

ISE EXPO

ICT SOLUTIONS & EDUCATION

2021

AUGUST 31 – SEPTEMBER 2
FORT WORTH, TEXAS



Invest In Real Life (IRL) – **YOUR** Professional Life!

You've given a lot to everyone else over the past 16+ months. Work. Family. Working from home. Helping your kids learn from home. More work. Adapting to COVID-19 realities. Trying to balance this thing called life.

Now, it's time to take a day or two for yourself. Remember, authentic leaders invest in the right things.

Use this educational guide to create an IRL plan to further your career because the demands on the wireline and wireless networks are only increasing, which means your job will continue to change as well.

As one of the first **LIVE** telecom trade shows of 2021, we're on a mission to reenergize you with education, CECs, thought leadership, IRL networking, demos of new technologies/solutions AND some well-deserved professional inspiration.

Don't ignore yourself. Invest in your professional future IRL.

Register at www.iseexpo.com

#InvestIRL #ISEXPO2021

ISE EXPO 2021 promises to be beyond compare in network evolution and innovation.

Prepare yourself for the cutting-edge content that tech-savvy network operators need to ensure continual business viability with insights only presented at the show.

Live and in person.

TUESDAY, AUGUST 31

7:00 AM – 5:00 PM: Registration Open

8:00 AM – 4:30 PM: Workshops

WEDNESDAY, SEPTEMBER 1

7:00 AM – 6:00 PM: Registration Open

8:00 AM – 10:15 AM: Seminars

10:30 AM – 11:30 AM: Opening Keynote

11:30 AM – 6:00 PM: Exhibit Floor Open

6:00 PM – 7:00 PM: Outdoor IRL
Networking Event

THURSDAY, SEPTEMBER 2

7:00 AM – 2:30 PM: Registration Open

8:00 AM – 9:00 AM: Demo Zone

8:00 AM – 10:15 AM: Seminars

10:30 AM – 11:30 AM: Keynote Tech Talks

11:30 AM – 3:00 PM: Exhibit Floor Open

2:45 PM: Prizes Awarded

ISE EXPO 2021 will be taking place at the Fort Worth Convention Center with the goal of prioritizing the health and safety of our attendees, vendors, sponsors, staff, and other stakeholders.

**Read more about our
COVID-19 Safety Guidelines at
www.iseexpo.com.**

Education

For the complete seminar lineup and descriptions, visit www.iseexpo.com/schedule-of-events.

Track 1: Construction & Engineering/Network Transformation/Networks as a Service (Naas)/ CapEx & OpEx Optimization

Attendees will learn to transform the wireless/wireline networks with innovative solutions that improve customers' QoE while creating operational efficiencies for Communications Service Providers' (CSPs) financial health.

Track 2: Access Networks Evolution/OSP Advances/Network Visibility/FTTx/Wi-Fi

Attendees will learn advanced solutions to leverage the copper/fiber/hybrid networks. These advancements in operational processes/techniques/tools and solutions will help increase bandwidth, reduce latency and improve end-users' experiences in their home and office.

Track 3: 5G-6G Infrastructure/FWA/Small Cells/RAN Progression

Attendees will learn the latest advances to help 5G mass-market rollout pace and cost structure. From cell densification to Fixed Wireless Access (FWA) and network slicing, attendees will be better prepared for 5G and 6G network realities they face.

Track 4: Network Monitoring & Reliability/Powering/GIS/Cybersecurity/Safety

Attendees will learn new technologies related to network monitoring & optimization; GIS; hybrid power; emergency response; COVID-19 impact; cybersecurity; sustainability; and more to optimize and secure the wireline and wireless networks.

Earn CECs Toward Your Professional Certification

Our top-quality seminars are approved to award CECs from the Electronics Technicians Association Int'l (ETA). For more information, visit www.iseexpo.com/cecs.



Keynotes

ISE EXPO 2021 will feature some of the most prominent leaders in the communications technology, discussing the newest trends and solutions in essential communications networks.

OPENING KEYNOTE

10:30 AM | Wednesday, September 1



Discover the Future of Network Transformation at ISE EXPO 2021 With

Genia Wilbourn

Senior Vice President
Verizon Global Network Operations & Assurance

Genia leads network field operations for the nation's largest and most reliable 5G and 4G LTE wireless network. Additionally, she leads Verizon's business service delivery & assurance in more than 39 countries. She previously led Verizon Partner Solutions Operations, responsible for Verizon's global wireline wholesale operations. Her Verizon career began in 1998 as a wholesale operations team leader and she has since held a variety of positions in network operations, service delivery & assurance and customer care. Genia holds a Bachelor's of Science degree in Civil Engineering from Morgan State University and is a graduate of the Master Series of Distinguished Leaders.

