



# Event WiFi Guide

The most reliable Internet and WiFi connectivity in the industry





# Contents

- 4** Introduction
- 5** The Importance of Event WiFi
- 6** How Event WiFi Works
- 8** The Jargon
- 8** Internet Connections
- 10** Event WiFi Examples
- 17** Venue WiFi
- 23** About NOBA
- 24** What We Do
- 26** Meet The Team
- 27** What Our Clients Say

# Introduction

Our Event WiFi Guide is designed to help event professionals understand the importance of high quality event WiFi and connectivity, and give you an insight into how it all works.

Within this guide, we have provided an explanation of the jargon, together with some example events and guideline costs.

We've also shared some of our favourite venues, along with a few pages about Noba and our services.

If you want to avoid all the technical stuff, but want to ensure your next event is perfectly connected, then just give us a call.

**Nick Taylor**  
**Noba Event WiFi**



# The Importance of Event WiFi

WiFi and connectivity have become an increasingly important part of planning an event. While it was considered nice to have when we started Noba 12 years ago, it's now often an essential element of a live event.

Whether for production, press or guest WiFi, a live stream, or some other experiential tech or app, connectivity is the glue that makes all these things possible. Events can no longer afford to have a slow or unreliable network.

Connectivity helps you share your event with a broader audience and allows people worldwide to get involved.

## What about 5G?

5G has made all our lives easier, but it suffers the same shortfalls as 4G. If you get too many users in one place, it starts to fall over. All the more reason to ensure your event has robust connectivity and a team to monitor it.

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Poor connectivity and issues with critical elements of our events had plagued the estate team for many years. We were introduced to event WiFi experts Noba ahead of the summer schedule in 2021, and they quickly established our requirements and recommended and installed a technical infrastructure that would be able to cater for all our live event demands. Being able to offer our clients a fast, secure, and reliable WiFi solution, along with onsite technical advice and support where required, has revolutionised our operation.

**Iain Woolfe - Visitor Operations Manager,  
Holkham Estate**



# How Event WiFi Works?

There is a distinct difference between the WiFi we use daily in our homes and small offices to the WiFi and connectivity we would require in a live event environment. Home and small office WiFi is typically suitable for 10-20 simultaneous users before it becomes unreliable. This is due to the internet connection's speed and the WiFi router's performance.

An event WiFi provider brings faster connections into the building or event space and temporarily installs enterprise-grade WiFi equipment capable of supporting hundreds or thousands of users. If the venue already has a reliable internet connection, the supplier would just need to install the WiFi equipment. A professional event WiFi supplier would also recommend the installation of backup lines, in case of primary line failure, along with onsite technical support to continually monitor the network.

**Tip:** Always ensure your back up line is on a separate carrier network, for example, BT, O2, EE, to the main ISP line connection so that if one carrier has a failure, your network can be switched, preventing any interruption to your event.

# The Jargon

IT departments have a reputation for using overly complicated tech jargon. We try not to do this whenever possible, but there are a few terms worth taking the time to understand, as they help when chatting to venues and suppliers like us.

## Contention

Contention is how 'dedicated' an internet connection is or how many other customers it is being shared with. It is why your 'superfast' home broadband still buffers on YouTube at 6 PM, why you can have 'full signal' at a music festival but not receive a single email, and why many think they need a faster internet connection than they do. It's also why business internet connections are much more expensive; because they are less contended!

## Rate Limiting

Rate limiting is a technique employed to prevent a single user or network from using more than their fair share of the internet

connection. It allows us to manage the available bandwidth, ensure a good experience for all users and make a little internet go a long way.

## Upload & Download

The advertised speed of an internet connection, for example, 80Mbps, is usually its download speed, with its upload speed being much slower. However, for events where sharing or uploading information to the world is critical, the upload speed is arguably as important, if not more so.

## Load balancing

A single internet connection is not usually fast enough to facilitate a live event. Load balancing is where multiple connections are used; we recommend up to 10 on large events for combined speed and reliability. Then if one link fails, it's not a problem; we've still got others to run the show!

