RYTHMz

CASE STUDY

Phoenix Fan Fusion *2025*

Bringing connectivity where it's needed, even in the Phoenix heat.

EXECUTIVE SUMMARY

Phoenix Fan Fusion has been a staple of Downtown Phoenix and the Phoenix Convention Center since 2010. Over the years amazing partnerships have been forged, but as the event grew, its connectivity needs outpaced the existing infrastructure. When organizers required a cost-effective, flexible solution to deliver internet to its resources over the 900,000 sq ft convention center, RYTHMz was able to save the day with a modern 5G-powered approach.

THE CHALLENGE

Large events always have their own unique challenges. Hosting an indoor/outdoor event for 130,000+ attendees is no exception! Phoenix Fan Fusion was seeking an affordable, scalable and adaptable solution for their event to deliver greater connectivity to their guests and staff, while reducing costs and avoiding a cookie cutter solution that traditional internet providers offer. Venues notoriously provide expensive, slow, and inflexible connectivity for events. Most providers in the space have relied on a monopoly to instill high profit margins for themselves, and an aversion to innovation and immerging technologies. This has left event organizers to foot the bloating cost with reduced services.

RYTHMz aims to break the stranglehold venues have on internet services by giving event organizers a powerful alternative that lowers costs and improves performance.

OBJECTIVES

To provide a reliable, cost-effective internet connection to marketing and operation staff, with the flexibility to adapt to the evolving demands of a large-scale event, the following objectives were defined:

- **Ensure** event registration stays online, never leaving attendees out in the heat.

- **Provide** seamless connectivity for on-site teams to support live marketing initiatives during the event.

- **Eliminate** risks of data caps, throttling, and unexpected surcharges.

- **Deliver** scalable internet access to meet the evolving demands of a large-scale, high-traffic event.

- **Deploy** a robust, adaptable, and rapid connectivity solution.

- **Maintain** network stability and maximize uptime from setup through teardown.

THE OPPORTUNITY

By leveraging RYTHMz's scalable and adaptable 5G connectivity, we proposed a solution that gave event operations reliable internet access wherever it was needed, both inside and outside the venue. The approach not only reduced overall costs but also improved bandwidth and uptime. With a plug-and-play setup, RYTHMz supported rapid, ad hoc network deployments throughout the event, helping ensure attendees had a great experience and could focus on what mattered most: "*Discover Your Inner Geek!*"
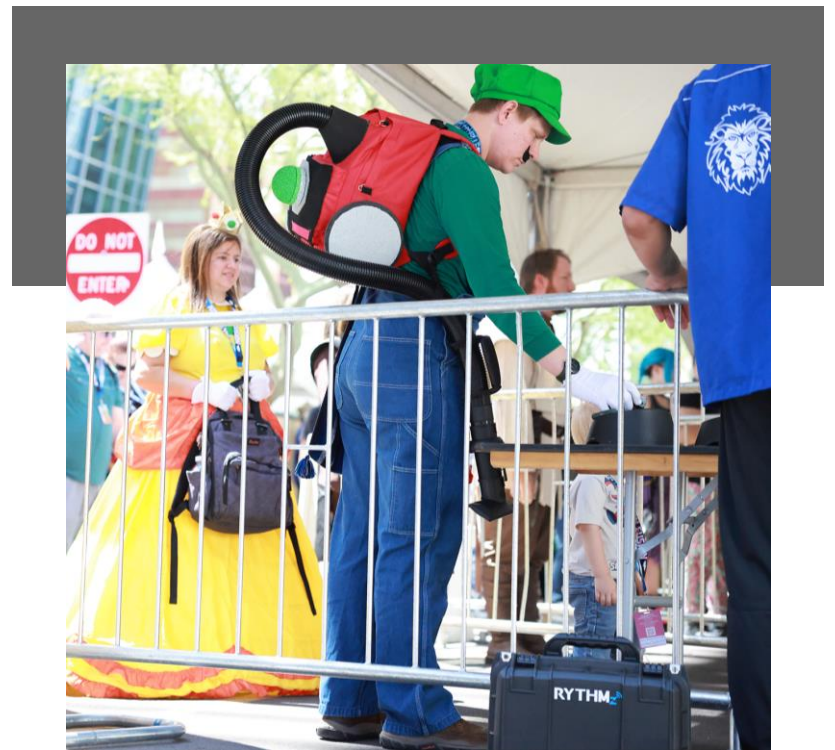
THE SOLUTION

From registration booths to roaming operations teams, RYTHMz utilized 5G to deliver reliable internet where and when it mattered most.

THE TECH BEHIND THE SCENES

RYTHMz deployed nine stationary 5G units, providing 36 concurrent SIM connections and over 120 individual antennas. These units were strategically placed in high-priority zones such as marketing, registration, operations, and programming, allowing staff to stay in constant communication and focus on delivering an exceptional attendee experience. Three additional units were kept on standby and deployed to handle last-minute requests and dynamic needs during the event.

- **Dedicated WANs:** In select areas, dedicated WANs were used to boost speed and ensure consistent performance for staff and attendees.

- **WAN Bonding:** For mission-critical operations, WAN bonding was implemented to maintain uninterrupted service and eliminate single points of failure.

- **Revenue Opportunities:** By offering stronger, more reliable connectivity, the event unlocked new sponsorship opportunities tied directly to premium internet access.

THE OUTCOME

Phoenix Fan Fusion pulled off a record-breaking event, surpassing its previous attendance numbers for a 3-day event with **over 130,000 attendees**.

During the event, RYTHMz successfully delivered:

- **1.09** terabytes of data

- **12** network boxes deployed

- **99.7%** network uptime

- **Lower** overall connectivity costs while improving both usage and performance.

- **New** sponsorship revenue opportunities through enhanced network infrastructure.

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