

FROM THE MOON TO THE DEEP BLUE SEA

EXPLORING THE REALITY OF A FUTURE INTERCONNECTED WORLD

5.12.2023

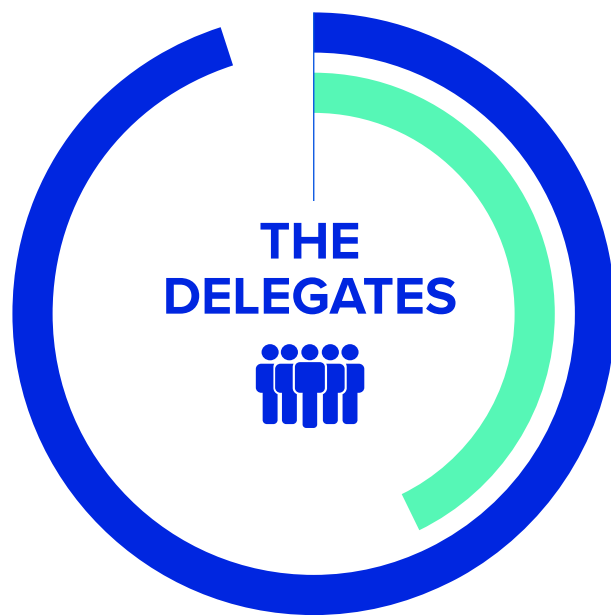
2022 ANNUAL CONFERENCE

5 HOURS OF NETWORKING

40 EXPERT SPEAKERS

55% C SUITE/ DECISION MAKERS

600+ PEOPLE ATTENDED



"A great place to hear insights from both industry and academia, and meet small and large companies to identify business opportunities."

2022 delegate

"A yearly event that should not be missed if you are serious about driving your business forward using the latest thinking in mobile, wireless, internet and semi-conductor technology."

2021 sponsor

"Very high calibre networking and information exchange. I learnt something critical to the future of my business today!"

2021 delegate

"This was one of the best events that I've attended. The quality of the event organisation and logistics was excellent, the content was relevant and well curated, and the speakers were excellent and spoke from a range of perspectives."

2021 delegate

"A great opportunity for a technology update covering commercial as well as technical aspects of the whole eco-system"

2022 delegate

96% were likely to recommend the conference

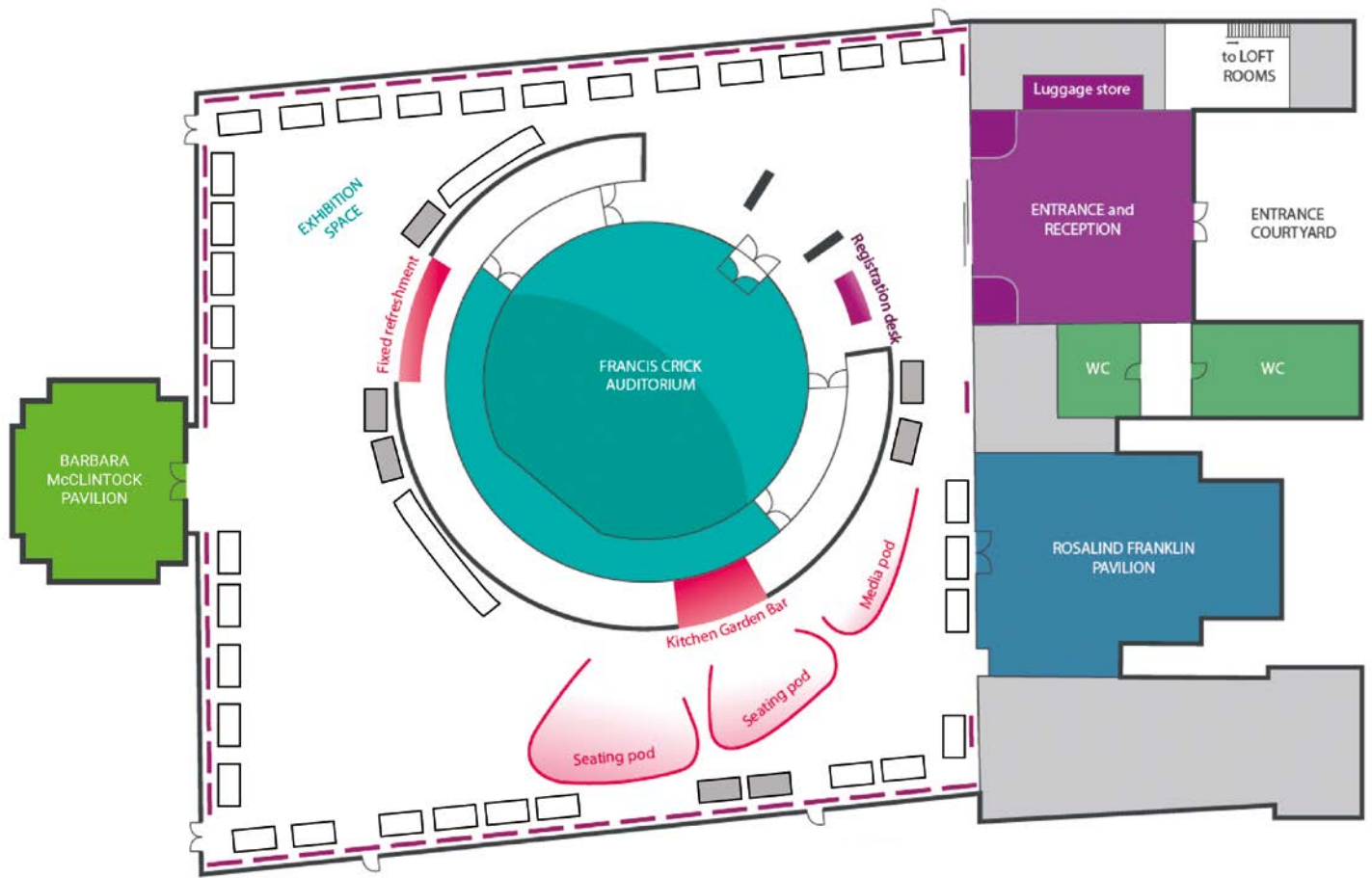
43% of delegates expected to gain new business

