



*Conference  
Agenda &  
Exhibitor Guide*

**SEPTEMBER  
13-14, 2022**

**FFA  
ENRICHMENT  
CENTER**

**1055 SW  
PRAIRIE  
TRAIL PKWY,  
ANKENY, IA**

# Event Information

Get ready for the 2nd Annual Beyond Broadband Expo event that will help your company assist your customers in having a better Internet experience. The Internet has transformed over the years, and so has how customers use their Internet. The goal for this event is to keep you steps ahead of your customers and prepared to continue to be their go-to resource.

## WHO SHOULD ATTEND?

General managers, CEOs, Technicians, and others interested in the future of the internet.

## WHO SHOULD EXHIBIT?

The ICA is looking for exhibitors of new products, technology services, and devices that are Broadband connected. Anything from Smart Home, Smart Business, Precision Ag, to the Internet of Things. This is an educational expo giving you the opportunity to introduce how your products or services can bring ICA members new revenue opportunities. Educate us on these products and how this impacts not only our networks but also our end customers' networks as well.

## EVENT DETAILS:

September 13-14, 2022  
FFA Enrichment Center  
1055 SW Prairie Trail, Ankeny, Iowa

## ACCOMMODATIONS:

There is a block of rooms held for the evening of Monday, September 12th, and Tuesday, September 13th at the **Comfort Inn & Suites in Ankeny**. The room rate is \$80+tax for a regular room and \$120+tax for upgraded suites. The cut-off date to book your hotel room at these rates is August 12, 2022. To book your room please call Comfort Inn & Suites directly at (515) 965-8400 and ask for the Iowa Communications Alliance room block. Hotel address: 215 NE Delaware Avenue, Ankeny, IA 50021.

# Conference Agenda

## TUESDAY, SEPTEMBER 13TH

9:30-10 AM

ATRIUM

**Registration**

10 AM - 12 PM

ROOM 107

### **Breakout Session - Technical**

#### ***Trend or Fad?***

With the rate that technology develops, it feels like there are new terms, ideas, and solutions coming to market every day. But how do you know what is legitimate and what will be gone tomorrow? Join us for an interactive session as we discuss trends that will last long into the future and fads that will fizzle out. Discussion around open standard vs. open source, broadband access technologies, Wi-Fi technologies, and much more. We will leave plenty of room at the end of the session for you to bring all your questions for a technical deep dive regarding Calix's technology.



ROOM 108-109

### **Breakout Session - Technical**

#### ***Wireless Truths and Myths and Where Is It Going?***

There's a lot of real and fake information about wireless and what the future holds. Adtran is here to set the record straight. During this session you will learn about fact and fiction and where the home of user is now and where they will be in the near future. We will also discuss Adtran's customer's wants and needs and your home networks. We will leave plenty of room at the end of the session for you to bring all your questions for a technical deep dive regarding Adtran's technology.



12 - 12:30 PM

ROOM 107

**Buffet Lunch**

**12:30 - 1:30 PM** ROOM 107

**General Session**

***Iowa Automated Transportation Readiness***

*Adam Shell, Iowa DOT*

Adam will provide information on the automated transportation readiness activities that support the safe and cooperative deployment and integration of connected and automated vehicles and devices.

**1:35 - 2:30 PM** ROOM 107

**General Session**

***Empowering Work From Home Environments***



This presentation will discuss the different dynamics of the evolving work from home environment business customers are dealing with today. Broadband connectivity is critical for businesses to empower their remote employees...but...that is just the base capability. Today's businesses need to broaden their remote environments to also include data security, enabling collaboration applications, cloud computing and storage and even hardware/software servicing to improve remote employee effectiveness. The session will provide food for thought on how local telecom providers can further support their high value commercial customers.

**2:30 - 2:45 PM** ATRIUM

**Networking Break**

**2:45 - 3:40 PM** ROOM 107

**General Session**

***Internet Needs for Modern Agriculture***

*Adam Gittins, HTS Ag*

Technology has become an integral part of agriculture, with many IOT devices, in-cab communication to tractors and combines, and extremely large file sizes of high resolution imagery used to monitor crop health and progress. With the growing labor shortages in agriculture, this trend will only continue in future years.

