

BEYOND CONNECTIVITY.

COMPANY CASE STUDY

**25K ATTENDEES.
LIVE, LOUD, ONLINE.
BUILT FOR THE SURGE.**

How Metro Wireless powered the African World Festival with enterprise-grade internet access and on-site tech support—delivering flawless WiFi for event staff, vendors, and 25,000 attendees.



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WIFI THAT MOVES CROWDS

HOW METRO WIRELESS POWERED 25,000 GUESTS AND VENDORS WITH A SEAMLESS INTERNET AND WIFI EXPERIENCE

CLIENT DETAILS:

Name: Charles H Wright Museum
Industry: Temporary Events & Festivals

About: The Charles H. Wright Museum of African American History is a museum of African-American history and culture, located in Detroit, Michigan. It annually holds a three-day celebration called the African World Festival, honoring the African Diaspora with performances, vendors, food, and more. Over 25,000 people attend.

Key challenges included:

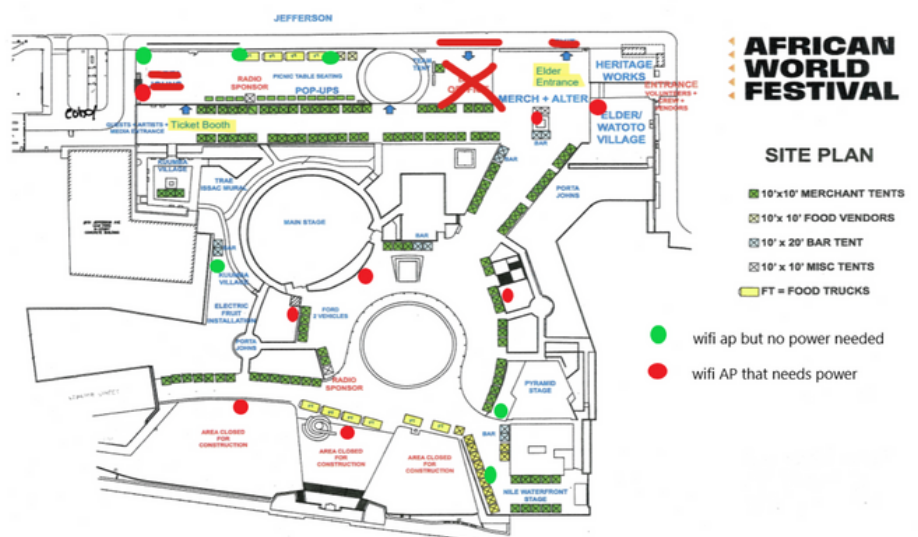
- No internet or power infrastructure
- Thousands of simultaneous users
- Vendors needed reliable PoS
- Uptime critical for security & streaming
- Minimal setup window
- Zero tolerance for outages

OVERVIEW

For the African Festival, an annual weekend-long festival with over 25,000 attendees, **Metro Wireless delivers an enterprise-grade internet and WiFi experience with perfect uptime and on-site support staff.**

From vendors running point-of-sale systems to attendees sharing real-time content on social media, **dependable WiFi solutions are now an essential part of the event and festival experience.**

Via a robust consultation process and enterprise-grade network hardware, Metro Wireless sets the bar for delivering custom-designed, high-performance WiFi to outdoor festivals, trade shows, concerts, and more.



African World Festival Site Plan

THE CHALLENGE

Temporary events present a unique set of connectivity hurdles. Most festival grounds lack the **traditional infrastructure** necessary for internet access.

The logistical demands of serving thousands of users in open spaces, often with unpredictable weather or terrain, require a strategic and technical approach.

At one particular event— the **African World Festival** in Detroit, which attracts over 25,000 attendees annually— the challenges included:

- **Zero pre-existing infrastructure:** No wired internet service, established power lines, or Ethernet drops for WiFi deployment.
- **High user density:** Thousands of attendees, staff, and vendors needing simultaneous access in an environment with high interference levels.
- **Critical vendor connectivity:** Dozens of food, merchandise, and service vendors require stable internet for credit card processing and mobile payments.
- **Live event services:** Real-time communications, security systems, and live streaming feeds, depending on uninterrupted high-speed internet.
- **Limited setup time:** Fast installation and teardown were essential, with only a narrow window for deployment.
- **The stakes were high:** A drop in connectivity could mean lost revenue for vendors, frustrated guests, loss of emergency communications for event planners, and an overall diminished event reputation.



Metro Wireless deployed a Managed WiFi solution



THE SOLUTION

Metro Wireless approached the challenge with a comprehensive, layered strategy tailored specifically to the event's environment and user requirements. Their festival internet and WiFi deployment plan focused on delivering speed, scalability, and stability, even under high demand.

