



WELCOME TO WHERE CABLE GETS DOWN TO BUSINESS.



THE CABLE SHOW 2012

MAY 21-23, 2012
BOSTON CONVENTION &
EXHIBITION CENTER
THECABLESHOW.COM
**EXHIBITOR
PROSPECTUS**



EXPERIENCE THE POWER OF MOMENTUM

THE CABLE SHOW 2012

If rising audience levels, expanding service deployments and proliferating product offerings are the kind of indicators that interest you, then the cable industry is the place to be. And The Cable Show is your avenue to get there.

In every business line—from commercial services and national advertising to residential broadband and telephony—cable's got the kind of momentum other industries envy. And that makes The Cable Show the ideal place to stake your claim.

Cable: On a Roll

U.S. broadband availability:	93% of all homes
2011 cable TV national upfront ad sales:	\$9.2 billion, surpassing broadcast TV for the first time
Annual industry revenues:	\$93.7 billion
Advertising revenues:	\$27.2 billion
Capital expenditures in the last 10 years:	\$129 billion
Capital expenditures, 2010:	\$12.4 billion
Broadband customer households:	45 million
Cable telephone customer households:	24 million

Sources: SNL Kagan, Cabletelevision Advertising Bureau



THE CABLE SHOW BRINGS CABLE'S INNOVATIVE, GROUND-BREAKING PRODUCTS, APPLICATIONS AND PROGRAMMING TO THE FOREFRONT.

From blazing Internet speeds and cloud-delivered media to the latest in visual communications and advanced user interfaces, this is where new ideas make their debut. The products, platforms and concepts that will shape a new era appear first at The Cable Show.

Some Quick Background

For 60 years, the National Cable & Telecommunications Association has brought the entire cable industry together for a once-a-year event that showcases the possibilities of a dynamic communications industry.

The Cable Show 2012, May 21-23, in Boston continues the trend with a wealth of programs, partnerships and special events that make The Cable Show a focal element within any industry marketing strategy.

THE RIGHT PEOPLE. THE BEST OPPORTUNITY.

The Cable Show provides a unique, exclusive, large-scale opportunity to do business in the multi-billion dollar cable industry. And we've got the numbers to prove it. **Cable Show 2011 fast facts:**



NEARLY

13,000
ATTENDEES

277
EXHIBITORS

128,900
SQUARE FEET OF
EXHIBITS

**BIGGER
BOOTHs**

FOR MORE THAN ONE-THIRD
OF RETURNING EXHIBITORS



It's the Show that Gets People Talking. **AND WRITING.**

Thanks to enthusiastic press coverage from influential news organizations, The Cable Show offers exhibitors exposure beyond the show's physical boundaries.

CABLE SHOW 2011 PRESS/MEDIA STATISTICS

394

Press Registrations

220

Media Outlets

700+

Show-related Articles, Blog Posts and Interviews

- *Wall Street Journal, USA Today, Los Angeles Times, Chicago Tribune, GigaOM, CNET, Engadget* and more
- Network TV coverage from *CNBC, Fox Business News* and others

Plus, exciting new investments in mobile and online media extend The Cable Show experience and add tremendous value for exhibitors.

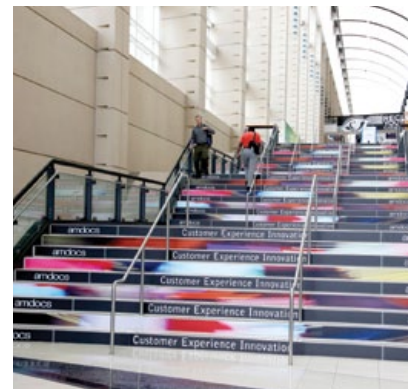
The Cable Show Mobile Application, offering Twitter feeds, exhibitor materials, maps, schedules and more, was used by more than **46%** of attendees at The Cable Show 2011. Sponsored ad banners on the app generated over **58,000** views, producing a major lift in attention and engagement.

The Cable Show Website amassed **62,875** site visits and produced **490,624** impressions around The Cable Show 2011, creating an important, high-visibility platform for extending exhibitor messaging.

The Cable Show Blog, featuring **266** posts, attracted **191,795** viewers and generated constant conversation around the show and its exhibitors.

The Cable Show Twitter feed has attracted more than **2,000** followers (and counting) as it becomes a mainstay vehicle for keeping up with show news and commentary.

SPONSORSHIP PROGRAMS ranging from on-the-spot signage to digital media presence continue to add value and impact to Cable Show exhibitor experiences.



A Highly COVETED CROWD

The Cable Show is the only place where you'll find this many industry leaders, luminaries and decision-makers. Here's a quick glimpse at the caliber of attendees:



C-LEVEL EXPOSURE

- CEOs from the largest U.S. cable operating companies
- C-level executive attendance from leading programming, technology and digital media companies—and beyond

CABLE OPERATOR PARTICIPANTS

- Increased cable operator participation—nearly one-third of all attendees work for cable operating companies that play leading roles in the personalized media and communications revolution.

DIVERSE TITLES

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

THE LOWDOWN ON EXHIBITING

Booths and Executive Suites are available now for The Cable Show 2012. And as always, it's smart to get your reservations in early for the best possible space.

AFFORDABLE RATES FOR EXHIBIT SPACE ARE UNCHANGED FROM 2011!

NCTA Member:	\$32 per square foot
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Non-Member:	\$50 per square foot
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First-time exhibitors qualify for member rates!

Ready to get down to business? Get started by reserving your space now. First-round space assignments deadline is OCTOBER 14, 2011.

To Exhibit, Call NCTA Convention Headquarters

202-463-7905

Email Us

EXHIBITINFO@NCTA.COM

Visit Us

THECABLESHOW.COM/EXHIBIT2012

Partners with Presence

The Cable Show brings leading industry organizations, mini-conferences and networking events together in a single gathering that unites leaders and participants from across the industry. The Cable Show 2012 is proud to work with these organizations and others to enrich its content offering, attract more attendees and produce even more exposure for exhibitors.

SCTE
CableLabs®
CTAM
Cabletelevision Advertising Bureau
The Cable Center
AND MORE...



International Appeal

If your company has global aspirations, The Cable Show offers a uniquely efficient way to achieve them, thanks to a rising number of international attendees and programs.

- 1,067 attendees from outside the U.S.
- Attendee representation from more than 54 countries
- Strategic partnerships with international cable telecommunications organizations including ABTA, ASTRA, AVTC, Cable Europe, CASBAA, JCTA, KCTA, PCTA, and more
- A variety of receptions, events, and VIP tours

The Cable Show 2011 featured...

“ARRIS has always valued The Cable Show for giving the company exposure to the outstanding customer and executive base, as well as the prestige that is associated with the show.”

Randy Townsend
Director of Shows, ARRIS

“The Cable Show has proven, year after year, to be a key industry event that brings together the best and brightest in the business—influencers, multiplatform partners and entertainment leaders.”

Brian Hunt, Senior Vice President, Marketing & Sales Strategy,
NBCUniversal TV Networks Distribution

GET DOWN TO BUSINESS. RESERVE YOUR SPACE NOW!

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

For more information visit:
thecableshow.com/exhibit2012