# Internet Connections

Here's a rundown of the different internet connections available. They each have their advantages and disadvantages, whether it's cost or availability. We often load balance (combine) multiple connections, for example 2x FTTC lines and 2x Satellite links, in order to get the speed and reliability we need for a particular event.

## FTTC

FTTC (Fibre to the Cabinet) or 'fake fibre' (because it's not fibre all the way into the building) is the technology that powers BT Infinity and similar home broadband services. Unfortunately, it's not available everywhere, particularly central London and its speed will decrease over time as more people gain access to it.

**Speed:** ★★☆☆☆

**Cost:** ★★★★★

**Reliability:** ★★★★★☆

**Availability:** ★★★★★





## Bonded 4G/5G

Bonded 4G/5G is when multiple 4G/5G connections are combined into a single internet connection. This solution generally makes for a faster, more reliable internet service. It's much more reliable than a single 4G/5G connection, but similar to a single 4G/5G connection can still suffer from speed fluctuations.

**Speed:** ★★★★★

**Cost:** ★★★★★

**Reliability:** ★★★★★

**Availability:** ★★★★★

## Point-to-point

Point-to-point works by transmitting an existing (usually Fibre) internet connection from a nearby tall building and beaming it into the event space. If that sounds expensive, it's because it is, but lead times are only a few days, and it's a great last resort.

**Speed:** ★★★★★

**Cost:** ★☆☆☆☆

**Reliability:** ★★★★★

**Availability:** ★★★★★

## Starlink

Starlink is a new broadband service and is the world's first and largest satellite constellation. It uses a low earth orbit to deliver high-speed, low-latency broadband to users across the globe. Launched in 2019, Starlink is perfect for remote locations and in our opinion, it is a game changer, which is why we have such an extensive fleet!

**Speed:** ★★★★★

**Cost:** ★★★★★

**Reliability:** ★★★★★

**Availability:** ★★★★★

## Fibre

Also known as a Leased Line, a Fibre (optic) Line is the fastest, most reliable internet connection available, but it's also the most expensive (upwards of £6,000) and has the longest lead time, a minimum of 3 months. If your chosen venue already has a Fibre Line, you've already won half the battle.

**Speed:** ★★★★★

**Cost:** ★☆☆☆☆

**Reliability:** ★★★★★

**Availability:** ★☆☆☆☆

# Event WiFi Examples

Every event is different and has a unique set of requirements, whether it's 'WiFi in the main space' or 'a hardwired drop next to the photo booth'. As a result, we deliver all sorts of weird and wonderful solutions, from connectivity for thousands of music fans in a field to a handful of VIPs on a Victorian train. And that's why it's challenging to offer a complete 'rate card'.

Nevertheless, we thought it'd be handy to provide a few examples with guideline costs. These can be useful if you're putting together an initial budget and need to pop something down next to the 'connectivity' line item. So the following few pages include examples of event WiFi with audience numbers and a guideline cost. We have included options from smaller pop-up brand activations to an event for thousands that requires several networks and a live support team.

If you need a quick bonded 4G WiFi solution, why not try our nBox? Perfect for the smaller event.

Call our team to discuss your requirements.  
**0345 612 3008**

Just like it's expensive to provide WiFi to thousands of users in a serviced office, it doesn't get any cheaper doing it in a field! So if you're producing an event with mass connectivity requirements, a reasonable rule-of-thumb calculation is £4 per simultaneous user (e.g. 10,000 \*simultaneous users x £4 = £40,000).

\*Please note: 'simultaneous users' is not the same as the number of attendees. Depending on the event, we see anything from 10% of all attendees being online at any one time to 110% (some have more than one device!).

# Network and CCTV for a Festival Site

## Requirement

Site-wide network for production, cashless payments, sponsors, media and CCTV across a 65,000 m2 greenfield site.

## Service Provided

- Multiple internet connections (Fibre Leased Line, Starlink, VDSL).
- Technical team to deliver a site-wide cabled infrastructure and wireless network.
- Network comprising 90 wireless access points, 600 switch ports, 2 km of fibre cabling, 7 km of copper cabling and 25 CCTV cameras.
- CCTV for all access gates.
- Around-the-clock show support.



