

# Roswell's Business Wi-Fi Day

Sparklight® Business customers with existing Sparklight Business Wi-Fi technology are invited to visit our Roswell office to receive a **free upgrade to the eero\*-based Business Wi-Fi Plus** to enhance their Wi-Fi experience. This is part of our commitment to providing advanced technology for better reliability, speed, and coverage. Customers who have their own equipment are also invited to stop by to learn more about our Business Wi-Fi Plus.

**Date:** Wednesday, March 4, 2026

**Time:** 9 AM – 3 PM

**Location:** 2005 S Main St. Roswell, NM 88203

## Frequently Asked Questions (FAQs)

### 1. What is Business Wi-Fi Day?

Business Wi-Fi Day is a customer appreciation event where Sparklight Business customers in Roswell can visit our office on March 4 from 9 AM – 3 PM to claim a free upgrade to Business Wi-Fi Plus by receiving a free eero\*.

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### 2. Am I eligible for a free eero\*?

This offer is available to current Sparklight Business customers in Roswell who do not already have Wi-Fi Business Plus powered by eero\* and who currently have Sparklight Business WiFi via the Hitron Wi-Fi modem.

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### 3. What is the eero\*-based Business Wi-Fi Plus, and how does it benefit businesses?

The Business Wi-Fi Plus eero\*\* router is a best-in-class mesh Wi-Fi system that plugs into your existing business Hitron router. By connecting (plugging in) the eero\* device you bypass the Hitron WiFi and use the eero\* Wi-Fi while the Hitron modem component continues as is. The benefits of the eero\* router are:

- **Reliability:** Maximized through eero's\* robust technology.
  - **Speed:** Enhanced network speeds, potentially up to 30% faster.
  - **Coverage:** Up to 4X more coverage, reducing dead spots.
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### 4. How do I claim my free Business Wi-Fi Plus eero\* router?

You must visit the Sparklight Business office in Roswell at 2005 S Main St. on **March 4, 2026**, between 9 AM and 3 PM to pick up your device. You do not need to bring your Hitron equipment. You'll simply pick up the device and bring it back to your business premises to plug it into the Hitron modem. It's that simple!

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#### **5. What if I can't attend the event on March 4, 2026?**

If you are unable to attend, please call Sparklight Business Customer Support at **1- 855-889-3917** to explore alternative options for your upgrade.

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#### **6. Is there any cost associated with the eero\* device?**

There is no cost for swapping out the Hitron Wi-Fi for the eero\* Wi-Fi during this event/offer. However, you can get additional eero\* routers, if requested – up to a maximum of five – for an additional \$8.00/mo. per router.

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#### **7. Will set up support be available at the event to help me?**

Yes, the Sparklight Business team will be on-site to answer basic setup questions. The eero\* router is easy to install and use without IT support. However, when you're plugging it in, if you need help we're always here. Simply contact Sparklight Business customer care at 1- 855-889-3917.

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#### **8. What do I need to bring to the event?**

- A valid photo ID
- Your Sparklight Business account number or billing information

**YOU DO NOT NEED TO BRING YOUR HITRON MODEM/ROUTER**

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#### **9. What happens if I already have Wi-Fi Business Plus with eero\*?**

If you already have Wi-Fi Business Plus with eero\* you do not qualify for this offer.

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#### **Contact Information for Additional Questions:**

Contact Sparklight Business Customer Care at 1- 855-889-3917.

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