



Society of Cable  
Telecommunications  
Engineers

# 2012 SCTE Promotional Opportunities Kit

## Sponsorship and Advertising Opportunities

Thought Leadership • Technical Information • Standards  
Learning and Development • National Events • Publications  
and More

# Why SCTE?

The Society of Cable Telecommunications Engineers (SCTE) provides technical leadership for the telecommunications industry and serves its members through professional development, standards, certification and information. SCTE has continually expanded its resources and services to meet the changing needs of its members in a rapidly evolving industry.

Today nearly 13,000 CTOs, engineers, system operation managers, technicians, and field operations personnel from the U.S. and 70 countries worldwide depend upon SCTE to deliver the tools they need to maintain their competitive edge. SCTE has 68 chapters and meeting groups and has technically certified more than 3,000 employees of the cable telecommunications industry. SCTE is an ANSI-accredited standards development organization.

## Recognition

Receive industry-wide recognition that generates increasing value for each sponsorship or advertising dollar spent.

- Direct **reach** to your core audience
- A wide **variety** of opportunities—something for all budgets
- Technical job tools reaching SCTE's membership of approximately **13,000**
- **Thought Leadership** opportunities to promote your technical content
- Chapter level exposure with SCTE's 68 Chapters
- **Nationally ranked** Standards program providing an ANSI-accredited forum
- National **exposure** at engineering events and year-round opportunities
- **Customizable** options to meet your company's marketing needs
- Packaging options available with multi-purchase **discounts**
- Exclusive **benefits** for Sponsor Recognition Program members
- First right-of-refusal to continue your sponsorship benefits

### Other Ways to Get Involved with SCTE

Beyond becoming a sponsor or advertiser with SCTE, there are other beneficial ways for your company to create a deeper involvement with the Society. By doing so, you can bring recognition and awareness of your business to the community of the industry's top engineering professionals. Please visit the [Getting Involved](#) page of the SCTE website for additional information.

### Contact

Heather Gosciniak  
SCTE Director—Marketing & Business Development  
[hgosciniak@scte.org](mailto:hgosciniak@scte.org)

140 Philips Rd. • Exton, Pa 19341 • TF: 800-542-5040 • F: 610-363-5898  
[www.scte.org](http://www.scte.org) • [sponsorships@scte.org](mailto:sponsorships@scte.org)




Opportunities available at the start of general availability are granted on a first-come, first-served basis. Contributions or gifts to the Society of Cable Telecommunications Engineers, Inc. are not deductible as charitable contributions for federal income tax purposes.

### *Thank You 2011 Sponsors and Advertisers*

AFL  
Alcatel Lucent  
Alpha Technologies  
Ampec  
Anadigics  
Antronix  
ARRIS  
ATX  
Aurora Networks  
Avnet  
*Broadband Library*  
Casa Systems  
CED  
Cisco Systems  
CommScope  
Concurrent  
Coppervale  
CORNING  
Corning Gilbert  
Digicom International  
EchoStar  
Ericsson  
Front Porch  
Fujitsu  
Hitachi Consulting  
Huawei  
Hutton White Radio  
IBM  
JDSU  
Juniper Networks  
Maxxian  
Motorola  
MRV  
Multilink  
NDS  
Power & Tel  
PPC  
PTL Test Equipment  
RFMD  
Rincon Technologies  
SeaChange International  
Tektronix  
TekSystems  
Thomson Video  
Times Fiber  
TVC Canada  
Ubee  
Vecima Networks  
Vello Systems  
WES  
Wipro

# SCTE 2012 Sponsor Recognition Program

Each year, companies have the opportunity to become part of SCTE's Sponsor Recognition Program. Through this program, SCTE acknowledges the companies that have invested in SCTE's sponsorships by reaching one of the predetermined levels in the 2012 calendar year. Recognition for spending in the 2012 calendar year spans July 1, 2012 through June 30, 2013. Additional benefits accrue to our most valued sponsors. SCTE will acknowledge your company through special recognition packages including:

Additional Benefits Received	Diamond Level \$125,000+	Platinum Level \$100,000+	Gold Level \$50,000+	Silver Level \$25,000+
				
Prominent Sponsor recognition in all <i>SCTE Interval</i> & <i>SCTE Monthly</i> publications*	★	★	★	★
Exclusive recognition on special Cable-Tec Expo onsite display*	★	★	★	★
Recognition on SCTE website homepage ad at the conclusion of the calendar year*	★	★	★	★
Company logo on sponsorships page of the SCTE website with spending level indicated	★	★	★	★
Pre-general sales appointments for subsequent year sponsorship opportunities	★	★	★	★
Special recognition in SCTE developed website homepage ad of sponsorship accomplishment during the month following the level achievement	★	★	★	
Recognition of sponsorship achievement at SCTE Cable-Tec Expo® Opening General Session*	★	★	★	
Special notation of sponsorship achievement in SCTE Cable-Tec Expo® Program Guide*	★	★	★	
Complimentary company logo next to exhibitor listing in Expo Program Guide	★	★	★	
Enhanced SCTE SupplierConnect Listing	★	★	★	
Use of <i>SCTE Diamond/Platinum/Gold Sponsor</i> title and logo for the calendar year once having reached the corresponding level	★	★	★	
Thank You to our Diamond and Platinum Sponsors ad in one trade publication in the fall of the respective calendar year	★	★		
Additional 5% discount on all sponsored items purchased in the calendar year after reaching the \$100,000 level	★	★		
30 second company video message featured on the SCTE website in video area of the SCTE homepage	★			
Opportunity to place a 1-page company flyer in the Canadian Summit and Cable-Tec Expo registration bag	★			
Access to purchase additional opportunities that didn't previously sell at a discounted rate	★			

