MOBILE WORLD CONGRESS AMERICAS
SAN FRANCISCO 12-14 SEPT 2017

THE TECH ELEMENT

www.mwcamericas.com
#MWCA17
Welcome

Mobile World Congress Americas will debut September 12-14, 2017 in San Francisco at the Moscone Center and will be the premier mobile industry event for the Americas, with representation from North, Central and South America.

CTIA Super Mobility Week will become GSMA MWC Americas, in partnership with CTIA.

Mobile is elemental
It is an essential part of how we interact, communicate, work, and play. Experiences that were once limited by time and place are now instant and effortless. Innovative technology is transforming the connected world, driving change and creating endless possibilities.

The Tech Element.

This exciting new event will highlight core mobile technologies, consumer and industrial applications in the Internet of Things, the intersection of mobile with entertainment, content and media, and the leading role of the Americas region in driving global innovation.

In 2017 we are expecting

- **30,000** attendees
- **1,000** exhibitors
- **50%** senior level attendees
- **200** press

San Francisco perfectly complements Mobile World Congress in Barcelona and Shanghai.
This year, we have developed six core event themes to assist attendees with finding the content that is most relevant to your industries, your interests, and your future visions. Use these themes to sort through the agenda and build your MWC Americas journey around targeted event content.

If recent mobile carrier acquisitions tell us anything, it is that content is king. For many service providers across the value chain how content is delivered, who by, how and who profits from it will be critical business issues in the years to come. Meanwhile, faster and more pervasive connectivity and new device formats open up new forms of entertainment and interaction, from VR headsets to Pokémon Go.

As our digital world continues to expand, through the growth in connected devices and sensors, how will users interact with their digital environment? What will they pay for and how? At the heart of this, data has become the new oil, but questions still remain around how brands and services create acceptable richer personalized services and offers tailored to the user and their context?

The wireless industry is transforming the way we live, work and play. Good public policy is critical to enabling continued investment, innovation and the 5G networks of the future. The Everything Policy track explores this intersection by bringing together industry experts and policymakers focused on today’s key wireless issues. With an emphasis on 5G, this two-day track will provide the latest policy developments on spectrum auctions, infrastructure, IoT, drones and more.

Mobile has the opportunity, and arguably the obligation, to play a massive part in accomplishing the UN’s Sustainable Development Goals. The mobile industry impacts all 17 Goals to varying degrees, with the greatest effect being felt on SDG 9 (Industry, Innovation and Infrastructure), SDG 1 (No Poverty), SDG 4 (Quality Education) and SDG 13 (Climate Action). From an enterprise perspective, what opportunities exist to build sustainable businesses in line with the Sustainable Development Goals.

The end goal of most network technology developments is to make using connectivity as ubiquitous, fast, simple and essential as breathing air. That masks a massive and increasing complexity. The astonishing thing is that, as an industry, we are starting to get there, although many hurdles – expected and unexpected – remain.

While enterprises of all kinds have used telecoms and digital services for years, the current and future scale and complexity of impact across all industries and society is profound as the Internet of things and Artificial Intelligence driven automation grows, and digital service providers play a central role in this increasingly diverse ecosystem. This will be addressed from two angles; one looking more at the application of technology (including big data and Artificial Intelligence in particular) and one looking at implementation and the evolution of business models, strategies and competitive marketplaces as digitization increases.

These six themes have been broken down into track sessions as shown here.
Featured Areas

Join us as we embark on this new chapter in September and we turn the spotlight to the innovation and growth of the mobile ecosystem in the Americas.

NEW for 2017: The Women4Tech Program! Building on the successful launch of the Women4Tech program at Mobile World Congress Barcelona, GSMA brings the Women4Tech program to Mobile World Congress Americas. This important new program designed to address the gender gap in the mobile industry is comprised of a series of events and activities – for women and men - over the three days of MWC Americas. Focused on increasing the inclusion of women in the mobile industry and showcasing best practices and industry action for female leadership in the digital age, Women4Tech supports the UN Sustainable Development Goals, particularly SDG #5 (Gender Equality). Watch this video for more information. Take part in all our Women4Tech Sessions here.

After a successful launch at Mobile World Congress in Barcelona, NEXTech is making its way to San Francisco for MWC Americas. Part of the West Hall, NEXTech is the ultimate destination for next-generation technology, featuring the most forward-thinking companies and innovative technologies that have demonstrated incredible disruption across the entire mobile ecosystem. Featured exhibitors in the NEXTech and VR/AR Zones include BICS, Bottle Rocket, Cassia, Cloud4wi, IBM, Meta, NTT Data Corporation, Qoobex, TomTom Maps, VR/AR Association, Vuzix and many more. NEXTech will highlight all facets of next-generation technology including virtual reality, augmented reality, robotics, connected & autonomous cars, artificial intelligence, and the 4th industrial revolution. See firsthand how technology is impacting the way we interact, communicate, work, and play. You won’t want to miss it!

