



**C-RAN**  
**EUROPE 14**  
**CONFERENCE**

Sponsoring and Exhibition Information



## C-RAN: Virtualizing the Radio Access Network

The Radio Access Network is becoming more and more expensive for mobile operators to keep competitive in the future mobile internet world. It lacks the efficiency to support sophisticated centralized interference management required by future heterogeneous networks, the flexibility to migrate services to network edge for innovative applications and the ability to generate new revenue from new services. Mobile operators are faced with the challenge of building a radio network that enable flexibility.

They need to reduce cost, lower energy consumption, manage high spectral efficiency based on open platform and support multiple standards while ensuring a smooth evolution platform for additional revenue generating services.

In theory, the C-RAN concept brings all these benefits in cost, capacity and flexibility over traditional RAN, however, it also has some technical challenges that must be solved before deployment by mobile operators. The objectives of a C-RAN architecture is indeed to deliver lower power consumption, lower costs and higher frequency spectrum efficiency in high-capacity base station equipment by centralizing the baseband processing of a large-scale area into the cloud. The C-RAN architecture enables operators to dynamically schedule mobile traffic according to current network loads.

### Virtualization

If the virtualization concept can be utilized in a base station system, the operator can dynamically allocate processing resources within a centralized baseband pool to different virtualized base stations and different air interface standards. This allows the operator to efficiently support the variety of air interfaces, and adjust to the tide effects in different areas and fluctuating demands. At the same time, the common hardware platform will provide cost effectiveness to manage, maintain, expand and upgrade the base station.

In such a scenario, a base station can be easily built up through the flexible resource combination. The real time virtualized OS would adjust, allocate and re-allocate resources based on each virtualized base station requirements, in order to meet its demands.

**What are the main technical challenges to overcome?**

**What has been learnt from the first trials ?**

**What are the current main industrial developments?**

**What about standardization ? busy on equipment. That would enable kit to ship in 2015.**

Responses will be delivered during the C-RAN Conference, to be held in **Novotel Convention & Wellness Paris Roissy CDG, from 20 to 22 May, 2014.**



NOVOTEL CONVENTION & WELLNESS  
PARIS ROISSY CDG FRANCE

## C-RAN 2014: Sponsorship and Exhibition Opportunities

Sponsorship opportunities represent a unique means to enhance your visibility to decision-making attendees and industry professionals at the upcoming C-RAN Conference which will be organised alongside the G-Fast Summit 2014. Some of the principal reasons why clients sponsor our conferences are:

- To enhance corporate image in a specific market
- To set up contacts from major target organisations
- To announce major launches
- To accelerate market penetration

They offer an exceptional value for money by driving increased traffic into your corporate website as well as to your exhibitor stand. Sponsorship opportunities

signify increased brand awareness and provide invaluable face-to-face interaction with industry peers where delegates can network and exchange ideas, and forge new contacts from across the globe.

Depending on your specific business objectives, we propose several sponsorship opportunities to be recognized as either a Platinum, Gold, Silver or Official Sponsor.

Sponsorships and booths will be assigned on a first-come, first served basis!

SPONSORING PACKAGES	PLATINUM	GOLD	SILVER	OFFICIAL
<b>Company logo on:</b>				
C-RAN website	■	■	■	■
Front cover of the note book	■	■	■	■
Displays at the main entrance of the show	■	■	■	-
USB card	■	■	-	-
Delegate's bag	■	-	-	-
<b>Full 3-day Event Passes</b>	<b>10</b>	<b>5</b>	<b>3</b>	<b>2</b>
Preferential Conference registration fees	-25%	-20%	-20%	-20%
<b>Sponsor Value (1)</b>	<b>€ 12,900</b>	<b>€ 9,900</b>	<b>€ 7,900</b>	<b>€ 4,900</b>
<b>Exhibition Option</b>				
Sponsoring + 6 m <sup>2</sup> Ready Made + € 2,000	€ 14,900	€ 11,900	€ 9,900	€ 6,900
Table Top Exhibit + € 1,300	€ 14,200	€ 11,200	€ 9,200	€ 6,200
<b>Exhibition Only (1 Conference Pass included)</b>				
Ready-Made Booth 6 m <sup>2</sup> (2m x 3m)	€ 3,990			
Table Top Exhibit	€ 2,590			

### VAT Information

(1) For French companies only, VAT 20.00% is applicable to this amount.

