

# CONTENT CALENDAR

## WCE'S UC TODAY

Circulation: 18,000

Timely coverage and analysis of the communications technology industry deployed twice weekly. There are six ad placements in each issue. Each ad allows for 60 words of text including headline and URL.

| NEWSLETTER DATES                                        | SPECIAL FOCUSES                                                                          | EVENT COVERAGE                                                                                                                                                                                                                                                | WCE'S ONLINE COLLEGE OF TECH                                                            |
|---------------------------------------------------------|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| <b>MARCH*</b><br>3, 5, 10, 12, 24, 26, 31               | Towers and wireless sites<br>Wearable technologies                                       | NATE UNITE 2015: February 26-28, 2015                                                                                                                                                                                                                         |                                                                                         |
| <b>APRIL</b><br>2, 7, 9, 14, 16, 21, 23, 28, 30         | FirstNet draft RFP review<br>Radio devices and accessories                               | Wireless Infrastructure Show (PCIA):<br>April 27-30, 2015<br>Internet of Things Summit: April 28-29, 2015<br>ISC West: April 5-7, 2015                                                                                                                        |                                                                                         |
| <b>MAY</b><br>5, 7, 12, 14, 19, 21, 26, 28              | Utilities and transit technologies<br>Internet of Things (drones, M2M, sensors and more) | Unmanned Systems by AUVSI: May 4-7, 2015<br>NetNet North America: May 5-6, 2015<br>UTC Telecom: May 5-8, 2015<br>Internet of Things World 2015: May 12-13, 2015<br>International Microwave Symposium: May 17-22, 2015                                         | <b>May 20, 2015:</b><br>Body Cameras: Policy Decisions, Storage, Open Records and More  |
| <b>JUNE</b><br>2, 4, 9, 11, 16, 18, 23, 25, 30          | Critical communications broadband<br>Cybersecurity for enterprise                        | PSCR meetings: June 3-5, 2015<br>TIA Network of the Future: June 2-4, 2015                                                                                                                                                                                    | <b>June 24, 2015:</b><br>Extending Your LMR Network with LTE and Wi-Fi                  |
| <b>JULY</b><br>2, 7, 9, 14, 16, 21, 23, 28, 30          | Dispatch systems and gear                                                                | NENA 2015: June 27- July 2, 2015                                                                                                                                                                                                                              | <b>July 22, 2015:</b><br>Voice over LTE for the Enterprise and Public Safety            |
| <b>AUGUST**</b><br>4, 6, 11, 13, 25, 27, 31             | Public safety communications<br>Test & measurement                                       | APOC 2015: August 18-19, 2015<br>IMSA 2015: August 22-25, 2015                                                                                                                                                                                                | <b>August 26, 2015:</b><br>Testing and Measurement of LTE Technologies                  |
| <b>SEPTEMBER</b><br>1, 3, 8, 10, 15, 17, 22, 24, 28, 30 | Mobile applications for critical infrastructure and enterprise<br>Smart cities           | CTIA/Mobile Con/4G World: September 9-11, 2015<br>NTCA: September 19-23, 2015<br>International Conference and Business Expo on Wireless Communications: September 21-23, 2015                                                                                 | <b>September 16, 2015:</b><br>Smart Cities Means Smarter Services                       |
| <b>OCTOBER</b><br>6, 8, 13, 15, 20, 22, 27, 29          | Law enforcement and business enterprise wireless<br>Cybersecurity month                  | Smart Industry Show (Industrial Internet):<br>October 6-8, 2015<br>Wireless Leadership Summit: October 7-9, 2015<br>CCA Annual Conventions: October 7-9, 2015<br>IACP: October 24-27, 2015<br>MILCOM: October 28-29, 2015<br>NetNet Expo: October 27-28, 2015 | <b>October 21, 2015:</b><br>The Connected World - How Secure is the Internet of Things? |
| <b>NOVEMBER</b><br>3, 5, 10, 12, 17, 19, 24             | LMR and LTE migration<br>Backhaul                                                        | CMA: November 9-11, 2015<br>TETRA World Congress: November 12-14, 2015<br>Secured Cities 2015: November 10-12, 2015<br>LTE North America: November 17-19, 2015                                                                                                | <b>November 18, 2015:</b><br>Redundant, Reliable, Dependable and High-Capacity Backhaul |
| <b>DECEMBER</b><br>1, 3, 8, 10, 15, 17, 22, 29          | Next-generation communications<br>A year in review                                       | IEEE GlobeCom: December 6-10, 2015                                                                                                                                                                                                                            | <b>December 16, 2015:</b><br>Assessing In-Door Coverage                                 |