Connecting Everyone and Everything to a Better Future

The GSMA Innovation City is one of the most popular attractions at Mobile World Congress in both Barcelona and Shanghai, welcoming over 65,000 unique visitors annually. The City plays host to leading mobile brands including AT&T, KT Corporation, MasterCard, and more.

The GSMA Pavilion (stand S.1527, located within the GSMA Innovation City) will be showcasing its key industry programs and initiatives including IoT, Mobile Connect, and Future Networks, as well as its work supporting the United Nations’ Sustainable Development Goals. The Membership team will also be based in the GSMA Pavilion; come along to find out how you can make a real difference with GSMA Membership; not just to your business but to your industry and to society. Members are invited to join us in our exclusive Members Lounge for networking and cocktails, daily from 3:00 pm - 5:00 pm. For more information on GSMA Membership please email membership@gsma.com
Wi-Fi is located throughout the venue in areas such as Networking Lounges, lobbies, and Conference/Esplanade.

Food trucks (pay-on-own) available to all attendees. Complimentary conference lunch on the Terrace for Gold/VIP Pass holders.

• Registration - Lobby
• NEXTech - Level 1
• Networking Lounge - Level 1
• Exhibition - Level 1
• Partner Programs - Level 2

• Conference - Esplanade Level
• VIP Networking Lounge - Esplanade Level
• GSMA Innovation City - Lower Level
• 4YFN - Lower Level
• 4YFN Networking Lounge - Lower Level
• Exhibition - Lower Level
• GSMA Summits and Seminars - Level 2
Discover the 4YFN Startup Event that will premiere in San Francisco at MWC Americas showcasing 150 of the latest tech startup innovations from across the globe with the support of leading corporations. The event will contain a startup innovation program on stage with startup pitches, competitions and a series of talks from leading experts, all designed to help connect the international startup community. There will also be numerous networking opportunities with investors and corporations.

4YFN PARTNERS

Gold partner

Silver partner

Bronze partner

Networking

The networking opportunities throughout MWC Americas are endless. Network with fellow attendees before, during, and after the event.

Be sure to check out these great features:
- Networking lounges in every Exhibition Hall
- GSMA Summit networking drinks
- 4YFN networking drinks
- Women4Tech speed coaching & networking
- And more!

IOT Talks:

IOT Talks are the only open theater on the MWC Americas show floor. Located within the M2M Zone within Moscone North, these talks provide a platform for thought leaders to share ideas about the wider societal impact of IOT.

MWC Americas Opening Party

You’re invited to the exciting MWC Americas official opening party featuring light food and drinks, socialization with peers, and live entertainment. Catch some of the best tunes in the city with DJ Quantum, one of the premier DJs in the Bay Area, and the Venusians. Enjoy Venusians extraordinary immersion of lush soundscapes, inspired melodies, and pulsating grooves, crafted by masters of innovative and traditional instruments both acoustic and electronic. For more information, click here.

MWC Americas Sunrise 5K Run

Start your day with a spring in your step, join the official MWC Americas 5K Run through the iconic streets of San Francisco. The 5K will take place on Wednesday September 13th and is open to all MWC Americas attendees free of charge, so invite your colleagues and industry peers to a morning mobility challenge. Thank you to the 5K Run sponsors, Globetouch and Lleida.net. For more information, click here.
#BetterFuture

The GSMA’s Better Future area will display how mobile initiatives are accelerating the UN’s Sustainable Development Goals (SDG), positively impacting lives and communities across the world. The mobile industry is the first to commit to a common purpose around SDGs, with all mobile operators in the world sharing the sentiment “connecting everyone and everything to a #betterfuture.” Positioned as a digital library and networking space, visitors can expect to see multiple operator and ecosystem initiatives addressing all 17 SDGs ranging from innovation, health, education, climate change, digital inclusion, agriculture and finance. The content displayed in Better Future highlight the life-changing initiatives that are taking place every day as a result of the mobile industry’s commitment to investment and infrastructure.

Be sure to check it out in Moscone South at stand S.628!
The MWC Americas exhibition will showcase 1,000 exhibitors through a combination of exhibition stands, pavilions and hospitality space. Country Pavilions from Brazil, Canada, China, India and Korea are already confirmed and we are seeing extremely strong support for Mobile World Congress Americas from operators and players from across the mobile ecosystem, including AT&T, Avast, China Mobile, Ericsson, Qualcomm, Samsung Electronics, Samsung Networks, Sprint, Verizon, VM Ware, and ZTE who are all committed to exhibiting at the event.
The Conference at MWC Americas will feature thought-provoking presentations from some of the mobile industry’s most influential executives, who will share their visions of the mobile industry while providing essential insights on current and future trends. The MWC Americas conference program will include a combination of keynotes, sessions, and summits, exploring the key industry trends and themes impacting the mobile market in the Americas.