## Guideline Budget

£50,000

\*Prices can start from £10,000 for smaller festival sites.

## Lead Time

3-6 months

\*Depending on venue, quicker delivery will be available in certain locations.

# 10,000 User Trade Show Requirement

A 10,000-visitor trade show that required a network and connectivity for organisers' back office and behind-the-scenes areas, which are critical to a successful event. In addition, WiFi for exhibitors to use on their stands and in hospitality areas, along with visitor WiFi.

## Service Provided

- High-Density WiFi Network and a Gbps back up internet connection.
- Account management to manage all exhibitor enquiries and process orders, including credit control.
- Project management to liaise between the organisers and the venue, exhibitors and technical delivery team.
- Technical team to deliver a site-wide WiFi network and cabled infrastructure.
- Live Support team to monitor the WiFi and connectivity for 3,500 exhibitors.



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## Guideline Budget

£70,000

\*Prices from £70K to £150K upwards depending on the venues existing infrastructure.

## Lead Time

3-6 months

\*Depending on venue, quicker delivery will be available in certain locations.

# 4,000 User Tech Conference

## Requirement

4,000 user conference using Slido or some form of audience engagement app, live stream to global delegates, event registration network and onsite support for the duration of the conference.

## Service Provided

- High-Density WiFi Network and a Gbps back up internet connection.
- WiFi for 4,000 users across the event space including all break-out areas.
- Hardwired connections to registration terminals and live stream.
- Multiple VLABS to set priorities on traffic.
- Technical team to deliver a site-wide WiFi network and cabled infrastructure.



- Live Support team to monitor the WiFi and connectivity for 4,000 users.

## Guideline Budget

£20,000

## Lead Time

12 weeks.

\*Depending on venue, quicker delivery will be available in certain locations.

# Production WiFi for a Brand Activation

## Requirement

A 3 week central London activation. Production WiFi for 50 simultaneous users and hardwired drops for activities and entertainment.

## Service Provided

- High-Density WiFi Network and a Gbps back up internet.
- Technical team to deliver a site-wide WiFi network for live streaming, activations, traders, and a live broadcast.
- Live Support team to monitor the WiFi and connectivity.



## Guideline Budget

£12,500

## Lead Time

4-6 weeks.

\*Depending on venue, quicker delivery will be available in certain locations

# Press WiFi for a Product Launch

## Requirement

A one day activation with production WiFi for 100 demo devices, press WiFi for 500 simultaneous users and a dedicated hardwired drop for a live stream.

## Service Provided

- Increase the venues existing speed to 500 Mbps, plus provide a back up internet connection.
- A fully managed WiFi network with a dedicated bandwidth for live stream, and user devices, including press and production.
- Project management and technical teams to deliver a site-wide WiFi network.
- Live Support team to monitor the WiFi and connectivity.



## Guideline Budget

£15,000

## Lead Time

6 weeks.

\*Depending on venue, quicker delivery will be available in certain locations

# Guest WiFi & Production Network for a Fashion Show

## Requirement

WiFi and connectivity for 200 simultaneous VIP guests, 50 press and 50 production for a star-studded show.

## Service Provided

- A 500 Mbps point-point internet connection beamed off the roof of a nearby hotel.
- A fully managed hardwired network.
- A fully managed WiFi network to cover the entire venue.
- Dedicated bandwidth for guests, production and press.



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- Technical team to deliver a site-wide WiFi network and cabled infrastructure.
- Live Support team to monitor the WiFi and connectivity for 3,500 exhibitors.

## Guideline Budget

£12,000

## Lead Time

3 weeks.

\*Depending on venue, quicker delivery will be available in certain locations



# Venue WiFi

There are several factors to consider when choosing a venue for your event. But if connectivity is critical, it's worth putting this at the top of your list, as depending on the venue, a fast, reliable internet connection can take months to install. Choosing a venue with a high-quality managed venue WiFi solution with a 1Gbps primary network and 1GPBS backup will make things much more straightforward.

