

### EXHIBITOR RULES

By completing and submitting the on-line demonstration application, applicants agree to abide by the following conference rules:

1. Demonstrating Vendor must meet all financial obligations on the timeline defined. Failure to make payment in full by the stated payment due date (see timeline section) will not be allowed access to the demo floor to set their demo.
2. Demonstrating Vendor must meet all conference deadlines.
3. Demonstrating Vendor must provide a company representative to serve as the single point-of-contact with CableLabs. The company representative is responsible for ensuring that the Demonstrating Vendor abides by all conference rules.
4. Demonstrating Vendor must limit staff to a maximum of six [6] personnel per purchased demonstration table (private demo rooms are limited to twelve [12] personnel). **While Demonstrating Vendors can certainly determine which of their staff they send to cover this event, CableLabs is a technical & business conference in nature. As such, CableLabs suggests that Demonstrating Vendors send less sales staff and more technical and business staff, who will be able to discuss technical & business issues, and questions with the cable operators. This is a request that has been made by the cable operators - they much prefer speaking to a Demonstrating Vendors technical staff over sales staff. Sales can become involved once the technical issues have been discussed.** An additional \$750 charge will be imposed for each person over the above stated limits. CableLabs reserves the right to determine the number of additional staff badges any company may be able to purchase. **Demonstrating Vendors understand that badge swapping or attempting to enter the event facility without proper badging is not allowed, and will result in the offender being asked to vacate the facility and event. Demonstrating Vendors also understand that "staff badges" are to be used only for employees - they are not to be allocated to other vendors or customers. Proper photo ID and proof of valid company email address will be required for all Demonstrating Vendor staff as they pick up their badges individually - no bulk badge pickup will be offered.**
5. Demonstrating Vendor must not arrange any side meetings or events during conference hours; conference hours are: Monday (3/3) 8:30 am - 7:00 pm; Tuesday (3/4) 8:30 am - 7:00 pm.
6. Giveaways, such as T-shirts, bags, etc., **are not permitted.**
7. Demonstrating Vendor may display a small quantity of company and product literature at their demonstration table. Exhibitor may supply their own small tabletop literature holder (no larger than 10 inches wide by 14 inches high), Literature floor stands are not allowed.
8. Demonstrating Vendor's table must not include pop-up boards, backdrops, or other pop-up displays, pull up floor banners/signs or overhead signs.
9. Demonstrating Vendor may bring their own company-logo custom cover to place over their demo table. Custom cover should be sized to fit a 6-ft (not 8-ft) folding table—partial overlay covers or banners are not acceptable.
10. Each table may have one (1) sign that explains the exhibitor's demonstration in either text format or as a diagram. The sign must be a free-standing table-top sign; dimensions must not exceed 18-in. x 24-in. Floor stands, pull up banners or backdrop displays are not allowed.
11. Demonstrating Vendor must provide the names of company representatives who will staff the display area during demonstration hours no later than Monday, February 3, 2014.
12. Demonstrating Vendor must ensure that equipment needed for the demonstration is shipped at the appropriate time; that the exhibitor will pay for shipping; and that the exhibitor's demonstration equipment is in working order.
13. All press releases related to the conference need to be reviewed by [Annette Smith](#). Please review the [CableLabs Press Release Policy](#)—located on the CableLabs Web site.
14. Failure to abide by conference rules is grounds for removal.

## CABLELABS PROVIDES:

- CableLabs will provide one [1] 6-ft. x 30-in. table.
- Demonstrating Vendor's demonstration description and contact information (**provided in the application**) in the Conference Guide.
- One [1] company sign with demonstrating vendor's logo. (Demonstrating Vendor may provide one [1] additional sign that explains their demonstration in either text format or as a diagram. *The sign must be a free-standing table-top sign; dimensions must not exceed 18-in. x 24-in.*). **Pull up, floor stand banners, backdrops or pop up booth displays and signage or floor literature racks/stands are not allowed.**
- CableLabs will provide 10 amps power, shared Internet connectivity via Ethernet line to demo table, and a video feed provided by the local cable provider.

## EXHIBIT FLOOR SCHEDULE:

- Sunday (3/2)
  - **10:00 am - 6:00 pm On-Site Registration & Set-up** *All demos must be set by 6pm demo floor will be vacated at this time*
- Monday (3/3)
  - **7:00 am - 7:00 pm On-Site Registration**
  - **11:30 am - 7:00 pm Demo Floor Open**
- Tuesday (3/4)
  - **7:00 am - 7:00 pm On-Site Registration**
  - **11:30 am - 7:00 pm Demo Floor Open** **Special Private Tour of demo floor for Cable Operator CTOs (10:30 - 11:45 am) – please have appropriate level representation at your table during this time. Please have only 1-2 people at your table during this time – the CTOs will have a set route of tables to visit and 5minutes to hear your product info before moving on to the next table. Your table will be visited only by one CTO and accompanying group during this time. After the tour, the CTOs will gather for a private lunch and debrief on what they saw on the demo floor. Prepare for this visit – make sure the message is clear and can be delivered in the allocated 5 minutes, and make sure you have an appropriate level of representative at your table to deliver this message to the visiting CTO.**
  - **7:00 - 10:00 pm Demonstration Dismantle** All demos must be dismantled and repacked before vendor departs the demo floor on Tuesday evening. Please make sure all freight paperwork is completed and returned to Atlanta Marriott Marquis shipping staff before departing Tuesday evening. Schedule your freight trucks to arrive Wednesday, March 5, 8am - 3pm to collect outbound freight.

## QUESTIONS?

If you have any questions, please email [b.lusz@cablelabs.com](mailto:b.lusz@cablelabs.com)