For the latest information, visit www.mwcamericas.com
# Conference Overview

## Tuesday, September 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:00 am - 10:30 am</td>
<td><strong>Keynote 1:</strong> Connecting the Americas</td>
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<tr>
<td>11:00 am - 12:00 pm</td>
<td><strong>Keynote 2:</strong> Everything Policy</td>
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<tr>
<td>1:00 pm - 2:00 pm</td>
<td><strong>Content &amp; Media</strong>&lt;br&gt;Content Strategies: Value Creation and Business Models</td>
</tr>
<tr>
<td>1:00 pm - 2:00 pm</td>
<td><strong>The Fourth Industrial Revolution</strong>&lt;br&gt;FUTURE OF ARTIFICIAL INTELLIGENCE</td>
</tr>
<tr>
<td>1:00 pm - 2:00 pm</td>
<td><strong>Sustainable Development</strong>&lt;br&gt;DIGITAL INCLUSION: Transforming Lives Around the World</td>
</tr>
<tr>
<td>1:00 pm - 2:00 pm</td>
<td><strong>Everything Policy</strong>&lt;br&gt;Forward Thinking and Reverse Reflection: Lessons Learned from the Incentive Auction</td>
</tr>
<tr>
<td>2:15 pm - 3:15 pm</td>
<td><strong>Immersive Experiences: AR, VR in Entertainment</strong></td>
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<tr>
<td>2:15 pm - 3:15 pm</td>
<td><strong>Digital Enterprise</strong>&lt;br&gt;DIGITAL EDUCATION TOOLS FOR SUSTAINABILITY</td>
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<tr>
<td>3:00 pm - 4:00 pm</td>
<td><strong>The Role of the Technology in the Fight Against Climate Change</strong></td>
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## Wednesday, September 13

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<th>Time</th>
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<tr>
<td>9:00 am - 10:30 am</td>
<td><strong>Keynote 3:</strong> The Fourth Industrial Revolution</td>
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<tr>
<td>11:00 am - 12:30 pm</td>
<td><strong>Content &amp; Media</strong>&lt;br&gt;Content: Origination and Advertising</td>
</tr>
<tr>
<td>11:00 am - 12:30 pm</td>
<td><strong>The Fourth Industrial Revolution</strong>&lt;br&gt;AUTONOMOUS CARS &amp; VEHICLES AS A SERVICE</td>
</tr>
<tr>
<td>1:00 pm - 2:00 pm</td>
<td><strong>Consumer IoT</strong>&lt;br&gt;Artificial Intelligence: Virtual Assistants and Chatbots</td>
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<tr>
<td>1:30 pm - 2:30 pm</td>
<td><strong>The Network</strong>&lt;br&gt;5G Networks</td>
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<tr>
<td>3:00 pm - 4:00 pm</td>
<td><strong>Keynote 4:</strong> The Digital Economy</td>
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<tr>
<td>3:00 pm - 4:00 pm</td>
<td><strong>The Fourth Industrial Revolution</strong>&lt;br&gt;BLOCKCHAIN</td>
</tr>
<tr>
<td>3:00 pm - 4:00 pm</td>
<td><strong>The Fourth Industrial Revolution</strong>&lt;br&gt;IoT PLATFORMS &amp; SERVICES</td>
</tr>
<tr>
<td>3:00 pm - 4:00 pm</td>
<td><strong>The Fourth Industrial Revolution</strong>&lt;br&gt;CYBERSECURITY: FROM THE DEVICE TO ALL OF IoT</td>
</tr>
<tr>
<td>3:00 pm - 4:00 pm</td>
<td><strong>Everything Policy</strong>&lt;br&gt;Answering the Call – Addressing Spectrum Needs to Secure our 5G Future</td>
</tr>
<tr>
<td>4:15 pm - 5:00 pm</td>
<td><strong>The API Economy</strong>&lt;br&gt;Consumer Data: Privacy and Opportunity</td>
</tr>
<tr>
<td>4:15 pm - 5:00 pm</td>
<td><strong>Consumer IoT</strong>&lt;br&gt;Consumer Data: Privacy and Opportunity</td>
</tr>
<tr>
<td>4:15 pm - 5:00 pm</td>
<td><strong>The Network</strong>&lt;br&gt;Everything IoT: How Wireless Enables Connected Communities</td>
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## Thursday, September 14

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:00 am - 10:30 am</td>
<td><strong>Keynote 5:</strong> Customer Engagement</td>
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<tr>
<td>11:00 am - 12:30 pm</td>
<td><strong>The Network</strong>&lt;br&gt;IoT Connectivity</td>
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<tr>
<td>11:00 am - 12:30 pm</td>
<td><strong>Content &amp; Media</strong>&lt;br&gt;The Connected Stadium: Enhancing Fan Engagement</td>
</tr>
<tr>
<td>11:00 am - 12:30 pm</td>
<td><strong>Consumer IoT</strong>&lt;br&gt;The Retail Experience</td>
</tr>
</tbody>
</table>
Conference Speakers Include:

