC

Bangkok, Thailand, November 28-30, 2017

Wi-Fi NOW USA

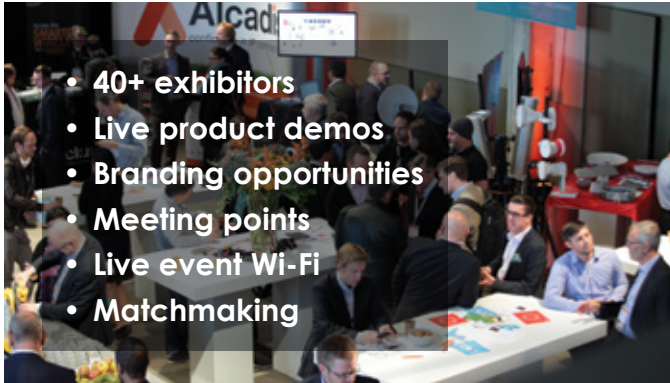
San Francisco, May, 2018

Wi-Fi NOW EXPO:

BOOST YOUR BUSINESS NOW

Wi-Fi
NOW
2017

The Wi-Fi NOW EXPO is your chance to present your Wi-Fi products to the world. More than 70 companies have already exhibited their products at Wi-Fi NOW events - and this time our expo is bigger than ever.



Wi-Fi NOW 2017 EXPO
The Hague, Netherlands, Oct. 31-Nov.2
Bangkok, Thailand, Nov. 28-30

Wi-Fi NOW EXPO services brings you branding, media exposure, & expert interviews. Our expo service is the fastest & most effective path to industry-wide recognition for your products. We use our own media channels and our own acclaimed industry expertise to get you all the exposure your products deserve.

This time we have also partnered with wireless media leaders **RCR Wireless News** to extend our reach to more than 70,000 wireless industry professionals. For more information on Wi-Fi NOW EXPO and promotional services, contact Event Director Katrine Buhl at katrine@wifinowevents.com

- **Pre-event PR push: Creation & distribution of press releases & articles**
- **Video interviews with your expert speakers**
- **Connecting you to members of the press & PR support**
- **Matchmaking service: Meet your ideal business partners & clients**
- **Distribution of content to thousands of industry professionals**

Wi-Fi NOW EXPO services are delivered in association with:

RCR Wireless
INTELLIGENCE ON ALL THINGS WIRELESS

www.wifinowevents.com/europe - www.wifinowevents.com/apac

Wi-Fi NOW is a production of HETTING Inc. ©Copyright 2017. All rights reserved.

For more information contact Wi-Fi NOW at info@wifinowevents.com

Wi-Fi NOW Europe venue:**WORLD TRADE CENTER, NH HOTELS, THE HAGUE**

The NH Den Haag hotel sits on the top of The Hague's World Trade Center building. This puts you in easy reach of both the government and business districts, and is easy to access by public transportation. Plus the historic city center is just 5 minutes away.

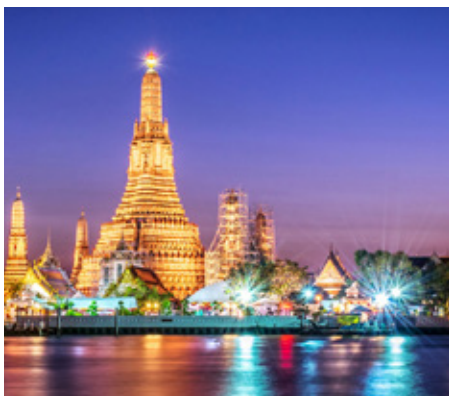
The Peace Palace*Madurodam**Mauritshuis***Wi-Fi NOW Europe venue address:**

HOTEL NH DEN HAAG, PRINSES MARGRIETPLANTSOEN 100, 2595 BR, THE HAGUE, THE NETHERLANDS, PHONE: +31 70 381 2345

For information on recommended accommodation contact us at margrethe@wifinowevents.com

Wi-Fi NOW APAC venue:**AMARI WATERGATE, BANGKOK**

Feel the excitement of Bangkok at your very doorstep. Amari Watergate Bangkok puts you in the heart of the vibrant Pratunam neighbourhood in downtown Petchburi, known for its bustling landscape of shopping bazaars and lifestyle malls. We place you just steps away from all it has to offer:

Wat Arun*Central World Shopping**Baiyoke Tower II***Wi-Fi NOW APAC venue address:**

AMARI WATERGATE, 847 PETCHBURI ROAD, THANON PHAYA THAI, RATCHATHEWI, BANGKOK 10400, THAILAND, PHONE: +66 2 653 9000

For information on recommended accommodation contact us at margrethe@wifinowevents.com

CURRENT & PREVIOUS SPONSORS

 a Hewlett Packard Enterprise company					
					
					
					
					
					
					
					
					
					
					
					
					
					
					

DRIVING YOUR BUSINESS FORWARD

There is only one reason to sponsor Wi-Fi NOW: We drive your Wi-Fi business forward. Wi-Fi NOW events deliver industry recognition, branding, exposure, networking, and exceptional opportunities to connect with new clients and partners. In short: We deliver value.



PLATINUM & GOLD SPONSORSHIPS

Exceptional opportunity to promote your company and solutions towards the decision makers. Packages include prime-time speaking slots, event-wide branding on all digital & printed media, multiple gold passes for staff and clients, prime-location expo presence, email blasts to 14,000 industry professionals, and more.