Benefits will accrue after reaching the designated dollar threshold (for the remainder of the recognition period: July 1, 2012- June 30, 2013). Expo Partner dues will be applied to spending level. Sponsor Recognition Program does not include any SCTE Foundation or 3<sup>rd</sup> party sponsor opportunities.

\*Dollar level of commitment indicated

# Thought Leadership Opportunities

## Interactive Gaming Sponsorships

Opportunities will be forthcoming for an online immersive simulation game in which players must build an optimal cable network while making critical technical and financial decisions. Included in the game will be mini-games to enhance skills & influence game play. Sponsorships may be available at various levels and provide:

- Opportunity to demonstrate thought leadership in technology and innovation
- Build brand awareness
- Connect with SCTE Members
- Generate interest in the field of telecommunications among youth and young professionals

More information and sponsorship opportunities will be provided at a later date.

## SCTE Standards

The SCTE Standards Program provides an ANSI-accredited forum for the development of technical specifications supporting the cable telecommunications industry.

**Standards Program Sponsor • 4 Available—\$5,000 each\*\***

Sponsorship Benefits include:

- Company logo in SCTE's *Standards Annual Report*, distributed electronically and archived online and bonus distribution at SCTE Cable-Tec Expo®
- Company logo on front cover of SCTE's *Standards Bulletin*, distributed electronically four times per year and archived online. Bonus distribution at SCTE major events.
- Company logo included in the Standards Member welcome kit, on a one-page flyer
- Company logo on sublevel Standards homepage with link to company website
- Company logo on Standards application, brochure and balloting site



## Chapter Training Program

SCTE offers industry vendors the opportunity to provide specialized, in-person training sessions held at SCTE Chapter events throughout North America. This includes hands-on instruction on new technology, best practices, troubleshooting or day-to-day needs of operators.

Customized programs can be developed. Contact SCTE today to start your Training Program or for additional information. Robin Fenton • [rfenton@scte.org](mailto:rfenton@scte.org) • 610-594-7329.

# SCTE National Events

## SCTE SEMI Forum-Spring 2012

March 15, Philadelphia, PA



SCTE's SEMI Forum one-day event attracts cable engineering executives and individuals who have a vested interest in smart energy management. The forums provide an increased awareness of concrete solutions to our industry's energy management challenges and new options that exist for greater efficiency in every area of cable network operations through general sessions, specialized sessions and networking opportunities.

### All sponsoring companies at the SEMI Forum-Spring will receive recognition through the following:

- One complimentary full-conference registration for sponsor staff member (cannot be transferred outside the company)
- All sponsors will receive an enhanced listing on the mobile conference app which will provide opportunity for sponsor to include social media channel links, company logo, product or company information, links to PDF, PPT, DOC brochures and links to promotional videos
- Company logo will be listed on the SEMI Forum webpage of the SCTE website with link to sponsoring company's website
- Company logo displayed on onsite overall sponsor signage during the event where appropriate and possible
- Company referenced as event sponsor on conference PPT
- One-time use of post-attendee list (mailing addresses only)

### SPONSORSHIP OPPORTUNITIES

#### Continental Breakfast • 1 Opportunity—\$2,000

- Company logo on all breakfast signage
- Company recognized as breakfast sponsor on all online and printed schedule of events
- All standard sponsor benefits

#### Conference Breaks • 2 Available: 1-AM, 1-PM—\$2,000 ea

- Company logo on chosen break signage & benefits listed above

#### Thumbdrive Sponsor • 1 Available—\$1,500

- Company logo included on the thumbdrive containing the presented content and opportunity to include a company provided PDF on the thumbdrives. Incl. benefits listed above

#### Program Sponsor • 3 Available—\$1,000 \*\*

- Company will receive sponsor benefits listed above

#### Keynote Speaker Sponsor • 1 Opportunity—\$5,000

- Company recognized as sponsor on all keynote signage, advertising and keynote press release
- Company recognized as keynote sponsor on all online and printed schedule of events
- Opportunity to introduce keynote speaker (introductory comments must be pre-scripted, non-commercial in nature and approved by SCTE prior to the event)
- All standard benefits listed above

*An additional Luncheon Sponsorship may become available.*

### Mobile App Sponsorships

Be a part of this new exciting opportunity that will give you direct access to attendees through their mobile phones. Promote your company and products on this year's conference mobile guide. The mobile guide will be accessible to attendees before, during and after the event extending the value of your sponsorship!