Amanda Kahlow  
Founder & CSO  
6sense

Carlos Slim Domit  
CEO & Chairman  
América Móvil

Thaddeus Arroyo  
CEO, Business  
AT&T

Sunil Bharti Mittal  
Chairman, GSMA,  
Founder and  
Chairman  
Bharti Enterprises

Meredith Attwell Baker  
President & CEO  
CTIA

Niccolo De Masi  
President & COO  
Essential

Mats Granryd  
Director General  
GSMA

Gina Bianchini  
Founder & CEO  
Mighty Networks

Mitchell Baker  
Executive  
Chairwoman  
Mozilla Foundation

Rajeev Suri  
President & CEO  
Nokia

Lauren Kunze  
CEO & Co-Founder  
Pandorabots

Dan Schulman  
President & CEO  
PayPal

Cristiano R. Amon  
EVP, Qualcomm  
Technologies, Inc.  
& President  
Qualcomm CDMA Technologies

Al Guido  
President  
San Francisco 49ers

Marcelo Claure  
President & CEO  
Sprint

Ajit Pai  
Chairman  
United States Federal Communications Commission

John Riccitiello  
CEO  
Unity

Juan Perez  
Chief Information & Engineering Officer  
UPS

Ronan Dunne  
EVP & Group President  
Verizon Wireless
## Latin America Investment Summit

**Tuesday, September 12**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:00 pm - 1:20 pm</td>
<td>Opening Keynote</td>
</tr>
<tr>
<td>1:20 pm - 1:50 pm</td>
<td>Panel – The role of mobile network operators in facilitating innovation and investing in the local eco-system</td>
</tr>
<tr>
<td>1:50 pm - 2:10 pm</td>
<td>A successful case-study from a Latin American startup</td>
</tr>
<tr>
<td>2:10 pm - 2:40 pm</td>
<td>Latin American accelerators panel</td>
</tr>
<tr>
<td>2:40 pm - 3:20 pm</td>
<td>Investment opportunities from a national perspective</td>
</tr>
<tr>
<td>3:20 pm - 3:40 pm</td>
<td>Spotlight on Innovation – Smart Cities Case Study</td>
</tr>
<tr>
<td>3:40 pm - 4:15 pm</td>
<td>VCs and Investors – A Latin American Perspective</td>
</tr>
<tr>
<td>4:15 pm - 4:30 pm</td>
<td>Chairman Closing Remarks</td>
</tr>
<tr>
<td>4:30 pm - 6:30 pm</td>
<td>Networking Reception Sponsored by Global Certification Forum (GCF) Ltd</td>
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## Women4Tech

**Wednesday, 13 September**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:00 am - 12:15 pm</td>
<td>Women Empowering Technology Equality</td>
</tr>
<tr>
<td>12:15 pm - 12:40 pm</td>
<td>Women Encouraging Technology Part 1 Mentorship</td>
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<tr>
<td>1:35 pm - 2:15 pm</td>
<td>Women Encouraging Technology Part 2 Mentorship</td>
</tr>
<tr>
<td>2:15 pm - 3:00 pm</td>
<td>Women Transforming Technology Communication</td>
</tr>
<tr>
<td>3:10 pm - 4:45 pm</td>
<td>Women Innovating in Technology Entrepreneurship</td>
</tr>
<tr>
<td>4:45 pm - 6:45 pm</td>
<td>Networking Reception Sponsored by Syniverse Technologies, LLC</td>
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## Augmented Reality and Virtual Reality in the Enterprise Summit

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:00 pm - 12:05 pm</td>
<td>Welcome</td>
</tr>
<tr>
<td>12:05 pm - 12:35 pm</td>
<td>Keynote 1: The State of Digital Reality Today</td>
</tr>
<tr>
<td>12:35 pm - 1:00 pm</td>
<td>Keynote 2: How The World Will See in 2020</td>
</tr>
<tr>
<td>1:00 pm - 1:20 pm</td>
<td>Panel: Commercializing AR and VR</td>
</tr>
<tr>
<td>1:20 pm - 2:00 pm</td>
<td>Demonstration: Hyper-Training with VR</td>
</tr>
<tr>
<td>2:00 pm - 2:45 pm</td>
<td>Panel Session: Innovative Industrial Solutions</td>
</tr>
<tr>
<td>2:45 pm - 3:30 pm</td>
<td>Panel Session: Integrating AR and VR into Medical Treatment</td>
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<tr>
<td>3:30 pm - 5:30 pm</td>
<td>Networking Reception Sponsored by Meta Co.</td>
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## China-US Innovation and Investment Summit

