

Introducing the perfect opportunity to show off a little. OR A LOT.

STEP INTO THE SPOTLIGHT

THE CABLE SHOW 2011



Exhibitor Prospectus

THE CABLE SHOW 2011 · JUNE 14-16
MCCORMICK PLACE, CHICAGO
EVERYTHING POSSIBLE · THECABLESHOW.COM



THE CABLE SHOW 2011

INFLUENTIAL IMPRESSIONS. EFFECTIVE DEMONSTRATIONS. SERIOUS OPPORTUNITY.

There's nothing like being there live.

Hands-on, up close, highly personal, hugely effective. For making an impact with your best customers and your brightest prospects, there's nothing as persuasive as live demonstration and real conversation. **And nowhere like The Cable Show to make it happen.**

The 60th Annual Cable Show happening June 14-16, 2011 in Chicago offers introductions, immediacy and impact you won't find anywhere else:

- A-list decision makers. And lots of them.
- An attendee base that's growing. Just like cable.
- A vibrant marketplace for getting business done.

Plug in and prosper.

Put some Show in your business plan and watch big things happen. Whether you invent technology, solve back-office puzzles or produce amazing content, nothing makes a more powerful impression than live, real-time, unfiltered presentation. The Cable Show provides the perfect venue for it.

- Establish and advance your position in the cable industry.
- Strengthen your business relationships and cultivate new, profitable connections.
- Showcase your solutions to precisely the right crowd: executives who are there to discover (and buy) them.



“The 2010 Cable Show offered many networking events and fascinating discussions both inside and outside of the show floor. The energy of attendees and exhibitors alike to learn and discover new opportunities made the show a complete success.”

- Jim Albright, Marketing Specialist, VCI Solutions

Be a part of cable's growth curve.

The cable industry is at the center of a communications and media revolution that's empowering the world. And producing tremendous business opportunities across fast-growing marketplace sectors.

U.S. CABLE INDUSTRY STATS AT A GLANCE

Annual industry revenues	\$89.9 billion
Annual advertising revenues	\$24.3 billion
Capital expenditures in the last 10 years	\$142 billion
Capital expenditures, 2009	\$14 billion
Broadband-Internet customers	42 million
Broadband reach	93% of U.S. homes
Cable Phone customers	22 million

Source: SNL Kagan, NCTA

Reserve your place in cable's big picture.

From advanced advertising to digital content to wireless broadband, more than 125 different product, content and service categories are on display at cable's most influential event, including:

- Advanced Advertising
- Broadband
- BSS/OSS
- Consumer Electronics
- Digital Content
- Education
- Enterprise IP Solutions
- Entertainment
- Financial/Investment
- Games
- Government/Military
- Health Care
- Home Networking
- Interactive TV
- Network Management
- Program Distribution
- Satellite
- Software
- Telecommunications
- Wireless

Experience spontaneous success.

Combining a top-caliber attendee list with the industry's largest, most comprehensive show floor, The Cable Show sets the stage for introductions and revelations that make great business sense.

C-LEVEL EXPOSURE

CEOs from every major cable company, plus C-level participation from leading programmers and technology companies.

RICH CABLE OPERATOR PRESENCE

One-third of attendees are cable operators.

DIVERSE TITLES EVERYWHERE YOU LOOK

- Corporate Management
- Engineering
- Marketing
- MIS/Network Management
- Business Development
- Customer Service
- Product Management
- Programming

IMPRESSIVE PURCHASING POWER

53% of attendees are executive-level and 30% reflect mid-level management positions that influence buying decisions across the global cable industry.

AND A RISING PROFILE IN THE INDUSTRY

Show stats from 2010 reflect the momentum...

NEARLY 13,000 ATTENDEES (UP 7% FROM 2009)

306 EXHIBITORS

152,000 SQUARE FEET OF EXHIBITS

Enjoy extra exposure, click after click after click.

The Cable Show delivers more exhibitor exposure than ever, thanks to the power of value-adding communications channels that extend the message, build the brand and amplify the buzz.

- **The Cable Show Mobile Application** delivers a highly effective way to impress. 5,000+ attendees downloaded the app in 2010, with more than 19,000 downloads of exhibitor online materials and thousands of live Tweets from the Show Floor.

- **News media coverage** generates extra attention and builds awareness. In 2010, 494 registered journalists from 266 news organizations accounted for more than 320 show-related articles and countless social media reports.
- **Online and digital networking resources** from 2010: 558,509 website impressions; 136,866 site visits; 186,115 blog views and 213 blog posts; in addition to 1,167 Twitter followers (and counting).

Follow us. Friend us. Frequent us. Experience The Cable Show on Twitter, Facebook and The Cable Show blog.

“NCTA is always a fabulous show for our company with regards to customer relations, meeting with prospects and overall branding!”

- Rochelle Thompson, Marketing Manager, Active Video Networks

Turn up the volume with exclusive sponsorships.

Get even more value from your Cable Show opportunity with exclusive sponsorship and advertising opportunities. From on-site signage to event affiliations, affordable and flexible Cable Show sponsorships showcase your company to exactly the right crowd.

Get in early for the best exhibit space selection!

Affordable, attractive rates, a top-notch attendee list and a growing marketplace of companies, The Cable Show 2011 exhibit space is bound to fill up quickly.

THE CABLE SHOW 2011 EXHIBIT RATES

NCTA member: \$32 per square foot

Non-member: \$50 per square foot

Plus, first-time exhibitors enjoy the NCTA member rate.

FIRST-ROUND SPACE ASSIGNMENTS.

DEADLINE: OCTOBER 1, 2010

Call NCTA Convention Headquarters

202-463-7905

Email Us

EXHIBITINFO@NCTA.COM

Visit Us

THECABLESHOW.COM/EXHIBIT2011



Make a global impact.

The Cable Show is the place to go global, providing a complete perspective on the future of cable telecommunications in North America.

From business telecommunications technology to video content (and everything in between) international attendees are looking for what you've got. The Cable Show speaks the language of opportunity.

- 775 international attendees.
- Over 60 countries represented.
- Strategic partnerships with international cable telecommunications organizations including *Cable Europe*, *CASBAA*, *CANITEC*, *JCTA*, *KCTA*, *PCTA*, *TAP Latin America* and more.
- International receptions, events and VIP tours.

“The Cable Show is the only place to be to reach decision makers.”

- Mike Malcy, Vice President, Marketing, Advanced Digital Broadcast

Impress the entire industry.

The Cable Show delivers the most efficient opportunity available to connect with the entire cable industry in a single event. By teaming up with respected, crowd-drawing industry associations, The Cable Show attracts more attendees and provides more opportunities for exhibitor exposure. Partner organizations include:

- SCTE
- CTAM
- CableLabs®
- The Cable Center
- WICT, NAMIC and The Walter Kaitz Foundation
- The Cabletelevision Advertising Bureau
- Association for Cable Communicators



Get into the spotlight. Reserve your space now!

To exhibit, call **202-463-7905** or email **exhibitinfo@ncta.com**

For more information visit:
thecableshow.com/exhibit2011



Follow us. Friend us. Frequent us. Experience The Cable Show on Twitter, Facebook and The Cable Show blog.