Get involved in the content of these presentations by making YOUR topic requests known NOW.

Simply text us your wish list of topics or questions. We'll share these requests with each of our presenters so they can tailor their keynotes to **YOUR** needs. It's **YOUR** keynote so share your content wishes today!

Just text us at 240.ISE.EXPO (240.473.3976).



TECH TALKS

10:30 AM | Thursday, September 2

Now in its 5th year, Tech Talks will once again offer a variety of network topics from several different industry experts.

Each speaker will showcase their critical insight on an important topic that is top of mind for everyone in the network transformation game. You will be engaged and inspired to innovate around the issue they raise. Our team of Tech Talk presenters includes network visionaries passionate about delivering solutions around the pain points you face with your wireless, mobile and wireline networks.



Ross Petrick

General Manager/CEO

Ross started in the Telecommunications industry in 1999. He has worked for municipal, and cooperative-owned telecommunications companies around South Dakota including Swiftel Communications and Golden West Telecommunications. For 12 years, he worked, and was a shareholder, at Vantage Point Solutions. He's had positions ranging from engineering, product development and regulatory consulting for clients across the US, and currently sits on the board for SDN Communications. Ross grew up in a small town in SD, graduated with a BS in Economics from South Dakota State University and lives in Garretson, SD, with his wife, Katie, and two children.



Claudia Coleman

Vice President Technical Care

Claudia is responsible for providing technical support for more than 20 million wireline and IP-based customers. In addition, her team owns Back Office Support, Consumer Product Experience and Enterprise Messaging. She has over 20 years of business acumen in developing business strategy, supporting goals, driving KPIs and leading large teams. In addition to her AT&T responsibility and #1 job as WIFE & MOM, Claudia is active in her community, committed to supporting STEM initiatives for underserved students. She earned her BSBA from the University of Missouri and her MBA from the University of Dallas.



Trent Clausen

Vice President Technical Operations

Trent joined the Comcast team in August 2018. He is responsible for over 400 individuals who complete Comcast customer installations and repairs in the Twin Cities Region, which includes MN, WI, KS and MO. His career in the telecommunications industry started more than 20 years ago as a Supervisor in Repair Screening with US West. Prior to joining US West, Trent spent 7 years in the U.S. Army where he earned the rank of Captain. He holds a bachelor's degree in aeronautical studies from the University of North Dakota and an MBA from the Carlson School of Management at the University of Minnesota. Trent and his wife, Carrie, reside in Elk River.

Seminar Lineup

For the complete seminar lineup and descriptions, visit www.iseexpo.com/schedule-of-events.

Wednesday, September 1

All regular seminars are open to registered attendees and exhibitors

8:00 AM – 9:00 AM

9:15 AM – 10:15 AM

TRACK 1

Knocking Down the Silos to Automate Construction Drops

Panel Discussion Moderated by Vitruvi

Shovel Readiness: The Key to Optimizing Your Funding and Accelerating Your Build

Presented by Corning

INTERMEDIATE

How to Join the Real-Time Revolution: Transformation of the Physical Network

Presented by 3-GIS

INTERMEDIATE

Using Digital Construction to Reduce Cycle Time and Automate Material Management

Presented by Even Group

BASIC

TRACK 2

The Great Migration: Utilizing Plug-and-Play to Upgrade and Deploy Wireless Technologies

Presented by Clearfield

BASIC

Delivering Network Efficiency in the Access Layer

Presented by CommScope

BASIC

Value of Micro Cabling Systems vs. Traditional Fiber Optic Cabling Systems for Access Networks

Presented by Hexatronic North America

INTERMEDIATE

Understanding Different FTTH Design Architectures

Presented by Vantage Point Solutions

BASIC

TRACK 3

Lighting Up 5G – The Future-Ready Access Network

Presented by AFL

BASIC

5G Small Cells

Presented by EnerSys Energy Systems

INTERMEDIATE

Fixed Wireless to Fiber Business Plan – How Operators are Leveraging FWA and FTTP Together to Win in Their Markets