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>11:00 am - 11:05 am</td>
<td>Welcome</td>
</tr>
<tr>
<td>11:35 am - 12:30 pm</td>
<td>Keynote 2: China-US Innovation Landscape</td>
</tr>
<tr>
<td>1:00 pm - 1:45 pm</td>
<td>Session 1: Internet of Things and 5G</td>
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<tr>
<td>1:45 pm - 2:30 pm</td>
<td>Session 2: Artificial Intelligence and China-US Collaboration</td>
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<tr>
<td>2:30 pm - 3:15 pm</td>
<td>Session 3: China – US Tech Investment Insights</td>
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<tr>
<td>3:15 pm - 4:30 pm</td>
<td>China – US Summit Cocktail</td>
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## Connected Vehicles Summit

**Thursday, 14 September**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:30 am - 10:40 am</td>
<td>Chairman’s Welcome</td>
</tr>
<tr>
<td>10:40 am - 11:00 am</td>
<td>Building Bridges – How the Automotive and Cellular Industries will construct the future of the connected vehicle</td>
</tr>
<tr>
<td>11:00 am - 11:20 am</td>
<td>Location, Connectivity, Cloud: designing for intelligent and autonomous mobility</td>
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<tr>
<td>11:20 am - 11:50 am</td>
<td>Panel: Securing the Connected Vehicle</td>
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<tr>
<td>11:50 am - 12:00 am</td>
<td>Keynote</td>
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<tr>
<td>12:30 pm - 12:45 pm</td>
<td>Talk 1: The Future of Cellular V2X Connectivity</td>
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## Women4Tech Summit

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<tbody>
<tr>
<td>11:15 am - 1:45 pm</td>
<td>Speed Coaching &amp; Networking</td>
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## Impact of Autonomous Driving in Logistics and Large-Scale Transport

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<tbody>
<tr>
<td>10:40 am - 11:00 am</td>
<td>Impact of Autonomous Driving in Logistics and Large-Scale Transport</td>
</tr>
<tr>
<td>11:00 am - 11:20 am</td>
<td>Panel: From a Car to a Workplace and Life Hub – Services to the Connected Vehicle</td>
</tr>
<tr>
<td>11:20 am - 11:50 am</td>
<td>How Connected Vehicles and their Data are the New Lifeblood behind Today’s Leading Businesses</td>
</tr>
<tr>
<td>11:50 am - 12:00 am</td>
<td>Investment Session: Autotech Council Innovation Review on Connected Car</td>
</tr>
<tr>
<td>12:30 pm - 12:45 pm</td>
<td>Networking Reception Micron Technology, Inc.</td>
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## Networking Reception Sponsored by Syniverse Technologies, LLC

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## Networking Reception Sponsored by Meta Co.

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<td>3:30 pm - 5:30 pm</td>
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MWC Americas Topic Tours allow you to focus on topics you are interested in and meet people who will expand your knowledge. Be led through the mobile ecosystem by industry experts and introduced to the exhibitors while networking with fellow attendees. Join the topic tours and gain new insights and connections.

ADD THE TOPIC TOURS TO YOUR EXPERIENCE NOW!

CUSTOM EXPERIENCES

Don’t leave your event experience to chance - make sure your time at MWC Americas is well-planned and successful. Tell us your business objectives and we will create a custom experience that matches your requirements.

Corporate Experience is a tailor-made programme for executives seeking to advance their organization’s mobile and technology strategy.

The Government to Business Experience connects government organisations with business leaders to help you learn about the latest technologies and meet with key businesses in the mobile ecosystem.

To create your Custom Experience, contact us at tours@mwcamericas.com

See what happened at MWC 2017
Partner Programs

Partner and Affiliate Partner programs offer attendees the opportunity to engage and learn from some of the top organizations in the industry. Each program is developed and presented by leaders of mobile innovation and address a variety of complex and diverse ecosystem challenges. These unique programs provide valuable insider knowledge about the rapidly growing mobile ecosystem.

Consumer IOT:
As our digital world continues to expand, how will users interact with their digital environment? We know that data will be a critical component, but questions still remain around how brands and services will adapt to meet the personalized needs of their users. Consumer IoT sessions include:

APP-SOLUTELY IoT
Wednesday, September 13
2:00 pm - 7:00 pm
Moscone West, Level 2, Theater 2022
APP-SOLUTELY IoT is a highly interactive, fast-paced, learning and networking event for all individuals to discover how to take advantage of IoT in their organizations.

Product Owner’s Guide to the Universe
Wednesday, September 13
9:00 am - 7:00 pm
Moscone West, Level 2, Theater 2024
Product owners face challenges prioritizing emerging technologies in their product roadmaps. Learn about exciting new technologies and how to incorporate them in your products.

