

# Use Case - Events

Events of various kinds, including conferences, trade shows, large sports events or smaller gatherings require reliable and flexible connectivity to cater to the diverse needs of attendees, organisers, and exhibitors. Cellular connectivity plays a vital role in addressing these challenges.



## How can Cellhire's cellular connectivity address event challenges?

### ◆ Choice and flexibility on networks

Events are held in different urban and rural locations with varying network conditions where fixed line or WiFi is not guaranteed. Event organisers can utilise cellular connectivity solutions to select the most suitable network or combination of networks, ensuring optimal connectivity for the duration of the event.

### ◆ Enhanced attendee experience

Cellular connectivity guarantees high-speed data transfer and broad network coverage within the event premises. Attendees can enjoy seamless connectivity for mobile app access, event information, live streaming, and interactive features. This enhances the overall event experience, whether it's a business conference, trade show, or sports event.

### ◆ Short- and long-term options

Events vary in duration, from single-day conferences to multi-day occasions. Cellular connectivity provides short- and long-term connectivity options, enabling organisers to adapt their solutions based on the event's duration, ensuring cost-effective connections.

### ◆ Fully supported plug-and-play

Cellular solutions can be designed for easy setup and management, making it convenient for event organisers to establish and maintain connectivity. Technical support can be available to address any issues or challenges promptly, allowing organisers to focus on the event's success.

## Why choose Cellhire for your event connectivity needs?

- ◆ Access to 40+ mobile network operators
- ◆ Competitive rates for UK and EU roaming
- ◆ Customised solutions for media and broadcasting
- ◆ Un-steered multi-network SIMs for seamless connectivity
- ◆ eSIM capabilities for flexibility and control
- ◆ 4G and 5G options for high-speed data transmission
- ◆ Primary and backup options for continuous functionality
- ◆ Reliability and security

### Interested to find out more?

**Call:** +44 7831 640292

**Email:** [iot@cellhire.com](mailto:iot@cellhire.com)

**Visit:** [cellhire.co.uk/iot-connectivity/applications/media-broadcasting](https://cellhire.co.uk/iot-connectivity/applications/media-broadcasting)