

GSMA™
WAS #24

Wholesale Agreements and Solutions (WAS) Group events

Attendee guide

Make the most of your WAS event experience

Thank you for registering for the upcoming Wholesale Agreements and Solutions Group event. Whether you are attending a WAS event for the first time or your organisation is taking part for the first time, this guide will help you prepare, build valuable connections and make the most of your time on site.



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What is WAS?

The Wholesale Agreements and Solutions Group is a [GSMA Working Group](#). It develops agreement templates, charging models and billing specifications for roaming and interworking services.

To stay informed about key activities, updates and future event registrations, make sure you have joined the [WAS Group](#) in Member Gateway. You must

join the group to access the event agenda, meeting documents and attendee list.

Further information on WAS subgroups, [IDS Billing and Settlement Group \(IDSBCE\)](#), [Wholesale SOLUtions \(WSOLU\)](#) and [Wholesale AGREEments \(WAGREE\)](#) is available in Member Gateway.



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What are WAS events?

WAS hosts biannual global events that bring GSMA members together to strengthen roaming partnerships, engage with key industry stakeholders and stay informed about the latest roaming and network developments.

Each event combines conference sessions with dedicated meeting spaces, helping attendees balance content, networking and meetings.

WAS events typically include four core components:



Agenda and conference room

- Conference sessions featuring group updates, industry discussions and collaborative working sessions
- Opportunities to actively participate in discussions, including speaking roles
- The agenda may also include training sessions and workshops



Operator bilateral negotiation rooms

- Available exclusively to Operator and Rapporteur Members
- Dedicated spaces for bilateral meetings with roaming partners



Sponsorship opportunities

- GSMA members can enhance brand visibility at WAS events through a range of sponsorship options



Exhibition and networking areas

- Informal spaces to engage with exhibitors and network with fellow delegates

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Planning for WAS events

Early planning is essential. Complete and receive approval for your registration through Member Gateway before arranging travel, including flights, accommodation and, where applicable, visas. You should also schedule meetings with key partners, suppliers and vendors as early as possible.

We encourage organisations to treat WAS attendance as a strategic priority. WAS events bring together experts from across the mobile ecosystem, giving senior management and operational teams the opportunity to understand emerging roaming trends, gain first-hand insight into industry developments and help shape future collaboration.

The event also offers an important opportunity to meet GSMA members in one place, making relationship-building, collaboration and meaningful discussion more efficient.

1 Event registration

Register via Member Gateway

- Register as early as possible to secure your place
- Do not book travel until your registration has been confirmed and approved
- If you wish to network with other delegates, select the option to allow your details to be included in the delegate list. This enables other delegates to contact you in advance to arrange meetings
- Before you register, check your first name and surname under 'My Member Gateway'
- Ensure your registration is submitted under the correct GSMA member entity. If updates are required, please contact WASregistrations@gsma.com

Additional notes

- The WAS event host provides event facilities at no cost to delegates
- In consideration of the host, attendees who can no longer attend should cancel their registration no later than 30 days before the event opens by contacting WASregistrations@gsma.com

Delegate allocation by membership category (subject to event capacity)

- Operator and Rapporteur Members: unlimited delegate registrations
- Industry Members: up to three delegates per organisation

Review the agenda

- Familiarise yourself with the agenda in advance
- Identify plenary sessions, panels and workshops of interest
- Plan meetings around the sessions you intend to attend

Call for speaker proposals

- Ahead of each WAS event, WAS group members are invited to submit speaker proposals for consideration
- Look out for email communications announcing the call for speaking opportunities
- For further information, please contact the WAS Working Group Director



Getting the most from meetings and networking

Using the attendee list in Member Gateway

- The attendee list is provided to support collaboration and meeting organisation
- It must be used in line with GSMA rules: no promotional or marketing outreach
- Respect confidentiality and professional etiquette when contacting other attendees
- Ensure you are signed up to the [WAS Group](#) to access the delegate list and event documents

Operator bilateral negotiation (OBN) rooms

- OBN rooms are a core part of WAS events
- Only Operator and Rapporteur Members have access to the OBN rooms
- Each Operator or Rapporteur Member organisation is allocated a dedicated negotiation table for meetings with roaming partners
- The delegate list may be used responsibly to arrange meetings in advance
- OBN table allocations and venue layouts are shared ahead of the event. Please review these communications carefully to confirm your assigned table and meeting locations

Sponsorship opportunities

- GSMA members are eligible to sponsor WAS events, enabling enhanced brand visibility through exhibition space, private meeting rooms, or a range of other sponsorship options
- Sponsorship provides valuable opportunities to engage with partners, suppliers and vendors, and to strengthen commercial relationships across the GSMA member community
- Sponsorship and side activities must not conflict with official plenary sessions
- Further details are available on the WAS event page in Member Gateway or directly from the event host

WAS communications

- Important pre-event updates will be communicated by email to help you plan for the event, including:
 - Badge collection opening times
 - Venue layouts
 - OBN room table allocations
 - On-site logistics and arrangements

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During the WAS event

1 Badge collection

- We strongly recommend collecting your badge as early as possible
- Badge collection details will be shared through official WAS communications
- Valid photo identification (passport or driving licence) is required
- Each delegate must collect their own badge; group collections are not permitted
- Delegates attending under a sponsorship allocation should visit the sponsorship badge desk

2 Conference rooms

- Attend conference sessions and actively participate in discussions

3 OBN rooms

- Organisation table cards are provided to participating companies
- Operator bilateral negotiation rooms are only accessible to attendees registered under the Operator, Rapporteur or Parent Group member categories
- Where possible, each organisation has been allocated a room away from national competitors. However, people will move around once meetings begin. Please be mindful of the organisations you are sitting near and follow the GSMA antitrust policy available on [gsma.com](https://www.gsma.com/antitrust)

4 Exhibition and networking areas

- Visit the exhibition area to explore solutions and connect with exhibitors
- Make use of dedicated networking areas to engage with fellow delegates

5 Suggestions box

- Feedback is welcome and helps shape future WAS events
- Please use the suggestions box outside the conference room area or send your comments to GSMA WAS Leadership at gsmawasleadership@gsma.com

6 Networking events

- The host may organise an official networking event; details will be shared via WAS communications where applicable
- Additional networking events organised independently by attending organisations may be by invitation only

7 On-site support

- GSMA staff will be available throughout the event
- For assistance, please visit the registration desk or speak to a GSMA staff member on site

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After the event

- Post-event communications and materials will be shared by the GSMA
- Conference presentations and session recordings will be published in the WAS Group [Meeting Document Folder](#) in Member Gateway



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Need help?

If you have any questions before
or during the event, please contact
WASregistrations@gsma.com