Wireless Repair EXPO
Tuesday, September 12
9:30 am - 7:00 pm
Moscone West, Level 2, Theater 2002
Wednesday, September 13
9:00 am - 6:00 pm
Moscone West, Level 2, Theater 2002
Reverse logistics industry leaders present best practices for service retailers and supply chain professionals. Speakers, networking and cocktails. All MWC Americas attendees welcome.

Content & Media:
Service providers can agree that content is king and how it is delivered, who by, how and who profits from it will be critical business issues in the years to come. In tandem, faster and more pervasive connectivity and new device formats open up new forms of entertainment and interaction. Content & Media related sessions are hosted by:

App Valley by Appnext
Wednesday, September 13
9:00 am – 5:00 pm
Moscone West, Level 2, Theater 2018
Appnext’s App Valley will discuss the future of apps, with partners TUNE and Fetch and debate whether or not we are in the middle of an “appocalypse”? 

CDX Mobile Innovation Summit: Engaging The Mobile-First Consumer
Tuesday, September 12
9:00 am – 5:00 pm
Moscone West, Level 2, Theater 2018
The CDX Mobile Summit will explore how leading brands are leveraging mobile and emerging platforms to engage the increasingly connected, mobile-first consumer.

Aha Moments in App Marketing
Thursday, September 14
9:00 am – 12:00 pm
Moscone West, Level 2, Theater 2002
Learn how to unlock efficiency, scale, and rapid growth for your app marketing initiatives. Hear the best strategies and tips for acquiring and retaining users.
App developers, OEMs, and suppliers should explore this OEM-driven connected car solution that provides in-vehicle control, data access, and content delivery across any platform.

**Networks:**

Connectivity is the greatest economic enabler of our time. The goal of network technology development is to make connectivity fast and simple. As an industry, we are starting to get there, although there are many obstacles. As we move forward we should expect the unexpected. The following partners will focus their content on Networks:

**SDL Developer Conference**

**Presented by FordDev**

**Tuesday, September 12**
9:00 am - 5:00 pm
Moscone West, Level 2, Theater 2022

**Networks:**

Connectivity is the greatest economic enabler of our time. The goal of network technology development is to make connectivity fast and simple. As an industry, we are starting to get there, although there are many obstacles. As we move forward we should expect the unexpected. The following partners will focus their content on Networks:

**Secure and Smart Connected Life**

**Thursday, September 14**
10:30 am - 4:30 pm
Moscone West, Level 2, Theater 2004

Learn how 5G, SDN, IoT, and machine learning will interwork to power, shape, and support mobile communications to create a secure and smart connected world.

**CBRS – Shared Spectrum, Expanded Opportunities**

**Wednesday, September 13**
9:00 am - 12:00 pm
Moscone West, Level 2, Theater 2022

This session will demonstrate how LTE-based solutions in the 3.5 GHz band, utilizing shared spectrum, can enable in-building and outdoor coverage and capacity expansion at massive scale.

**5G Release 16: Crucial For Next-Gen Applications**

**Wednesday, September 13**
9:00 am - 12:00 pm
Moscone West, Level 2, Theater 2000

A new generation of wireless is here! Join us to discuss, with a distinguished panel of experts, why new applications require a new wireless approach.

**5G Innovation Summit**

**Tuesday, September 12**
7:00 pm - 5:00 pm
Moscone West, Level 2, Theater 2024

This Summit will present the latest progress in next-gen network transformation, 5G technologies, and thrilling applications and cooperative opportunities unleashed by joint innovation.

**LPWAN 2.0: The Next Generation of IoT Networks**

**Tuesday, September 12**
7:00 am - 8:40 am
San Francisco Marriott Marquis, Golden Gate C1 and C2

The next phase of IoT is rapidly approaching, and this FierceWireless event will delve into what LPWAN 2.0 might mean for customers, providers, and vendors.

**Telecom Transformation: The Marriage of Open Source Software and 5G Networks**

**Wednesday, September 13**
7:00 am - 8:40 am
San Francisco Marriott Marquis, Golden Gate C1 and C2

Mobile network operators are facing a change in the development of their networks. This FierceWireless event will delve into these issues during a no-holds-barred discussion.
The Telecom Infra Project

**Tuesday, September 12**
9:30 am – 5:00 pm
Moscone West, Level 2, Theater 2000

An Engineering focused initiative driven by operators, infrastructure providers and system integrators reimagining a new approach to building and deploying telecom network infrastructure.

NFV: The Foundation for 5G & IOT Success

**Tuesday, September 12**
9:00 am - 12:00 pm
Moscone West, Level 2, Theater 2020

Engage with Dell EMC, VMware and Intel to create software-defined networks, and learn how service providers are leveraging network functions virtualization for digital transformation.