THE VENUE



WELLCOME
GENOME
CAMPUS

CONFERENCE
CENTRE



- Exhibitors & attendees on one-level
- Easy access
- Comfortable networking
- On-site accommodation

- poster board doors
- doors
- sliding doors
- table top exhibitor
- restricted table top exhibitor
- catering station



PAST ATTENDEES

- 31ten Consulting
- 42 Technology
- 5G Analytics
- 5G3i Ltd
- 5GAA
- 8 West Consulting
- 8power
- Acisa
- ADVA
- AEL Crystals
- Africa Mobile Networks
- Agilis Ai
- Akendi UK
- Altium Associates
- Amazon
- Amdeo
- Anchored In
- Anglia
- Anglia Ruskin University
- Anglian Water
- Anritsu
- Anthem Corporate Finance
- APImetrics
- Appleyard Lees IP LLP
- Arm
- Artagnan Tech
- Ashtons Legal
- Assured WireLess
- AstraZeneca
- Astutim
- AT&T
- Atlantic Wireless
Telecommunications Ltd
- ATS Global
- Ballast Networks
- Bango
- Beko
- Bikal
- Biorbyt Limited
- British Telecommunications
- BSC Associates
- CableLabs
- Cambridge Consultants
- Cambridge Data Insights
- Cambridge Design
Partnership
- Cambridge Spark
- Cambridge University
Hospitals NHS
- CPCA
- Camgile
- Capita PLC
- CBRE
- Cellnex Telecom
- CGI
- CircuitBuilder
- Clavister AB
- Climate Associates
- Cofinitive
- Comscope
- Connected Kerb
- Connecting Cambridgeshire
- ConvergedLinks Inc.
- CorrosionRADAR Ltd
- CPI
- Createc
- Cyphere
- D C Intelligence
- DCMS
- D&FG Elements
- Dataswift
- DBS Group
- Decision Evaluation
- Delivery Management
- Dell UK
- Deloitte LLP
- DIT
- Deutsche Telekom UK
- Device Authority
- Digital Catapult
- Digital Health Cambridge
- Disruptive Analysis
- Dorset County Council
- Dovetailed
- EDF Energy
- EIRA
- Electronic Communications
Office of Latvia
- Element Energy
- Emsol
- EnSilica
- Ericsson
- Espansivo
- Essor Labs
- Factoree
- Fenland District Council
- Flex
- Fluidic Analytics
- Ford
- Forge
- Genesis Technology
Services Limited
- ghd Cambridge
- GKD Technologies
- Google
- Government of
British Columbia
- Greybrook
- GSMA
- Howes Percival LLP
- Huawei
- IC Creative
- IC Resources
- Ignite Exponential
- Imagination Technologies
- IMMERSIONN
- Immersive Rehab
- Infocomm Media
Development Authority
- INSEAD
- Inside Telecom
- Intel
- Intelsat
- Iotic
- IP Group
- IP21
- Ixion Holdings
- J A Kemp LLP
- Jonesthefone Consulting
- Kao Data
- Keima
- Keysight Technologies
- Klickdigital Limited
- KLM
- La Playa
- Lancaster University
- Lark
- Leonardo
- Liberty Global
- Liverpool 5G Testbed
- London Stock Exchange
- Lucet
- M1 Limited
- Magna International
- Mandrel Systems
- Maritime and Port
Authority of Singapore
- Marks & Clerk
- Martlet
- Mason Advisory
- MATRIX Software
- Maximus Networks Ltd
- Menta
- Metail
- Microchip
- Microsoft Research
- Mini-Circuits
- Ministry of Foreign
Affairs of Denmark
- Miralis
- Modus Operandi
- Myriofoam Limited
- National Digital Twin
Programme
- NPL
- NCR Global
- NetRing
- Neurowave AI
