

The logo for the CableLabs 2015 Winter Conference. It features the word "WINTER" in yellow, "CONFERENCE" in yellow, and "2015" in white. The CableLabs logo is on the right side. The background is black with a grid of white dots.

WINTER 2015 CONFERENCE

CableLabs

SPONSORSHIP PACKAGES

CableLabs Winter Conference 2015 is a one-of-a-kind opportunity for vendors to engage with cable industry leaders—approximately 350 cable operators representing more than 40 cable operators from around the world - in a context designed to showcase and explore cutting edge cable technology products.

In addition to purchasing a Private Demo Room or Demo Table you have the opportunity to extend your imprint onto a meal, break or the conference lanyards. These sponsorship opportunities are only available to those that have purchased a table or private room. No sponsorships are considered final until payment is received. Check out these sponsorship packages for more details.

FIBER (4 available) Cost: Private Demo Room or Table + \$50,000/meal

Sponsorship of one meal (1.5 hours) during the conference provided to all attendees (approximately 850). One Breakfast and one Lunch on Monday, March 2 and Tuesday March 3 – total of four meals available for sponsorship. Which meal sponsored is decided by the sponsor on a first come first served basis.

- Company logo on conference newsletter for the day of the sponsored meal (produced by CableLabs)
- Company logo on printed agendas on the day of the sponsored meal (produced by CableLabs)
- Company logo on sign outside of sponsored meal (produced by CableLabs)
- Company logo on “Last Chance” mailer to CableLabs membership and vendors on February 14 – assuming sponsorship is confirmed and payment received prior to date sent (distributed to approximately 5,200) (produced by CableLabs)
- Opportunity for two representatives to greet guests to sponsored meal, and hand-out small logo-based give-away (provided by sponsor)
- Benefits of the Private Demo Room or Table (listed under Demonstration Opportunities)

BROADBAND (4 available) Cost: Private Demo Room or Table + ~~\$30,000/break~~ \$15,000 First Year Offer

Sponsorship of one break (1 hour) during the conference provided to all attendees (approximately 850). One morning and one afternoon break on Monday, March 2 and Tuesday March 3 – total of four breaks available for sponsorship. Which break sponsored is decided by the sponsor on a first come first served basis.

- Company logo on conference newsletter for the day of the sponsored break (produced by CableLabs)
- Company logo on printed agendas on the day of the sponsored break (produced by CableLabs)
- Company logo on sign outside of sponsored break (produced by CableLabs)
- Benefits of the Private Demo Room or Table (listed under Demonstration Opportunities)

COAXIL (2 available) Cost: Private Demo Room or Table + \$20,000/day

Sponsorship of one coffee cart (6 hours) during the conference provided to all attendees (approximately 850). Monday, March 2 or Tuesday, March 3 – total of two days available for sponsorships. Which day sponsored is decided by the sponsor on a first come first served basis.

- Company logo on conference newsletter for the day of the sponsored cart (produced by CableLabs)
- Company logo on sign next to sponsored cart (produced by CableLabs)
- Benefits of the Private Demo Room or Table (listed under Demonstration Opportunities)

TWISTED PAIR (1 available) Cost: Private Demo Room or Table + ~~\$20,000~~ \$10,000 First Year Offer

Sponsor of the conference lanyards handed out with the nametag to all conference participants (approximately 850).

- Company logo on the conference lanyards (produced by CableLabs)
- Acknowledgement on the conference details email sent all participants (produced by CableLabs)
- Benefits of the Private Demo Room or Table (listed under Demonstration Opportunities)

**Contact Ben Lusz, Corporate Events Producer,
at b.lusz@cablelabs.com or 303-661-3331 to reserve your sponsorship.**

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WINTER 2015 CONFERENCE CableLabs

DEMONSTRATION OPPORTUNITIES

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Purchasing a Private Demo Room or Demo Table provides the below benefits,

PRIVATE DEMO ROOM **Cost:** \$30,000/room

- Private room near the conference demo floor
- Up to 12 Winter Conference credentials to attend the conference, 6 additional credentials available for purchase
- Access to the conference app, accessed on mobile devices
- Listed in the digital demo guide with company name, demo title, description and contact
- Invitation for one chief level industry leader to join CableLabs President & CEO for dinner during the conference.

DEMO TABLE **Cost:** \$11,000/table

- Demo table on the conference demo floor
- Up to 6 Winter Conference credentials to attend the conference, 6 additional credentials available for purchase
- Access to the conference app, accessed on mobile devices
- Listed in the digital demo guide with company name, demo title, description and contact
- Invitation for one chief level industry leader to join CableLabs President & CEO for dinner during the conference.

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