**3:45 - 4:30 PM** ROOM 107

**General Session**

***The Future of IoT***

*Brian Huey, AT&T*

With an ever-evolving world IoT (internet of things)

such as smart devices, smart buildings, telehealth, autonomous vehicles, to name a few, you as a broadband provider will need the resources to ensure success for a hyper-connected environment. During this session, Brian Huey, IoT Global Practice Lead for AT&T will discuss an overview of IoT applications and devices, IoT trends, along with previewing industry developments to come for the future of broadband needs.

**4:30 - 5:30 PM** ATRIUM

**Networking Happy Hour**

**5:30 PM** DINNER ON YOUR OWN

**3:00 - 5:30 PM** EXIBITOR SET-UP

## **WEDNESDAY, SEPTEMBER 14TH**

**7:30 - 8 AM** ATRIUM & ROOM 106

**Continental Breakfast**

**8 AM - 12:00 PM** ROOM 106

**Expo Hall**

**12:00 PM** ROOM 107

**Wrap up with Announcements**

# Event Information

## BEYOND BROADBAND EXPO BROUGHT TO YOU BY:

 <p><b>All-Star</b> SPONSORS</p>	 <b>Diamond</b> ALL-STARS	 <b>AUREON</b>	 <b>FORVIS</b>		
	 <b>Gold</b> ALL-STARS	 <b>HunTel</b> Engineering	 <b>Adtran</b>	 <b>Silver</b> ALL-STARS	 <b>Oak Hill Consulting, Inc.</b>
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	 <b>Bronze</b> ALL-STARS	 <b>ITCI</b>	 <b>UNITEL</b>	 <b>FINLEY</b>	 <b>LWBJ</b> is now <b>UHY</b>

## CONFERENCE COST:

Member Attendee Rate: \$250

Non-Member Attendee Rate: \$350

Student Rate: \$25

## REGISTRATION CUT-OFF:

Registration cut-off ends September 8th. Anyone registered after September 8th or onsite registrations will be charged an additional \$35 to your registration fee.

## CANCELLATION AND REFUND POLICY:

In the event that you need to cancel your attendee registration, the refund schedule will be enforced with the following dates listed below. Substitutions for conference attendees will be accepted.

- August 15, 2022 (and earlier) – 100% Refund
- August 16 – August 29, 2022 - 50% Refund
- August 30, 2022 (and after) - No Refunds Issued

# Exhibitor Information

## EXHIBITOR BOOTH COST: \$100

## EXHIBITOR BOOTH INCLUDES:

- 8x10 Booth
- 8' high black back wall curtains
- 3' high black side curtain
- 1 one-line identification sign
- 1 6'x3' table skirted black
- 2 chairs
- 1 wastebasket
- 2 Booth Attendee Registrations
- Additional registrations can be purchased for \$50 each.
- Tuesday evening reception with attendees
- Name and logo on the conferencing app for expo map
- Company name listed on printed guide for conference attendees

## EXPO HOURS:

**Wednesday, September 14th from 8:00 AM – 12:00 PM.**

We encourage you to attend the Tuesday evening networking reception with attendees from 4:30 – 5:30 PM that is included in your expo booth benefits.

## EXHIBITOR SCHEDULE:

**Set-up:** Tuesday, September 13th – 3:00 - 5:30 PM.

Tuesday networking reception begins at 4:30 PM.

**Tear down:** Wednesday, September 14th after 12Noon.

## ONSITE BROCHURE:

In order to receive your company listing on the onsite marketing brochure, your company must be registered by Monday, August 29th. Registrations after this date will still be listed on the ICA Conferenced App, but not on any onsite printed materials.

## SHIPPING & DÉCOR:

Event Decorators of Iowa

520 SE 4th Street | Des Moines, IA 50309 | P: (515) 237-8282

Please refer to the ICA website for a full listing of exhibitor kit services provided from Event Decorators of Iowa.

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