- New Street Research
- NIHR Brain Injury
MedTech Co-operative
- Nodens Medical Ltd
- Nokia
- Nvidia
- Octopus Ventures
- Oline Solutions
- Ofcom
- One Nucleus
- Open Networking Foundation
- OpenUK
- Orange
- Orbitil
- Orca Scan
- Parallel Wireless
- PCTEL
- Perform Green
- Plextek
- Plum Consulting
- Pod Group
- PolyChord
- Position Systems
- ProtectBox
- ProVenture
- pureLiFi
- PwC UK
- QCT
- Qualcomm
- Queens University Belfast
- Radio Led Partner
- RAK Wireless
- Raspberry Pi Foundation
- Ravensbourne
- Real Wireless
- Redtail Telematics
- Renfrew Group
- Rethink Technology Research
- RN Electronics
- RoboK
- Rohde and Schwarz
- RTT Online
- Ryff Europe Ltd
- Sagacity Consultancy
- Salesforce
- Samsung
- Satellite Applications Catapult
- Sedgefox Consulting
- Sepura
- SGInnovate
- Siameetric Systems
- Sierra Wireless
- Signpost 2 Grow
- Singapore Technologies
Engineering Ventures
- Singtel
- SmithsonHill
- Sony Europe B.V.
- Spark EV Technology
- SSE Enterprise Telecoms
- SSN School of Advanced
Software Engineering
- St John's Innovation Centre
- StarHub
- S-Tech Insurance Services
- Stephen Unger Consulting
- STL Partners
- Suttrue
- Synergy Solutions
- TalkTalk
- TE Connectivity
- Team Consulting
- Tech Mahindra
- Tech Velocity
- Telecommunications
Industry Association
- Telefonica O2 UK
- TestFyra
- The IEEE
- The KTN
- The Scotland 5G Centre
- The Silicon Eye
- Tinnoco
- Toga Networks
- Trik
- TTP plc
- Turkcell
- Tuspark UK
- u-blox UK
- Uhuru United
- UK5G
- Unbounded Future Ltd
- University College London
- University of Bristol
- University of Cambridge
- University of East Anglia
- University of Edinburgh
- University of Essex
- University of Kent
- University of Reading
- University of the
Highlands and Islands
- University of Warwick
- University of Wolverhampton
- Utility Technology Council
- Uventor Ltd.
- Vecta Consulting
- Veea Systems Ltd
- Verizon
- Viatic Associates
- VIAMI Solutions
- Vilicom UK
- VISION Formers
- VISION
- Vodafone
- Webb Search
- West Midlands 5G (WM5G)
- Westminster City Council
- WiFore Consulting
- Xplore
- Zizo Software

FROM THE MOON TO THE DEEP BLUE SEA

The CW International Conference (CWIC) is a must-attend conference for business leaders in the wireless industry. Each year it attracts hundreds of Founders, Directors and C-Suite Executives to network and influence the topical issues of the industry.

This year's conference will explore the convergence of space, airborne, terrestrial and marine technologies to deliver the next evolution of wireless connectivity, unlocking new possibilities for applications and services.

Beyond providing a view of these future applications, the conference aims to cut through the hype surrounding high-profile technologies like AI and Quantum and provide greater understanding of their actual business and societal impact.