**Sustainable Development:**

The mobile industry plays a role in all seventeen of UN’s Sustainable Development Goals. From an enterprise perspective there are many opportunities to build sustainable profitable businesses in line with the Sustainable Development Goals. Programs include:

4th Annual Global Women in STEM Conference and Awards

**Monday, September 11**
8:00 am – 8:00 pm
San Francisco Marriott Marquis

**Tuesday, September 12**
8:00 am – 5:30 pm
San Francisco Marriott Marquis

Women in STEM conference, WiSTEM2017, where STEM leaders gather to connect, reflect, and inspire. Unleash your potential this September in San Francisco at www.womeninstemconference.com

M-Enabling Forum

**Thursday, September 14**
11:00 am – 4:45 pm
Moscone West, Level 2, Theater 2024

How innovation and competition in accessible user interfaces, apps and services attract and enable millions of new mobile users among seniors and persons with disabilities.

Register today at www.mwcamericas.com
Fourth Industrial Revolution:

Enterprises of all kinds have used telecoms and digital services for years, but we have now entered an era of profound industrial and societal change. As we look to the future, the Internet of Things and Artificial Intelligence driven automation grows, and digital service providers will play a central role in this increasingly diverse ecosystem, focusing on technology and the implementation business models, strategies and competitive marketplaces. Join the following partner as they share their vision:

How Cable Operators Launch a Successful MVNO

**Tuesday, September 12**
1:30 pm – 5:00 pm
Moscone West, Level 2, Theater 2020

The MVNO seminar will host leaders from the wireless and cable industries who will share their experiences, strategies and key success factors for cable operators.

Enterprise Implementations

**Thursday, September 14**
9:00 am – 5:00 pm
Moscone West, Level 2, Theater 2000

IoT Evolution will break down the complex components of IoT implementations to show attendees how to leverage the most effective enabling technologies to deploy global IoT solutions.

Masterclass at 4YFN: Intellectual Property Powering Innovation Through IP

**Monday, September 11**
9:00 am – 4:45 pm
San Francisco Marriott Marquis

A unique opportunity to discuss critical legal and commercial issues in delivering a frictionless environment for innovation and value creation.

Developer & Partner Ecosystem - Path to Success

**Thursday, September 14**
2:00 pm – 5:00 pm
Moscone West, Level 2, Theater 2002

Learn to build an ecosystem to leverage third-party developers and partners that strengthen your platform. Hear from experts that created the world’s best programs.

Book Your Transportation

Professional Charter Services is the official transportation provider for MWC Americas 2017. They equip a fleet of shiny, well-maintained vehicles that will get you from point A to point B in style. Professional Charter Services can serve you in a wide variety of options, depending on your need and the size of your group. They offer a large array of vehicles starting from town cars, executive SUV’s to sprinter minibuses.

To book your reservation, please send an email to Sales@professionalcharterservice.com or call 415-550-7550. Don’t forget to use promo code MWCARS17 to receive our special rate!

Please take a look at our Travel Page, for information on San Francisco public transportation and MWC Americas shuttle bus service.
DOWNLOAD THE OFFICIAL EVENT APP
FOR MWC AMERICAS

Key event information at your fingertips:

• Explore the event agenda and plan your schedule
• Check out the exhibitor listing and make notes or favorite those you plan to meet onsite
• Network with other attendees, send messages and plan your meetings
• My MWC Americas Event App will also give you recommendations on sessions to attend, exhibitors to visit and potential attendees to network with
• Digital confirmation letter which will speed up your registration process

Sign up today to receive the latest updates and learn how to get involved by visiting www.mobileworldcongress.com

