

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

STEP INTO THE SPOTLIGHT

THE CABLE SHOW 2011



Exhibitor Prospectus

MCCORMICK PLACE, CHICAGO
JUNE 14-16, 2011 · THECABLESHOW.COM



THE CABLE SHOW 2011

INFLUENTIAL IMPRESSIONS. IMPACTFUL 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, hands-on, real-time, unfiltered presentation. The Cable Show provides the perfect venue for it.

- Establish and advance your presence 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 opportunity 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	\$170 billion
Capital expenditures, 2009	\$14 billion
Broadband-Internet customer	42 million
Broadband reach	92% of U.S. homes
Cable Phone customers	22 million

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 Broadband

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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.

C-LEVEL EXPOSURE

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

RICH CABLE OPERATOR PRESENCE

Fully one-third of attendees are cable operators.

DIVERSE TITLES EVERYWHERE YOU LOOK

- Corporate Mgmt.
- Engineering
- Marketing
- MIS/Network Mgmt.
- Business Development
- Customer Service
- Product Mgmt.
- 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 FT. 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** produces 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.

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

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

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

TO EXHIBIT
202-463-7905
EXHIBITINFO@NCTA.COM
THECABLESHOW.COM/EXHIBIT2011

Applications for first round space assignments, due by October 1, 2010.



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) they're 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

“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

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: The Society of Cable Telecommunications Engineers
- CTAM: The Cable & Telecommunications Association for Marketing
- CableLabs
- NAMIC
- The Cable Center



Get in early for the best exhibit space selection!

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

For more information visit:
thecableshow.com/exhibit2011