Pre-event discovery and assessment

Metro Wireless began with an in-depth needs analysis, working closely with the event organizers to determine:

- Estimated data usage and number of connected devices
- Bandwidth requirements for staff, vendors, and guests
- Critical services (i.e., PoS, security, live video) that require priority connections
- Terrain analysis and coverage zones; including consideration for interference

Custom network design

Based on the findings, a **custom temporary WiFi network** was engineered using a combination of the following technologies:

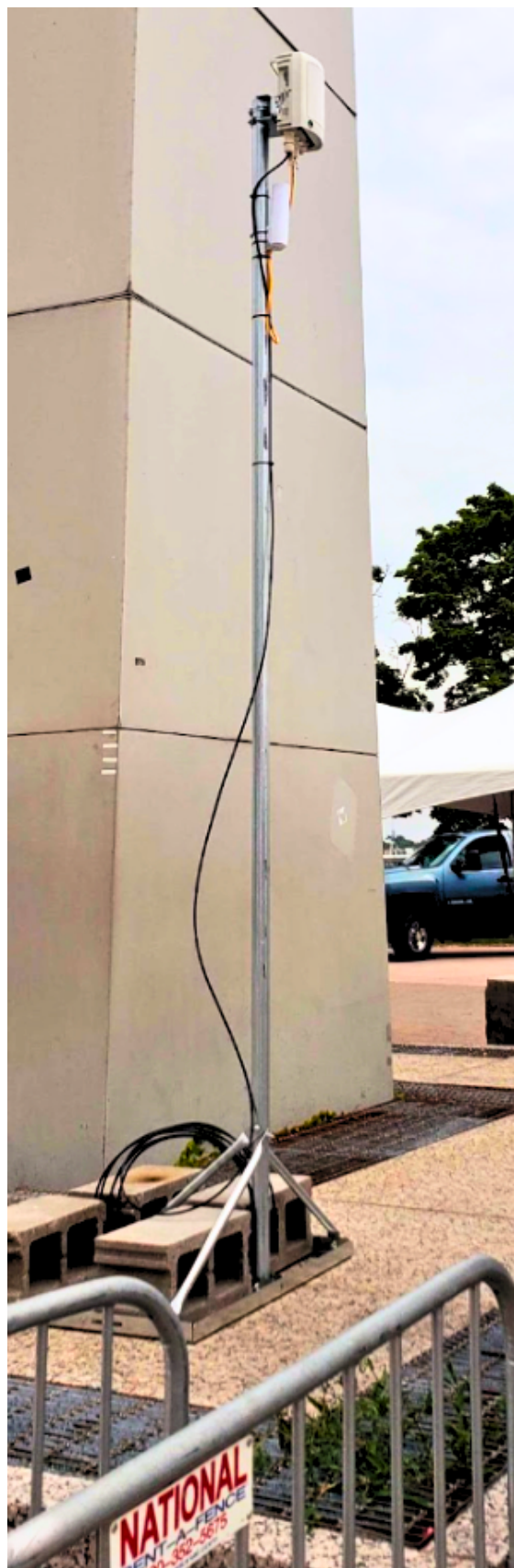
- **Fixed wireless dedicated internet access:** A dedicated internet connection with symmetrical bandwidth was sourced by Metro Wireless.
- **5G/LTE failover:** Cellular-based broadband was used as a failover connection and was bonded with the fixed wireless circuit to increase total bandwidth.
- **Enterprise-grade hardware:** Robust networking equipment was used to deliver a robust, secure WiFi network capable of handling thousands of simultaneous users.
- **Network redundancy:** Multiple failover and self-healing paths were built into the network to guarantee perfect uptime, even if one point in the network failed.

Rapid installation and support

Once designed, Metro Wireless's experienced technicians set up the infrastructure **just two days before the event**, coordinating with the client event team on:

- **WiFi access point placement** for maximum coverage
- **LAN infrastructure placement**, including routers, switches and power supplies
- **Configuration of traffic management systems**, ensuring bandwidth prioritization
- **24/7 NOC monitoring** for live support and issue detection
- **On-site technical staff** to handle any real-time issues or requests during the event

This proactive, hands-on deployment ensured that the entire venue was covered with **high-speed, enterprise-grade WiFi** fit for the event.



Metro wireless deployed **PtMP wireless backhaul** and WiFi access points

THE RESULT

The result was a **flawless internet experience for vendors, staff, and attendees** throughout the entire festival weekend.

Vendor success

- Over 95% of vendors used Metro Wireless-provided internet to power their **PoS terminals** and digital payment platforms.
- Transactions were processed without interruption, boosting vendor sales and customer satisfaction.

Seamless communication

- Event staff utilized the network for real-time communication and coordination.
- Security teams maintained access to their digital tools, including cameras and check-in systems.

Attendee engagement

- Thousands of festival-goers shared their experiences online in real-time, promoting the event through live posts, stories, and videos.
- Social media engagement increased significantly, driving attention to the festival beyond just the attendees on-site.

Zero downtime

Thanks to network redundancy and on-site support, the event ran with zero internet outages— a critical factor in maintaining trust with vendors and organizers.



"I trust Metro Wireless annually to deliver internet and WiFi to the 25,000 African World Festival attendees. Their planning and execution are flawless, leading to a smooth and worry-free connectivity experience. I'll continue to use them every year."

Sean Fulgiam
Director of Technical Services

CONCLUSION

Few providers can match Metro Wireless's precision and reliability when it comes to temporary event internet. The annually successful deployment at the African World Festival serves as a powerful example of what's possible when advanced technology meets expert planning.

By assessing unique event requirements, designing custom, scalable networks, and offering continuous on-site support, Metro Wireless eliminates the stress of unreliable internet at festivals and temporary event venues.

STILL TRUSTING POP-UP WIFI IN A POP-UP TENT?

Metro Wireless brings real infrastructure to temporary chaos—so your vendors don't rage-quit their PoS systems.



READY TO DEPLOY TEMPORARY WI-FI THAT BEHAVES LIKE PERMANENT INFRASTRUCTURE?

WE'LL HANDLE THE CHAOS. YOU HANDLE THE CROWD.

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