

CTIA's Rob Mesirow Talks About the Move to a Super Show

Ben Munson

This isn't it for MobileCon. All though this year's event in San Diego will be the last time MobileCon stands on its own, CTIA's IT-focused show will still maintain its separate identity when it's folded into the organization's big Super Mobility Week next September in Las Vegas. With the list of 5,000 to 8,000 speakers, exhibitors and attendees finalized, Wireless Week spoke with CTIA vice president of operations Rob Mesirow about the transition from two shows to one really big one.

Wireless Week: What can we expect from the final standalone MobileCon?

Rob Mesirow: The final standalone MobileCon is really important because it's vital that we continue to educate, push and cooperate with these IT professionals that are at the frontlines trying to implement mobile solutions inside of large, mid-sized and small companies. This is important to the wireless industry, it's important to the new and emerging wireless ecosystem and we're looking forward to having a great show that we ride right into Super Mobility Week next September.

WW: Can you talk more about partnerships for the Supershow?

Mesirow: IFA, which is the world's largest consumer electronics and appliance event—we actually just came back from Berlin, this is an amazing event—and we are going to be linking into that in a big way. We are going to share a keynote stage, we are going to create the first global platform for consumer products announcements in the mobile space. That's significant because if you think about the way companies have to release products now, generally you have to be in two places at once. Look at the Galaxy Gear announcement; they were at IFA and simultaneously in New York. These things take a lot of coordination, resources and money and now a company like Samsung just needs to be on our stage or IFA's stage and they're simultaneously on the other side of the Atlantic.

In addition, IFA's really opened the door for large and small appliances to start coming into the event. These are going to play a critical role as these products become connected appliance. It's going to impact not only the way we use the appliance but also energy consumption.

So we're very excited about IFA and it makes us more global in scope. Some of the other partners we have are the National Association of Home Builders. These guys represent over 70,000 home builders in the United States and that's a hugely

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significant, new buying community for the wireless industry. You've got this entire industry that's just coming out of the basement in economic terms and they're really hungry to differentiate their products, so they're pushing technology and a lot of that is our technology being integrated into the home.

We have a lot of healthcare organizations that are part of this event. We've got the Competitive Carrier Association that's a part of this event. UBM's big infrastructure event 4G World, which used to be a standalone event that they had around Super Mobility Week, is physically coming into Super Mobility Week, which is exciting. We've got several other announcements coming that will really fill out each segment of our evolving wireless ecosystem.

WW: How's the planning process changed? Will there still be a designation between CTIA and MobileCon in the new Supershow format?

Mesirow: It won't change at all. We're still producing MobileCon. We're still producing our iconic CTIA event. We're just actually adding a lot of different elements so the planning will remain the same. If anything, it's going to accelerate. We'll make sure, from a MobileCon perspective, that we're still driving this high-level IT professional to the show, that we're still offering them this exclusive environment. I've been telling people it's the best of both worlds because they can have this intimate gathering where they're just with their peers, they'll have all the thought leadership, and at their choosing, they'll be able to go out to the larger show and see what's happening in other areas of the industry.

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