This conference will cover two key threads:

1

Space, airborne, terrestrial, maritime technologies, and the potential for integration to drive the future connected world.

2

The emerging technologies of the future and why it's important we consider the ethical implications associated with them.

CONFERENCE THEMES

Plenary: Converging our World

In an era of ever-evolving technology, convergence of diverse industries is increasingly evident. For example, healthcare and communications networks are creating a new transformative field of telemedicine and healthtech. The intersection of science and technology driving the boundaries of innovation. This convergence of the familiar is leading the emergence of the new. This plenary will explore how technology is bringing the world closer together by convergence. We will uncover what remarkable innovations emerge from this convergence and the new challenges it brings.

AT ALTITUDE



Space & Airborne platforms and application

Will a new world with ubiquitous mobile comms be a utopia or a dystopia?

- Global mobile comms will converge across terrestrial, and non-terrestrial networks (including Satellite and HAPs etc.)
- Will this world be a utopian dream of always connected roaming for everyone, standards based, rich and poor, urban, rural and remote?
- Will it be the key to fully realising the IoT dream of global m2m connectivity?
- Or will it be a dystopic nightmare of full orbits, space junk, RF interference and light pollution?

Moonshot Ideas

What are the most ambitious innovation challenges for the coming decades? What are the bold, ambitious, and transformative ideas to solve these challenges? Where is the UK best placed to lead groundbreaking innovation that will have significant impact? This session will explore early-stage research and innovations which has the realistic potential to make a major breakthrough.

Speakers from various sectors will:

- Inspire the audience on how early-stage science and innovation can benefit the world.
- Explore the advancements and hurdles in early-stage research and development.
- We are interested in Moonshot ideas for space, healthtech, sustainability, communications, marine.

CONFERENCE THEMES

ON THE GROUND



Terrestrial technologies and applications

Exploring the benefits of ubiquitous wireless connectivity, technology, now and in the future.

Some proponents of 6G talk about the architecture being sufficiently flexible to enable the “easy integration of everything”. How different is this to the 5G vision? The challenges and costs of such technology led innovation are immense, where is the genuine commercial and human value?

Given the headwinds the communication industry is facing right now doesn't the industry just need to focus on operational performance in the here-and-now? How can private networks and neutral host deliver real value and a unified user experience? In the end, terrestrial communications underpins absolutely every facet of our lives already and there's no going back.

Feet on the floor

What are the real-world capabilities of AI? Will AI match up to our grandest visions, or is it caught in a cycle of inflated expectations? Are we on the cusp of a revolution, or still grappling with fundamental challenges? This session aims to engage a candid dialogue with leading experts in different industry sectors, through their experience and insights on exploiting and exploring AI, to navigate the intersection of aspiration and reality in the world of AI – where exactly are we with AI?

Speakers from various sectors will:

- Explore the advancements, promises and challenges of AI
- Demystify the hype
- Provide a clearer understanding of AI's impact on different sectors

CONFERENCE THEMES

IN THE DEEP



Maritime technologies and applications

Our Oceans and our waterways are one of our most precious resources, a critical component in managing the climate and also a key enabler for UK manufacturers and suppliers to reach out into international markets. Can we capitalise on emerging technologies in a sustainable and coordinated way to deliver on their promises of emissions reduction, cleaner oceans, and improved trade, connectivity and productivity, supporting new skills development and jobs. One thing is clear is that the solutions in the maritime space will need to be delivered through concerted international collaboration and a proper partnership between industries and government.

This session aims to hear from experts on some of the leading disruptive and enabling technologies, including green propulsion, autonomy, future communications and to explore the barriers to success and the drivers which will help overcome these.

Deep Tech

How will quantum technologies change the world? What are the latest advances in quantum technologies such as: computing and its applications, cryptography, sensing and metrology, communications and networking, simulation, and modelling.

Speakers will:

- Explore the advancements, promises and challenges of quantum technologies.
- Demystify the hype around quantum computing.
- Provide a clearer understanding of quantum technologies and their potential.

SPONSORSHIP & EXHIBITOR BENEFITS

THOUGHT LEADERSHIP

There are several speaking opportunities providing sponsors with the chance to present on an international platform and be recognised as a highly credible and impactful industry thought leader. Sponsors may support a specific dedicated session benefiting from exclusive visibility and direct interaction with delegates in the session.