Presented by Calix

INTERMEDIATE

TRACK 4

Bogons, Martians and Other Boogeymen

Presented by City of Fort Collins Connexion

BASIC

Sustainability as a Business Case

Presented by Plug Power

BASIC

New Technology for Making Fiber Optic Facilities Locatable Without Using Tracer Wire

Presented by 3M

BASIC

Thursday, September 2

All regular seminars are open to registered attendees and exhibitors

8:00 AM – 9:00 AM

If it's Not Fiber, it's Not Broadband

Presented by Fiber Broadband Association
INTERMEDIATE

Operational Practices for Wi-Fi Deployment

Presented by SCTE-ISBE
INTERMEDIATE

9:15 AM – 10:15 AM

Municipal Broadband – Preparing to Deliver Broadband Services in the Municipality

Presented by Osmose Utilities Services, Inc.
INTERMEDIATE

Utility Innovation in Network Deployment: The Vermont Case Study

Panel Discussion Moderated by
Tilson Technology Management, Inc.

Extending Rural Fiber or Fixed Wireless Gigabit Services: Over Existing Telephone Pairs or Coax Cable

Presented by Positron Access Solutions
INTERMEDIATE

Building Trust in Edge Data Centers for 5G

Panel Discussion Moderated by
Telecommunications Industry Association

Enhancing Cellular Network Uptime Through Power Boost Conversion

Presented by Vertiv
INTERMEDIATE

Demo Zone

MUST REGISTER TO ATTEND

Register to attend the Demo Zone where you can see firsthand the latest and greatest innovations from these leading ICT companies:



Placing and Protecting Edge Compute Infrastructure Outdoors

Presented by Charles Industries, LLC
BASIC

Practical Lightning Mitigation

Presented by Solara Technical Sales
BASIC

Power and Surge Protection for Reliable Remote Network Deployments

Presented by SETfuse and Ericsson, representing
ATIS Protection Engineers Group
BASIC

Registration Fees

“Fail to Plan and You’ll Plan to Fail.”

Plan to invest in your career NOW. As one of the first **LIVE** telecom trade shows of 2021, we understand how important face-to-face networking and learning will be this year. We have created a registration fee schedule that allows you to plan ahead and focus on your budget, including a **FREE** pass available the first two weeks after registration opens.

Fees	ISE EXPO Registration includes September 1 – 2 seminars, opening keynote, Tech Talks, access to the exhibit floor, lunch on Wednesday and Thursday, admission to the Outdoor IRL Networking Event, plus BONUS post-show, on-demand educational seminars.	
\$0	Complimentary Attendee Conference Pass	May 10 – 25
\$350.00	Early Bird Attendee Conference Pass	May 26 – July 27
\$550.00	Pre-Registration Attendee Conference Pass	July 28 – August 31
\$700.00	On-site Attendee Conference Pass Pricing at Fort Worth Convention Center	September 1 – 2
\$150.00	Discounted rate for advanced workshop attendees. Must sign up for paid workshops on August 31 to receive this discounted price for the attendee conference pass.	
\$150.00	Spouse add-on with purchase of Attendee Conference Pass	

All requests for refunds must be received in writing by August 2, 2021 for a full refund. All registrations after August 2, 2021 are NON-REFUNDABLE.



Outdoor IRL Networking Event

Wednesday, September 1

6:00 PM – 7:00 PM

Catch up with your peers and share experiences from the day’s events in a relaxed environment where you can join your colleagues and mingle with new friends, as well as meet exhibitors and ICT Visionaries. Enjoy this Outdoor “In Real Life” (IRL) Networking Event, which includes beverages and appetizers.

Search exhibitors, sessions and speakers, get notifications and show highlights, watch product videos and more with the **ISE EXPO Mobile** app (iOS and Android). Use In-App messaging to directly connect with attendees and exhibitors one-on-one.

Sponsored by



Advanced Workshops

Get the most out of ISE EXPO 2021 with a seat in our advanced education workshops on **Tuesday, August 31**. Learn from industry experts and explore the latest education innovations. Don't wait to register to receive a **discounted attendee conference pass** (see page 54). These workshops fill up fast!

5G Technician: An Introduction to 5G



8:00 AM – 3:30 PM Workshop
 3:45 PM – 5:45 PM ETA Certification Exam – *Optional*
Presented by Patrick McNerney, Chief Operating Officer, 3D Design and Engineering
 Cost – Workshop Only \$400; ETA Exam \$105

Prepare yourself for the next wave of work for the telecommunications industry with “5G Technician: An Introduction to 5G”. Learn the differences between 1G through 5G, the history that got us to this point, and the key technology enablers of 5G. Also, unique to this course is the 5G Build-Out section covering the practical design applications of 5G Build-Outs of Ultra-Dense Networks.