We've included a few of our favourite venues within the following few pages. None of these venues has paid to be featured, but mention Noba, if you decide to use them so that they know to send us a Christmas card!

Of course, if you are holding your event in a unique location, such as a disused warehouse, in a field, out to sea or anywhere else in the world, then we can help you out. We do love a challenge!

Are you looking for a preferred WiFi supplier? Noba provides temporary and permanent WiFi to venues big and small. Many organisers opt for a basic service for day-to-day operations and small events, bringing us on board for more mission-critical projects. However, we're happy to discuss your requirements and advise accordingly.

Call the team on: **0345 612 3008**



# Magazine London

Greenwich

## Capacity

3,000

## Size

19,835 sq m

## Internet

1Gbps internet, back up internet, high-density WiFi network for up to 3,000 users.

## Contact

0203 892 4181  
hire@magazinelondon.co.uk



# Printworks London

Canada Water

## Capacity

6,000

## Size

10,600 sq m

## Internet

200 Mbps download / 200 Mbps upload. Can be boosted to 1Gbps & WiFi for 1,000 + devices on request.

## Contact

0208 498 4934  
hire@printworkslondon.co.uk



# Holkham Estate

Norfolk

## Capacity

2,000

## Size

4,998 sq m

## Internet

We installed a new core network with long range 4G backup specifically to cater for their events.

## Contact

01328 713 104  
events@holkham.co.uk



# Saatchi Gallery

Chelsea

## Capacity

1,500

## Size

6,500 sq m

## Internet

100 Mbps download / 100 Mbps upload. Basic WiFi for 50 devices. Can be boosted to 1,000 Mbps & WiFi for 1,500+ devices on request.

## Contact

0207 811 3095  
events@saatchigallery.com



# Dock x London

Surrey Quays

## Capacity Size

680

697 sq m

## Internet Contact

120 Mbps download / 40 Mbps upload. Basic WiFi for 30 devices. Can be boosted to 200 Mbps & WiFi for 680+ devices.

0203 319 9332  
hello@spacesstories.com



# Exhibition London

White City

## Capacity Size

3,000

1,271 sq m

## Internet Contact

Up to 1Gbps download / 1Gbps upload. WiFi for up to 1500+ devices on request

0208 498 4937  
hire@exhibitionlondon.co.uk



# Landing 42

London, EC3

## Capacity

1,500

## Size

6,500 sq m

## Internet

100 Mbps download / 100 Mbps upload. Basic WiFi for 50 devices. Can be boosted to 1,000 Mbps & WiFi for 1,500+ devices on request.

## Contact

0208 498 4930  
info@landingfortytwo.com



# The Beams

London, E16

## Capacity

680

## Size

697 sq m

## Internet

120 Mbps download / 40 Mbps upload. Basic WiFi for 30 devices. Can be boosted to 200 Mbps & WiFi for 680+ devices.

## Contact

0203 515 0130  
info@thebeamslondon.com



# East Wintergarden

Canary Wharf

## Capacity

1,500

## Size

6,500 sq m

## Internet

100 Mbps download / 100 Mbps upload. Basic WiFi for 50 devices. Can be boosted to 1,000 Mbps & WiFi for 1,500+ devices on request.

## Contact

0203 319 9332  
anthony@saatchigallery.com



# Tate Modern

## Capacity

680

## Size

697 sq m

## Internet

120 Mbps download / 40 Mbps upload. Basic WiFi for 30 devices. Can be boosted to 200 Mbps & WiFi for 680+ devices.

## Contact

0207 887 8689  
private.events@tate.org.uk



# About Noba

Noba provides Internet, WiFi, Live Streaming, and Custom Developed Software.

We were created to service the demand for high-quality event WiFi in the live event sector, and are proud to have been the first event specific IT company in the UK. We continue to provide WiFi to the industry, alongside internet, portable plug and play unlimited data solutions, live streaming, virtual and hybrid event support, and bespoke event software, operating throughout the UK and beyond.

