

Pennsylvania Wireless Association

The Voice of the Wireless Industry...

2017 Spring Education Event "Happy Valley Technology Rally"



- Program:** Arrival Social
AT&T DAS Network – Beaver Stadium Tour (**Sponsor**)
Happy Valley Brewing Company
- When:** Monday March 20th, 2017
- Location #1:** Beaver Stadium
127 Bryce Jordan Ctr,
University Park, PA 16802
(814) 863-1000
- Location #2:** Happy Valley Brewing Company (**Sponsor**)
137 Elmwood Street
State College, PA 16801
(814) 234-4406
- Time:** 5:00 pm to 8:00 pm
5:00 pm to 5:45 pm Stadium Tour
7:00 pm to 9:00 pm Arrival Social
- Charity:** Penn State Children's Hospital
- Sponsor(s):** NB&C (Network, Building & Consulting)
- Attendee Cost:** Included in total event cost of \$95.00

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- Program:** Lunch and Learn
- When:** Tuesday March 21, 2017
- Where:** Pennsylvania State University, State College, PA
- Location:** The Penn Stater Conference Center Hotel
215 Innovation Blvd,
State College, PA 16803
(814) 863-5000
Web: pshs.psu.edu
- Co-Chairman:** Marc J Geddio
National Strategic Sales Manager
Waterford Consultants, LLC
201 Loudoun Street, SE
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Co-Chairperson: Barbara A Burba
CEO/Owner
Amerisite Wireless Development
4107 Kingswood Court
Harrisburg, PA 17112
1-724-422-7678 Direct
1-717-541-8025 FAX
amerisite@yahoo.com
bburba@amerisite.net

Steering Committee:

1. Phil Burtner, NB&C, PWA Board
2. Ryan McBreen, Waterford Consultants
3. Lisa Batchelor, Crown Castle
4. John Shive, Crown Castle
5. Sarb Bassi, Amerian Tower Corp

Attendees: 80 Guest (150 Max capacity)

Room Rate: \$129.00 - \$139.00 for event guest

Trade Show: 10 Tables

Sponsors: See <http://www.pawireless.org/> for sponsorship opportunities

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Proposed Schedule of Events

| | |
|------------------------------|--|
| 7:30 am to 9:45 am | PWA & Trade Show Set-up |
| 9:00 am to 9:45 am | Registration Coffee Break – Networking Social (Sponsor) PA Wireless Membership Boosting Trade Show |
| 9:45 am to 10:00 am | Opening Speaker - James Franklin (Pending) Keynote Speaker - Available |
| 10:00 am to 10:50 am | 1 st Panel - AT&T Topic: IoT Opportunities and Challenges ✓ Moderator – Barb Burba ✓ Panelist – Peter Stephenson ✓ Panelist – AT&T rep ✓ Panelist – AT&T rep |
| 10:50 am to 11:00 am | – Coffee Break PA Wireless Membership Boosting Trade Show |
| 11:00 am to 11:50 am | 2nd Panel – BIG Wireless Topic: IOT – LoRa or alternatives Private of Public transport models Cloud Backend vs Private Operational costs of many devices ✓ Moderator – TBD ✓ John Dolmetsch – CIO and Executive Architect BIG Wireless ✓ Wade Sarver – LTE Engineering – Nokia ✓ Bob Hagarman – Director of Business Development – BIG Wireless ✓ Roger Hayes – Operations Director – BIG Wireless |
| 12:00 Noon to 1:00 pm | Buffet Lunch Service |
| 12:30 to 1:00 PM | Attendee Services introduction during Lunch Hour Allow Guest to introduce their company at the podium |

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1:00 pm to 2:00 pm

3rd Panel – Varied Panelist

Topic: M2M and IoT Monetization

- ✓ Moderator – Ryan McBreen
- ✓ Panelist – Tony Cellucci (How wireless carriers can get ROI from IoT)
- ✓ Panelist – Monali Supramanyam (How to Monetize in the M2M IoT Space)
- ✓ Panelist – CCI
- ✓ Panelist – CCI

2:00 pm to 2:30 pm

Closing Comments -

AT&T IoT Representative

PWA Comments -

Chris Pleibel

Awards -

Presentations (if Any)

Raffle Award & Thank you -

Marc Geddio / Barb Burba

2:30 pm to 4:00 pm

Afternoon Snack

Ticketed/Cash Bar Set-up

Passed Hors d'oeuvre

PA Wireless Membership Boosting

Networking

Close