HIGH IMPACT NETWORKING & COLLABORATION

Engage and generate leads with our delegates in a state-of-the-art venue. At our last face-to-face annual conference the value of expected contract wins (as a result of meetings) was £1.9M thus returning a strong financial imperative as well as many 'light bulb' moments of new ideas and collaboration in a highly trusted and fun environment.

HIGH PROFILE VISIBILITY

Through highly targeted offline and online media and promotional campaigns including CW Special Interest Group (SIG) event promotion, thought leadership articles, social media, press campaigns, conference brochure, website presence and email marketing, your company brand will be exposed to a wide audience in a powerfully integrated marketing campaign in the months before the conference.

SHOWCASE YOUR PRODUCTS IN OUR EXHIBITION HALL

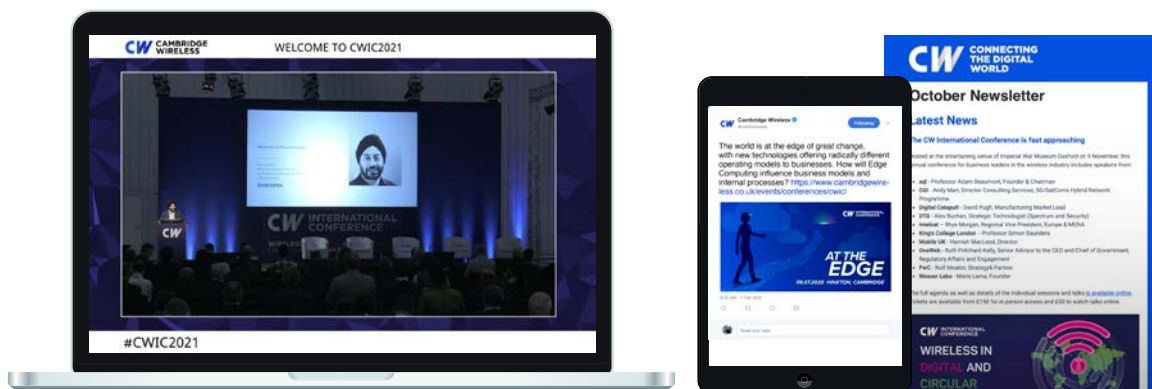
With a high-level audience at your fingertips, increase your reach by showcasing your products, services and technology to influential decision makers. Reinforce and strengthen your brand; build opportunities with new and existing clients and promote collaborations.

Exhibitors will receive a free virtual exhibition space on the conference platform. This allows both in-person and online delegates to explore the virtual exhibition hall and easily navigate to your page.

WHAT DOES HYBRID MEAN AT CWIC?

Hybrid can mean many different things, at CWIC we plan to have a full day, face to face conference with plenary talks, parallel sessions, and an exhibition. We will be recording the plenary talks and live streaming these for the virtual attendees. Attendees will have the choice and flexibility to attend in person or online. Live attendees have the benefit of being able to access the talks in person or online (or on demand after the event).

With hybrid, the sky's the limit offering increased opportunities across time zones and borders. Hybrid combines the benefit of the face-to-face experience, where you can connect with in-person delegates and the wider reach of the virtual attendees. This year we will be using a sophisticated platform to enhance audience engagement with richer networking facilitated by AI Matchmaking.



SPONSORSHIP & EXHIBITION OPPORTUNITIES

CWIC 2023 sponsorship packages are here to increase the visibility of your brand and enhance audience engagement. We have a variety of physical and virtual packages to suit your budget and organisation's objectives. All sponsorship packages include presence in the conference brochure, on the conference website and a virtual exhibition table.

CONFERENCE BAGS

Your branding prominently printed to one side, one colour, of the conference eco shopper bag which is given to every delegate and speaker. Conference bags prolong the life of your branding as bags are frequently reused after the event. Sponsorship includes an exhibition table.

LIVE STREAM

Achieve maximum visibility by sponsoring the live stream, not only will your logo appear on the day but also feature after the event during on-demand viewings of the stream. Sponsorship includes an exhibition table.

PARTNERING LOUNGE SPONSOR

Be a conversation starter by sponsoring the partnering area. You will receive high brand visibility with your banner strategically placed in the partnering area and co-branded table signs on partnering tables.

LANYARD

Increase your company's brand reach and exposure by showing your logo on the event lanyard. All delegates, speakers and partners will be given a lanyard at registration which they will be required to wear all day (and keep, if they wish). Sponsorship includes an exhibition table.