Introduction to Project Management

AdvantEdge Training & Consulting

8:30 AM – 11:30 AM
Presented by Deb Schaffer, PMP, AdvantEdge Training and Consulting
 Cost \$200

In the “Introduction to Project Management” session, attendees learn how to define a project, including the project life cycle, creating a plan and managing constraints. We'll use a case study to broaden the understanding of the underlying concepts.

FTTx Outside Plant Design Short Course



9:00 AM – 12:00 PM
Presented by Danny Huffman, Instructor, Light Brigade
 Cost \$200

This session will focus on the proper design of FTTx point-to-point and point-to-multipoint passive optical networks (PON) with home run, centralized, and distributed topologies. Learn about the importance of customer take rate and density and how they apply to your design. The session will review various network configurations, design benchmarks, and installation parameters for FTTx systems.

Keeping it Together: What Project Documents Do I Really Need?

AdvantEdge Training & Consulting

12:30 PM – 4:30 PM
Presented by Deb Schaffer, PMP, AdvantEdge Training and Consulting
 Cost \$250

In “Keeping it Together: What Project Documents Do I Really Need?”, attendees learn what documents are necessary and which are optional when running a project -- and how to determine that based on your organization. We'll practice writing some statements and provide a few document templates to help you get started.



You could become an Education Expert and get a chance to win a \$250 Gift Card!

Attend any seminar or workshop for the chance to win a gift card and gain knowledge at the same time. The more education you attend, the more chances to win!

We're giving away a \$250 American Express gift card to one lucky seminar attendee each day during the Opening Keynote and Closing Keynote Tech Talks.

Hotels

ISE has secured the best rates possible for our attendees and exhibitors at our host hotels. We ask that you **always book your rooms with and under ISE EXPO room blocks to take advantage of these savings.** We take pride in securing housing blocks to ensure that our guests will be adequately accommodated in the downtown area.

Secure your reservation today at www.iseexpo.com/plan-your-visit/hotels.



Omni Fort Worth Hotel

1300 Houston Street, Fort Worth, TX 76102
 Reservation Number: 1-800-THE OMNI (843-6664)
 Room Block Name: ISE EXPO
 Rate: \$189
 Cut-Off Date: August 9, 2021



Hilton Fort Worth

815 Main Street, Fort Worth, TX 76102
 Reservation Number: 1-800-HILTONS (445-8667)
 Room Block Name: ISE EXPO
 Rate: \$179
 Cut-Off Date: August 9, 2021



Sheraton Fort Worth Downtown

1701 Commerce Street, Fort Worth, TX 76102
 Reservation Number: 1-817-806-3757 or 1-888-236-2427
 Room Block Name: ISE EXPO
 Rate: \$179.00
 Cut-Off Date: August 13, 2021

Enjoy the highlights of downtown Fort Worth just outside your hotel room.

- Relax in the popular Sundance Square Plaza under the enormous umbrellas, grab a bite to eat on a patio or take a selfie near the whimsical water fountains.
- Located in a restored 19th-century building in Sundance Square, the Sid Richardson is a free museum that showcases the art of the American West.
- Explore the gorgeous Fort Worth Water Gardens, a refreshing urban oasis next to the Fort Worth Convention Center.
- Visit the JFK Tribute in General Worth Square, which honors President Kennedy's historic stay in Fort Worth.
- Hop aboard Molly the Trolley, a bus service that circulates between downtown hotels and hot spots.

Visit www.fortworth.com for detailed information on local attractions and special events. Also, dine in Fort Worth's restaurants offering everything from Tex-Mex and BBQ to world-class cuisine.

Exhibit Information

The exhibit floor is almost sold out.

Visit www.iseexpo.com/exhibitor-list for a complete list of companies exhibiting at ISE EXPO 2021.

To reserve your booth, please contact:
 Robin Queenan
 Director, Sales – Events and Sponsorships
rqueenan@isemag.com
 773.754.3255

Please Note: ISE EXPO has NO International Agents assigned; all booth reservations are handled via contacting Robin Queenan.

Thank you to the following industry partners for their support of **ISE EXPO 2021.**



North American Telecommunications Damage Prevention Council

Questions/Contact Info

For more information, visit www.iseexpo.com.

For questions, contact info@iseexpo.com.