#MWC18
## Passes & Prices

<table>
<thead>
<tr>
<th></th>
<th>Exhibition Pass</th>
<th>Gold Pass</th>
<th>VIP Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXHIBITION HALL ACCESS</strong></td>
<td>$300</td>
<td>$1200</td>
<td>$1800</td>
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<tr>
<td>Access to the North, South and West Halls</td>
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<tr>
<td><strong>4YFN (4 YEARS FROM NOW) STARTUP AREA</strong></td>
<td>$300</td>
<td>$1200</td>
<td>$1800</td>
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<tr>
<td>A gathering of entrepreneurs, investors and innovators</td>
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<tr>
<td><strong>MY MWC AMERICAS NETWORKING</strong></td>
<td>$300</td>
<td>$1200</td>
<td>$1800</td>
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<tr>
<td>Network with attendees before the event</td>
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<tr>
<td><strong>TOURS &amp; EXPERIENCES</strong></td>
<td>$300</td>
<td>$1200</td>
<td>$1800</td>
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<tr>
<td>Event tours focused on key industry topics (additional fees may apply, custom tours available)</td>
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<tr>
<td><strong>PARTNER PROGRAMS</strong></td>
<td>$300</td>
<td>$1200</td>
<td>$1800</td>
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<tr>
<td>Thought-leadership events presented by our industry partners. (Conditions may apply. See individual programs for details)</td>
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<tr>
<td><strong>GSMA SUMMITS</strong></td>
<td>$300</td>
<td>$1200</td>
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<td><strong>GSMA SEMINARS</strong></td>
<td>$300</td>
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<td><strong>LUNCH</strong></td>
<td>$300</td>
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<td><strong>CTIA POLICY EDUCATION</strong></td>
<td>$300</td>
<td>$1200</td>
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<tr>
<td><strong>CONFERENCE KEYNOTES &amp; SESSIONS</strong></td>
<td>$300</td>
<td>$1200</td>
<td>$1800</td>
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<td>Includes access to conference presentations</td>
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<tr>
<td><strong>GSMA INTELLIGENCE REPORT</strong></td>
<td>$300</td>
<td>$1200</td>
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<tr>
<td>Receive a copy of the 2017 GSMA Intelligence Report</td>
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<td><strong>THE VIP EXPERIENCE</strong></td>
<td>$300</td>
<td>$1200</td>
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<tr>
<td><strong>MWC AMERICAS VIP NETWORKING LOUNGES</strong></td>
<td>$300</td>
<td>$1200</td>
<td>$1800</td>
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<td>Make contacts in the VIP Networking Lounges</td>
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<tr>
<td><strong>DEDICATED PRE-EVENT CUSTOMER SERVICE</strong></td>
<td>$300</td>
<td>$1200</td>
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<td>Expedited assistance when contacting Customer Care</td>
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<tr>
<td><strong>PRIORITY SEATING IN KEYNOTES</strong></td>
<td>$300</td>
<td>$1200</td>
<td>$1800</td>
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<tr>
<td>VIP entrance to Conference Keynotes with reserved seating area</td>
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<tr>
<td><strong>EXCLUSIVE CONTENT ACCESS</strong></td>
<td>$300</td>
<td>$1200</td>
<td>$1800</td>
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<tr>
<td>Unique content available to download while in VIP Networking Lounges</td>
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<tr>
<td><strong>ACCESS TO MWC BARCELONA AND MWC SHANGHAI PRESENTATIONS</strong></td>
<td>$300</td>
<td>$1200</td>
<td>$1800</td>
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</tbody>
</table>
ID Requirements

All attendees must show government-issued photo ID, such as a driver’s license or passport to pick up their badge. Badges will not be granted to those without a government-issued photo ID. Attendees will also be required to show ID at each perimeter access point. These requirements are for the security and safety of all attendees. For information regarding visas, please click here.

Age Requirements

Individuals under 18 years of age (including infants) are not permitted entry to the MWC Americas venue during move-in, dismantling or on event days. Any exceptions to this policy are the sole discretion of the organizer and permission must be provided by the organizer, in writing, prior to start of the event - requests for exceptions cannot be made onsite.

Badge Collection and Registration Hours

To avoid the rush of opening morning Badge Collection and Registration will be open Sunday, September 10 and Monday, September 11 in the North Hall Upper Lobby. See full listing of all Badge Collection and Registration locations and times below.

<table>
<thead>
<tr>
<th>Location</th>
<th>Sunday, September 10</th>
<th>Monday, September 11</th>
<th>Tuesday, September 12</th>
<th>Wednesday, September 13</th>
<th>Thursday, September 14</th>
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</thead>
<tbody>
<tr>
<td>Moscone, North Hall Upper Lobby</td>
<td>9:00 am - 6:00 pm</td>
<td>9:00 am - 6:00 pm</td>
<td>7:30 am - 7:00 pm</td>
<td>7:30 am - 7:00 pm</td>
<td>7:30 am - 5:00 pm</td>
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<tr>
<td>Moscone, West Level 1 Lobby</td>
<td>CLOSED</td>
<td>CLOSED</td>
<td>7:30 am - 7:00 pm</td>
<td>7:30 am - 7:00 pm</td>
<td>7:30 am - 5:00 pm</td>
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</table>

For more information about registration please visit here.
For any additional inquiries or assistance, email the registration team at registration@mwcamericas.com.

Exhibition Hours

<table>
<thead>
<tr>
<th>Area</th>
<th>Tuesday, September 12</th>
<th>Wednesday, September 13</th>
<th>Thursday, September 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition (South Hall)</td>
<td>9:00 am - 5:00 pm</td>
<td>9:00 am - 5:00 pm</td>
<td>9:00 am - 5:00 pm</td>
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<tr>
<td>Exhibition (North Hall)</td>
<td>9:00 am - 5:00 pm</td>
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<td>9:00 am - 5:00 pm</td>
</tr>
<tr>
<td>Exhibition (West Hall)</td>
<td>9:00 am - 5:00 pm</td>
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M-Growth House
SDL
TELECOM INFRA
PROJECT

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