DAY & THEMATIC SPONSORSHIPS

Day sponsors exemplify exceptional industry leadership in Wi-Fi for the home, IoT (HaLow), enterprise, emerging markets, security, and carriers including e.g. Wi-Fi calling, offload, and monetization. Our day sponsors are the industry's innovators and disruptors. Packages include speaking slots, expo space, gold passes, & full promotional honours.



Q&A PANEL SPONSORSHIPS

Q&A panels are often the highlights of our conference program. They are your chance to engage directly with decision makers and demonstrate your thought-leadership. Packages include expo stand, gold passes, branding on all media, media distribution, & promotion.



WI-FI NOW EXPO

The Wi-Fi NOW EXPO is the world's one and only all-things-Wi-Fi international showcase. Product demos, live events, customer networking, meeting spaces - all expertly managed and supported by our experienced & creative event staff. We help you shine, be recognized, and build your business.

Extend your reach:

Wi-Fi NOW TV on RCR Wireless News



Claus Hetting, CEO

Every week Wi-Fi NOW CEO Claus Hetting interviews Wi-Fi industry luminaries on Wi-Fi NOW TV - the industry's number one source of up-to-date technology and business insight. On Wi-Fi NOW TV we help you extend your reach to thousands of Wi-Fi enthusiasts across the world. For more information on Wi-Fi NOW TV appearances and sponsorships, contact Claus at claus@wifinowevents.com.

Wi-Fi NOW TV is produced in association with



www.wifinowevents.com/europe - www.wifinowevents.com/apac

Wi-Fi NOW is a production of HETTING Inc. ©Copyright 2017. All rights reserved.

For more information contact Wi-Fi NOW at info@wifinowevents.com

Get the recognition you deserve: Wi-Fi NOW AWARDS

Wi-Fi
NOW
2017

This year we will be honouring the best of Wi-Fi in six categories:

1. Best Wi-Fi Innovation
2. Best In-home Wi-Fi Product
3. Best Wi-Fi Startup
4. Best Wi-Fi Service Provider
5. Best Wi-Fi Internet of Things Product
6. Wi-Fi NOW Affordable Connectivity Award

As always, our award shortlists, and winners will be selected by our panel of independent and distinguished judges. The winners will be announced & celebrated at Wi-Fi NOW in The Hague on October 31-November 2, 2017.

Get in touch with us today for details on how to enter the Wi-Fi NOW Awards.



Promotion & awareness:

Wi-Fi NOW MEDIA

Need a promotional boost? Wi-Fi NOW Media connects you to 15,000+ passionate Wi-Fi professionals. Our community of telcos, enterprises, tech vendors, VARs, system integrators, and more is the world's largest & most influential Wi-Fi target audience.

We offer guest blogs, dedicated email blasts, video interviews, and professionally crafted content - all distributed through our news and SoMe channels. Write to katrine@wifinowevents.com for details.



www.wifinowevents.com/europe - www.wifinowevents.com/apac

Wi-Fi NOW is a production of HETTING Inc. ©Copyright 2017. All rights reserved.

For more information contact Wi-Fi NOW at info@wifinowevents.com



Wi-Fi NOW

MANIFESTO

Wi-Fi EVERYWHERE, FOR EVERYONE

Wi-Fi is the connecting fabric of the Internet economy. We think Wi-Fi should be available everywhere, for everyone. That's our mission and our goal.

DIVERGENCE, NOT CONVERGENCE

All markets naturally diverge, and wireless is no different. Divergence produces diversity. So what does convergence produce? It produces uniformity, of course. We prefer diversity.

SPECTRUM SHOULD BE SHARED. AND SHARED FAIRLY

Spectrum sharing works. More spectrum must be made available for sharing because sharing creates opportunities & growth. When spectrum is shared, everyone should play by the same rules.

OPPORTUNITY IS EVERY- WHERE. JUST KEEP LOOKING

There is never a shortage of opportunities in tech and Wi-Fi produces some of the world's most promising projects and sources of disruption.

EXCELLENCE IS NOT OPTIONAL. IT'S REQUIRED

We strive to achieve highest standards no matter what we do. We help you to do the same. The Wi-Fi industry needs excellence to continue to grow.

Wi-Fi IS THRIVING. GET INVOLVED NOW

The time to get involved in Wi-Fi is now because Wi-Fi is a growth industry. Wi-Fi is only going to get more exciting, more ubiquitous, and more pervasive in coming years.

YES PLEASE: MORE UNLICENSED SPECTRUM

The world's airwaves ultimately belong to humanity, not to companies. Unlicensed means that anyone with a great idea has a real chance to build great new wireless products & services.

INVENTION IS KING. AND IT'S THE FIX TO (NEARLY) EVERYTHING

Wherever there's a problem to be solved, inventors and innovators get to work. This is especially true in the world of Wi-Fi. Invention is the fix to (nearly) every problem.

KNOWLEDGE GETS YOU TO YOUR GOAL

We share knowledge and inspiration for the benefit of all the great Wi-Fi people and companies of the world. We want to see you achieve your goals.

COMMUNITIES ARE IMPORTANT. SO IS LEADERSHIP

Wi-Fi NOW is a community. Great things can be achieved when people get together and work towards a common goal. Our goal is Wi-Fi everywhere, for everyone. If you want that too, you've come to the right community.