(2) Due to changes in the VAT legislation we will send invoices to foreign exhibitors without value added tax. For companies from the European Community, please provide us your VAT number. If the client company does not have a VAT number or the VAT number has not been indicated, the invoices will be sent inclusive of VAT according to French tax law regulations.

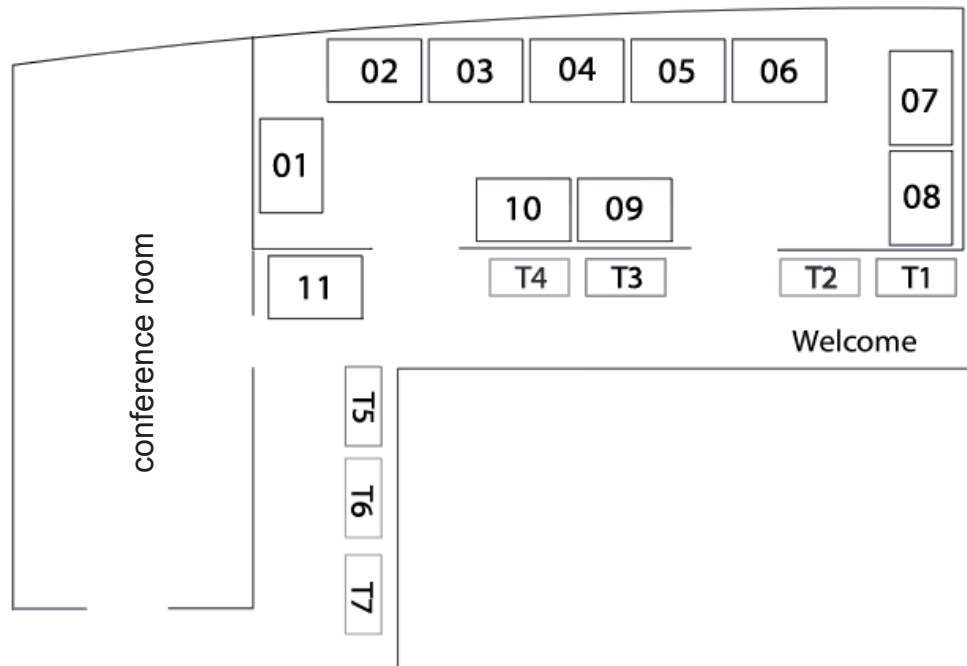
Until December 31, 2013 French VAT = 19,60%. From the 1st of January, 2014, French VAT = 20.00%



co-located with



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**The ready-made booths include:**

Partitioning 2.40 m (height), Carpeting, Company Sign, Spotlights, 1 round table + 3 chairs, 1 lockable storage cabinet, and 1 rack for literature