CANAPÉS

Increase your brand exposure by sponsoring the canapés which will accompany the drinks reception. Sponsorship comes with an exhibition stand and placement of your banners in the reception area, you will also be acknowledged as the canapés sponsor to all delegates.

DRINKS

The main conference will conclude with a drinks reception followed by canapés. The drinks sponsor will have use of an exhibition table and presence in the conference brochure – great exposure and networking opportunity.

LUNCH

Receive exclusive visibility over lunch, you will be acknowledged as the lunch sponsor and have the opportunity to address all delegates. The sponsor can provide up to four rollup banners featuring their logo during the lunch. Sponsorship includes an exhibition table.

REFRESHMENTS

Gain that extra advertising edge by sponsoring the refreshment breaks and reap the benefits that come with an exhibition stand and prominent rollup banners featuring your logo around the refreshment areas. You will be acknowledged as the refreshment sponsor to all delegates.

DISPLAY TABLE

Showcase your organisation with a display table located in the networking area. Upgrade to a larger exhibition space located in the busy lunch area. Ask for details.

NEW FOR CWIC 2023 - START-UP ZONE

To celebrate the exciting innovations taking place in Cambridge, CWIC 2023 will include a Start-up zone. Set within the wider CWIC exhibition, the start-up zone will host innovative early-stage companies and start-ups offering a dynamic and interactive showcase of their solutions.

We are seeking 10 companies who will be given the opportunity to demonstrate innovative solutions in exciting technologies such as AI, Quantum, Healthtech, Robotics and immersive technologies. We welcome applications from solution providers that span all industry sectors that are:

- less than 5 years old and
- employ less than 12 members of staff

With its senior-level audience of founders, directors and C-suite executives, CWIC is a powerful platform for early-stage companies to showcase bold solutions and connect with potential collaborators to scale.

Come and network, test your ideas, raise your profile and build partnerships.



Take advantage of this special offer:

Offer for start-ups: £100 + VAT

Start-ups receive an exhibition table in the highly visible networking area and promotion through social media, the CWIC website and related newsletters.

Would you like to sponsor the Start-up Zone and provide access to your services?

Offer for sponsors*: £5,000 plus VAT

As a Start-up Zone sponsor your brand will be prominently displayed in all correspondence and socials relating to the Zone. On the day take advantage of a Poseur table in the Zone where you can place your marketing collateral. There is the Opportunity to run a 'drop-in clinic' for the start-ups to make them aware of your services. (Enquire for full details)

*not exclusive.

SPONSORSHIP & EXHIBITOR PACKAGES

	£ (ex VAT)	Number Available	Speaking Slot	Exhibition Table	In Person Delegate Passes	Online Delegate Passes
Platinum	£35,000	1	✓	✓	12	12
Opening Keynote	£15,000	1	✓	✓	8	8
Gold – Plenary	£10,000	1	✓	✓	6	6
Closing Keynote/Debate	£8,000	1	✓	✓	6	6
Gold – Track	£7,000	6	✓	✓	6	6
Silver – Plenary	£6,000	1	Panel only	✓	5	5
Silver – Track	£4,000	4	Panel only	✓	4	4
Pod A	£5,000	1		✓	4	4
Pod B	£7,000	1		✓	6	6
Partnering Lounge	£7,000	1		✓	6	6
Live Stream Sponsor	£5,000	1		✓	4	4
Lunch	£5,000	1		✓	4	4
Canapés	£5,000	1		✓	4	4
Drinks Reception	£4,000	1		✓	3	3
Refreshments	£4,000	1		✓	3	3
Conference Bags	£4,000	1		✓	3	3
Lanyard	£3,500	1		✓	2	2
Display Table	£3,000	15		✓	2	2

ABOUT CW (CAMBRIDGE WIRELESS)

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies.

With an active community of over 1000 technology companies ranging from major network operators and device manufacturers to innovative start-ups and universities. CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry.

CW's Special Interest Groups provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors.

CW also organises major conferences and along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities.

Our 20 Special Interest Groups:

- Academic & Industry
- Artificial Intelligence
- Automotive & Transport
- Business
- Connected Devices
- Content Production & Delivery
- Enhanced Mobile Broadband
- Future Devices & Technologies
- Healthcare
- Industrial IoT
- Location
- Non-Terrestrial Networks
- Radio Technology
- Security, Privacy, Identity & Trust
- Small Cell
- Smart Cities
- Sustainability
- User Experience
- Virtual Networks
- Wireless Heritage



CONTACT US

For more information on how you can get involved:

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