## Events We Support

Noba's team of highly qualified engineers help deliver fast, reliable internet and WiFi to hundreds of events every year. Our clients are predominantly brands and production agencies, with some choosing to white-label our services. This means we can become part of your inhouse team, working under your brand or your clients, from conception through to delivery. We ensure all elements of your event, from the production team to the audience, live streams to PDQs, receive bulletproof connectivity, wherever and whenever you need it.

## Some of the brands and agencies we work with



Visit our website to learn more about our work: [noba.co.uk](http://noba.co.uk)



# What We Do

Reliable connectivity and WiFi have gone from being a bonus to absolutely essential. Technology and connectivity are as critical as audio, video and lighting to many events and experiences, whether live, hybrid or virtual. This is due to the ongoing evolution of the digital world and the ever-increasing expectations of tech-savvy event audiences.



## Event WiFi Connectivity

Put simply, we help your event remain better connected and ensure it runs seamlessly. We provide robust, high speed temporary and permanent internet and event WiFi solutions in a wide variety of locations, and tailor our solutions to your requirements.



## nBox Portable Internet

Noba's solution for portable plug and play internet, and enterprise grade WiFi for team home working, smaller scale events and live streaming.



## Live Streaming

Whether you need a 2-way live video stream between locations, or a live video stream to social media, we can provide reliable and flexible services. Noba have been live streaming events for many years, and the team have learned to provide a solution from pretty much anywhere on the planet.





## IPCCTV

We provide CCTV for live events, delivering temporary monitoring and security solutions for short-term applications such as festivals, installations, brand activations and more.



## Managed Venues

We install fully supported WiFi and related solutions into permanent venues for the events and hospitality sector.



## Virtual & Hybrid Event IT

From virtual platform advice through to bespoke design and delivery, the Noba team of IT specialists and development experts provide a complete virtual and hybrid event toolkit.



## Event Software & IT

We provide standalone and integrated software solutions for events, tailored to your requirements.



## Emergency WiFi

If you're moving offices or need to move to a temporary location due to unforeseen circumstances, Noba can install temporary internet and WiFi solutions to get you up and running within 24 hours.

Visit our website to learn more about our work: [noba.co.uk](https://noba.co.uk)

# Meet The Team



**Gary Exall**  
Director



**Nick Taylor**  
Director



**Ian Oakley**  
Warehouse &  
Logistics Manager



**Trudy Stripp**  
Head of  
Operations



**James Cairns**  
Head of Technical  
Delivery



**Mike Kershaw**  
Non-Ex Chairman



**Ruban Byrne**  
Project Manager



**Chris Customs**  
Network Engineer



**Rachel Waterfield**  
Marketing Director



**James Grant**  
Software Development



**Jane Russell**  
Finance Director



**Nobunao Hirano**  
Events Technical  
Director



**Sean Best**  
Senior Network  
Engineer



**Jon Franklin**  
Finance Manager

# What Our Clients Say

“

Thanks, everyone, for all your hard work. I believe this has been our smoothest WiFi and internet installation ever.

**Alex Webb - Senior Operations Manager, IMEX Group**

“

We approached Noba at short notice to help us with our WiFi and CCTV requirements for the Michael Buble UK Tour. The Noba crew were professional, and offered a seamless service with support throughout the tour.

**Stefanie Kenning - Project Manager, Site and Stage**

“

Thank you so much for another successful Twitter Cannes Lions. Well done to you and the teams onsite.

**Jamie Chapple - Head of Production, Wonderland**

“

I just wanted to say thank you; your guys have done an incredible job here; the service was excellent, and the guys were so friendly and helpful; they couldn't have done more.

**Nick Earp - Senior Site Operations Manager, LS Events for The Lambeth County Show**

“

The client feedback has been excellent surpassing all expectations, please send on my thanks to all involved your end. Looking forward to working with you again soon.

**INCA Productions**

“

Noba's team have been integral to the Brixton shows, providing the connectivity to make them possible.

**Mike Darling - Production Director, MelodyVR**

The logo for 'noba' features a stylized blue icon of three horizontal bars of varying lengths, with a small blue dot below the middle bar, followed by the word 'noba' in a white, lowercase, sans-serif font.

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**0345 612 3008**

hello@noba.co.uk  
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