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CONTACT: Rob Stoddard/Brian Dietz  
202-775-3629

## **Exhibition Floor Takes Center Stage at *The 2006 National Show***

### ***Exhibit Space Selling at Brisk Pace; CableNET® Returns***

WASHINGTON, D.C. - The exhibition floor will once again serve as the center of most convention activities, including general sessions, at *The 2006 National Show*, the 55<sup>th</sup> Annual Convention & International Exposition of the National Cable & Telecommunications Association (NCTA), scheduled for April 9 - 11, 2006, at the Georgia World Congress Center in downtown Atlanta.

The sale of exhibit space is moving briskly and is on track to match or exceed space at the 2005 show in San Francisco, NCTA said today.

Returning to a successful model that has proven popular with delegates and exhibitors in recent years, general sessions in 2006 will again be held on the exhibit floor of the convention center. While space constraints at San Francisco's Moscone Center prevented this set-up in 2005, the return of the general sessions to the exhibition floor is designed to generate more activity for exhibiting companies.

NCTA said that 150,000 square feet of exhibit space has been sold to date, on pace with 2005 exhibit floor sales. However, because the exhibit floor in Atlanta is larger, prime space is still available for vendors that have not secured an exhibit.

Details about the *2006 National Show* floor plan and exhibitor information are available at [www.thenationalshow.com](http://www.thenationalshow.com).

"With just five months to go before the Show, our planning is right on track, and we're working hard to ensure that *The National Show* is a central platform to enable cable and telecommunications executives to connect, share ideas, and build on our industry's progress," said Barbara York, Senior Vice President, Industry Affairs, NCTA. "By moving the general sessions back to the exhibit floor, we expect to create an environment buzzing with activity, which should benefit our exhibitors and all attendees."

### **CableNET® Returns for Third Year**

Another popular feature of recent National Shows also will return. CableLabs® has announced that its popular CableNET® exhibit will be featured for a third consecutive year at *The 2006 National Show*. CableNET, described as an "exhibit within an exhibit," is sponsored jointly by CableLabs and NCTA.

The 10,000 square-foot CableNET exhibit will display a wide variety of next-generation broadband technology and services that cable operators may deploy and deliver to consumers in the near term, to assure the industry maintains – and advances – its position in an increasingly competitive field. CableNET will emphasize broadband content and applications with technology as an enabling tool; demonstrate innovations in products and services; and highlight the benefits of the industry's cutting-edge broadband services.

CableLabs is soliciting proposals from service/application developers, manufacturers, cable operators, and cable programmers for demonstrations to be

considered for possible inclusion in the CableNET '06 exhibit. Interested vendors may access the CableNET 2006 RFP at [www.cablenet.org](http://www.cablenet.org). Applications will be accepted through Friday, January 13, 2006. Applications received after that date will be placed on a wait list and will be considered if space becomes available. Proposals for demonstration space will be considered on a first-come, first-served basis.

### **Closing Night Party Returns!**

NCTA's York also said it will again host the Show's closing-night party on Tuesday, April 11, marking the return of the successful event which was re-introduced in San Francisco after an absence of many years. The event will be held at The Tabernacle, a popular Atlanta concert venue. Fun-loving attendees are encouraged to plan their travel accordingly so they can attend the party, a fitting celebration to conclude *The 2006 National Show*.

General registration for the show is expected to open on December 1. More information and regular updates about *The 2006 National Show* can be found at [www.thenationalshow.com](http://www.thenationalshow.com).

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*NCTA is the principal trade association of the cable television industry in the United States. NCTA represents cable operators serving more than 90 percent of the nation's cable television households and more than 200 cable program networks, as well as equipment suppliers and providers of other services to the cable industry.*

*Founded in 1988 by members of the cable television industry, Cable Television Laboratories is a non-profit research and development consortium that is dedicated to pursuing new cable telecommunications technologies and to helping its cable operator members integrate those advancements into their business objectives. Cable operators from around the world are members. CableLabs maintains web sites at [www.cablelabs.com](http://www.cablelabs.com); [www.packetcable.com](http://www.packetcable.com); [www.cablemodem.com](http://www.cablemodem.com); [www.cablenet.org](http://www.cablenet.org); and [www.opencable.com](http://www.opencable.com).*

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