CASE STUDY

Baltimore Convention Center Elevates Connectivity with Hospitality Network

The Baltimore Convention Center partnered with Hospitality Network (HN), a Cox Business company, to modernize its aging IT infrastructure. Now spanning over 1.2M sq. ft. of event space, the venue offers seamless, scalable connectivity for eSports and tech events, enhancing attendee experience, empowering staff, attracting new business, and positioning Baltimore as a high-tech hub.

HIGHLIGHTS

CUSTOMER PROFILE

Location
Baltimore, Maryland

Industry
Convention & Hospitality

Facility Size
1.2 million sq. ft.

Meeting Spaces
Exhibit Hall & Ballroom

CHALLENGE

- Legacy infrastructure unable to support modern event demands
- Inconsistent WiFi coverage and limited bandwidth throttled event performance
- Lack of real-time diagnostics and remote support capabilities
- Missed opportunities with high-tech events due to outdated network

SOLUTION

- Network Modernization: Upgraded WiFi, cabling, switch rooms, and VoIP across the convention center
- Operational Intelligence: Real-time monitoring, analytics, and connectivity through venue
- White Glove Support: Onsite experts, 24/7 support, and event consultations & debriefs

Results

Bandwidth
Zero-latency performance for events, including eSports tournaments

Seamless
Attendee experience across 1.2M sq. ft. with uninterrupted roaming

Bookings
Increase from previously hesitant clients due to network reliability

Future-Ready
Infrastructure designed to scale with evolving event tech needs

KEY OUTCOMES

The Baltimore Convention Center's network transformation has eliminated previous limitations and enabled the venue to support a broader range of events. With over 220 new wireless access points and 15 miles of new cabling, the facility now delivers seamless, high-speed connectivity across its 1.2 million square feet—indoors and out. Attendees and exhibitors enjoy consistent, reliable service for streaming, gaming, and real-time transactions.

The upgrade empowers staff and sales teams with real-time diagnostics, remote monitoring, and on-site support. The sales team now co-sells with HN, offering new products and driving revenue. An event portal tracks orders and analytics for transparency, helping re-engage clients and attract new event segments like eSports and hybrid events.

Improvements have streamlined workflows and boosted staff satisfaction. Reliable WiFi and VoIP now benefit all departments, making the convention center more agile and responsive, and setting a new standard for event connectivity.

LOOKING AHEAD

With a major renovation on the horizon, the Baltimore Convention Center is poised to lead the next generation of event experiences. Backed by a future-ready network and a partner committed to innovation, the venue is ready to scale, adapt and inspire.

WHY COX BUSINESS?

✓ **Hands-On Approach**

- 24/7 support
- IT team enablement
- Local experts

✓ **Expertise**

- Tailored solutions for industries
- A robust portfolio of tech solutions
- Understanding of compliance needs

✓ **Seamless Set-Up**

- Collaborative implementation
- Connectivity & cloud solutions
- Team training and support

WHY HOSPITALITY NETWORK?

✓ **Hospitality & Connectivity**

- 40+ years in event venues
- Purpose-built infrastructure
- WiFi & industry solutions

✓ **Support & Event Services**

- Co-designed deployments
- Onsite & remote tech teams
- Personalized event solutions

✓ **Future Ready & Sustainable**

- Eco-friendly hardware recycling
- Scalable event tech
- Redundant, high-capacity WiFi

COX
BUSINESS

"Hospitality Network didn't just install a network, they became part of our team. Their people, process, and performance have redefined what's possible here."

Mac Campbell, Executive Director
Baltimore Convention Center