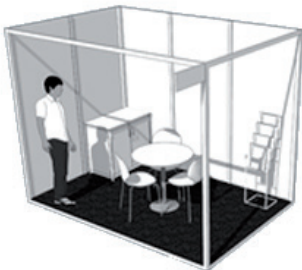
**The Table Top Exhibit includes:**

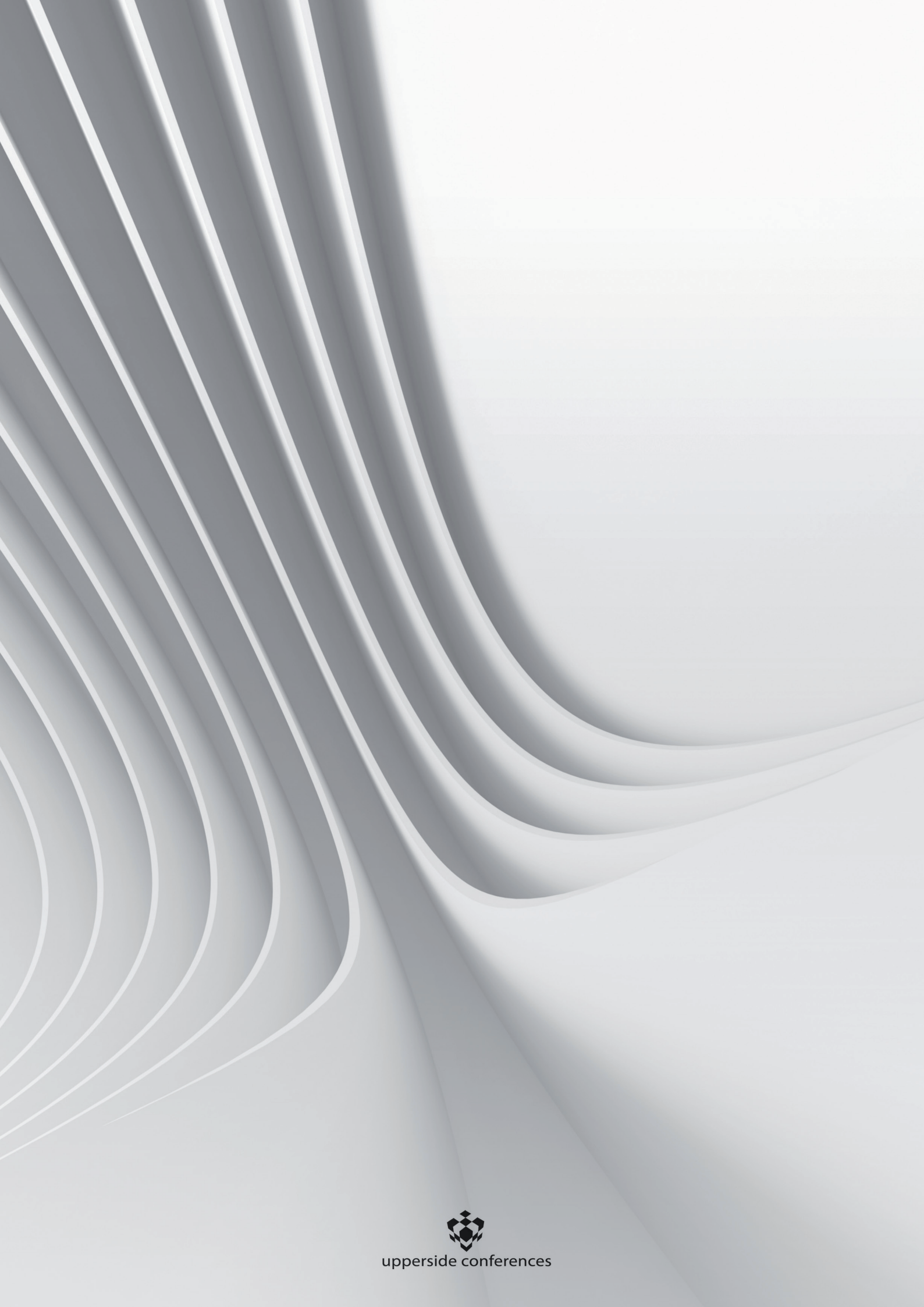
Partitioning 2.40 m (height) x 2 m (width), 2 spotlights, 1 table (1,20 m x 0,60 m) + 2 chairs

Full Conference-Pass gives access to the conference room and exhibition, proceedings, coffee breaks & luncheons during the 3-day event. Value € 2,490 (VAT included).

**Book your sponsoring package and/or your booth now!**

If you have any questions, feel free to contact us: [contact@uppersideconferences.com](mailto:contact@uppersideconferences.com) or by telephone: ++33 1 53 46 63 80.





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