



Sponsorship Application/Contract

To take advantage of the following opportunities, please:

1. Complete the company name and contact information.
2. Indicate the opportunities you would like to purchase.
3. Send your original contract and full payment to:

NCTA Convention Headquarters
 c/o Dobson & Associates, Ltd.
 1146 – 19th Street, NW, Suite 250
 Washington, DC 20036

Please make checks payable to **NCTA**.

Company Name: _____

Contact Name: _____

Phone: _____ Fax: _____

Address: _____

City/State/Zip: _____

E-Mail: _____

	Price	Quantity	Total Cost
SPONSORSHIP OPPORTUNITIES			
Badge Lanyards	\$30,000		
Cable Asia Breakfast	\$5,000		
Cable Europe Breakfast	\$5,000		
Chairman's Reception	\$25,000	Separate Contract	
Conference Archives	\$25,000	Separate Contract	
Convention Bag	\$50,000/\$12,500		
Convention Notebook	\$10,000		
Convention Pen	\$8,000		
Convention Hand Sanitizers (personal size)	\$20,000		
Convention Hand Sanitizer Stations	\$20,000		
CTAM Business Services Reception	\$7,500		
E-Lounge @ Cable Courtyard	\$25,000		
Hotel Key Cards	\$15,000		

Questions? Visit www.thecablesow.com/sponsorship or call 202-463-7905

Hotel Room Wake Up Calls	\$3,000		
International Business Center (IBC)	\$20,000		
International Welcome Reception	\$15,000		
Media Bag	\$7,500		
Media Center Catering			
All Three Days - Exclusive	\$15,000		
Media Reception	\$15,000	Separate Contract	
Mints	\$5,000		
Pocket Z-Card Floor Plan	\$30,000		
Relaxation/Massage Lounge (2)	\$20,000		
The Vanguard Awards	\$30,000	Separate Contract	
Water Café	\$20,000		
Greening Project	\$20,000		
Touch Screen You-Are-Here Kiosks	\$30,000		
On-Screen Ads You-Are-Here Kiosks (8)	\$6,000		

I have read, understand, and will abide by all show and sponsorship policies.

Authorized Signature: _____ Date: _____

Advertising Application/Contract

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Company Name: _____

Contact Name: _____

Phone: _____ Fax: _____

Address: _____

City/State/Zip: _____

E-Mail: _____

	Price	Quantity	Total Cost
BANNER ADVERTISING			
Banner Advertising	\$8,000-\$12,000		
Stair Graphics	\$15,000		
Escalator Well Graphics	\$10,000		
SHUTTLE BUS ADVERTISING			
Exterior Shuttle Bus Advertising	\$5,000/bus		
Head Rest Covers	\$5,000/bus		

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Video Equipped buses	\$5,000/bus		
PRINT ADVERTISING – OFFICIAL CONVENTION PROGRAM			
Back Cover	\$8,000		
Front Inside Cover	\$5,000		
Back Inside Cover	\$5,000		
Full Page Advertisement	\$2,000		
E-NEWS ADVERTISING			
Button Ad	\$4,000		
WEB ADVERTISING			
Button Ad	\$6,000		
Skyscraper Ad	\$8,000		
Content Ad	\$4000		
Interactive Floor Plan Half Banner Ad	\$2,000		

Banner Preferences: 1st _____ 2nd _____ 3rd _____

Web Ad Location Preferences: 1st _____ 2nd _____ 3rd _____

I have read, understand, and will abide by all show Rules and Regulations and sponsorship policies.

Authorized Signature: _____ Date: _____

SPONSORSHIP AND ADVERTISING POLICIES

Reservations

All sponsorship and advertising opportunities are available only to NCTA Exhibiting Companies and/or NCTA members on a first-come, first-served basis. All application/contracts must be accompanied by payment in full.

Cancellation

If you cancel after you've reserved a sponsorship or advertising opportunity, you must notify NCTA/Show Management in writing. The date on which the notice of cancellation is received will be the official date of cancellation.

If you cancel your sponsorship prior to January 15, 2010, 50 percent of the total amount due will be refunded. If you cancel after January 15, 2010, there is no refund.

Right of Refusal

NCTA/Show Management reserves the right to exercise its sole discretion to accept or refuse any contract.

Provision in Case of Default

If any sponsor fails to perform any material term or condition of the contract, NCTA/Show Management reserves the right to terminate this contract immediately. Any funds paid by the sponsor may be retained by NCTA/Show Management. Sponsorships may not be resold, shared, or sublet without permission from NCTA/Show Management. In the event of a failure or other error or omission of NCTA/Show Management in its performance and terms of this contract, the Sponsor's sole remedy shall be to seek reimbursement of the payment made and the Sponsor waives any claim it may have against NCTA/Show Management or its employees and/or agents or any other liability of loss arising out of this Contract or actions of NCTA/Show Management with respect to said opportunity.

General Advertising Policy

Submission of Applications/Contracts without full payment does not guarantee reservation of the sponsorship/advertising. No advertisement will run without full payment. Rates are net; no agency discount will be applied. Advertiser agrees to furnish all copy, art (film or disks), and color proofs prior to the deadlines listed in this brochure. If artwork is not received by the published deadlines, late fees may apply. NCTA shall not be responsible for errors caused by the transfer of your data and graphics or for claims made in any advertisement. In the event of an error or omission, the Advertiser's sole remedy shall be to seek reimbursement of the payment made by it to NCTA hereunder, and the Advertiser waives any claim it may have against NCTA/Show Management or its employees and/or agents or any other liability or loss arising out of this contract or actions of NCTA/Show Management with respect to said advertisement. Advertiser warrants that all photographs and endorsements are covered by valid, written consents. Advertiser shall indemnify and hold NCTA harmless from liability of any kind resulting from publication.