#### Main Page Sponsor • 1 Opportunity—\$2,000 **PENDING** EXCLUSIVE!

- Company logo prominently displayed on opening page of mobile guide that will be viewed by all visitors
- Logo will link to enhanced listing
- Company logo or name (whichever possible) on promotions of the mobile app to attendees wherever applicable and possible deemed by SCTE
- Company logo included on onsite signage promoting the mobile app
- Enhanced listing in the app guide included

#### Mobile Banner Sponsor • 3 Opportunities—\$1,500 each

- Company logo with a 50-character text ad
- Ad size will be 50x300 pixels as a footer of the app
- Banner ad will link to company's enhanced listing
- Enhanced listing in the app guide included



\*\* Indicates a portion of this opportunity is sold.

# SCTE National Events

## SCTE Canadian Summit 2012

Mar. 27-28, Toronto, Ontario, Canada

This informative and exciting international event will focus on the technology imperatives of the Canadian audience.

Featuring exhibits, workshops, general sessions, and networking opportunities.



### Sponsorship Opportunities

At minimum, all sponsoring companies will receive:

- Company logo in the conference printed program guide as an event sponsor
- Company logo displayed on the event webpage as a sponsor with link to company website
- Company logo on sponsor thank you PPT slide shown during opening remarks
- Company logo included on 'thank you sponsor' onsite signage
- Special sponsor recognition and thank you in *SCTE Interval* following the conference

#### Attendee Bag or Portfolio • 4 Opportunities—\$2,200 ea\*\*

- Company logo showcased on the Summit registration bag or portfolio distributed to all attendees

#### Breakfast/Breaks • 4 Opportunities; Day 1 or Day 2; 2 max. per day—\$2,200 ea\*\*

- Company logo recognition on continental breakfast and break signage where possible and appropriate for chosen day
- Company name recognition of continental breakfast and break sponsor within the online and printed program schedule of events for chosen day

#### Coat and Bag Check • 1 Opportunity—\$2,000

- Company logo placed on coat check tickets and signage

#### Event Proceedings • 1 Opportunity—\$3,500

- Company logo exclusively visible on proceedings homepage and inner pages with link to company website

#### Keynote Sponsor • 1 Opportunity—\$5,000

- Company name/logo displayed on all keynote marketing and signage where appropriate and possible
- Company recognized as keynote sponsor in the printed program guide
- Opportunity for sponsor representative to introduce the keynote speaker

#### Lanyards • 1 Opportunity—\$2,500

- Company logo exclusively imprinted on Summit lanyards worn by attendees

#### Lead Tracking • 1 Opportunity—\$2,000

- Company logo exclusively imprinted on back of name badges worn by attendees

#### Luggage Tag • 1 Opportunity—\$2,500

- Company logo exclusively imprinted on luggage tag provided to attendees

Segmented  
Exposure

#### Summit Content Sponsor • 4 Opportunities—\$4,000 ea

- Opportunity for company representative to be a part of a technical session presentation. Company must submit abstract in line with the Canadian Summit Call for Papers. Note: If additional abstracts are submitted in response by the sponsoring company to the Call for Papers, special consideration will not be granted to those additional abstracts as all abstracts are reviewed and considered based on technical relevancy and content.
- Company will receive 2 complimentary full-registration passes for staff or guests (hotel accommodations not included)

#### Summit Notepads • 1 Opportunity—\$1,500

- Company logo exclusively imprinted on Summit notepads distributed to attendees in the Summit attendee registration bag or portfolio

#### Summit Pens • 1 Opportunity—\$2,000

- Company logo exclusively imprinted on Summit pens distributed to attendees in the Summit attendee registration bag or portfolio

#### Summit Reception • 2 Opportunities—\$5,000 ea\*\*

- Exclusive company recognition on all advertising of the reception and on signage throughout the reception
- Company name recognition of reception sponsor within the online and printed program schedule of events

# SCTE National Events (cont)

## SCTE Canadian Summit 2012 (cont)

Mar. 27-28, Toronto, Ontario, Canada



### Sponsorship Opportunities (Cont)

#### Mobile App Sponsorships

Be a part of this new exciting opportunity that will give you direct access to attendees through their mobile phones. Promote your company and products on this year's conference mobile guide and drive foot traffic directly to your booth during the show. The mobile guide will be accessible to attendees before, during and after the event extending the value of your sponsorship!

#### Main Page Sponsor • 1 Opportunity—\$2,000 **EXCLUSIVE!**

- Company logo prominently displayed on opening page of mobile guide that will be viewed by all visitors
- Logo will link to enhanced listing
- Company logo or name (whichever possible) on promotions of the mobile app to attendees wherever applicable and possible deemed by SCTE
- Company logo included on onsite signage promoting the mobile app
- Enhanced listing in the app and program guide included



#### Mobile Banner Sponsor • 3 Opportunities—\$1,500 each

- Company logo with a 50-character text ad
- Ad size will be 50x300 pixels as a footer of the app
- Banner ad will link to company's enhanced listing
- Enhanced listing in the app and program guide included

#### Mobile & Program Guide Enhanced Listing • Available to all exhibitors—\$250 each

Take your exhibitor listing to the next level by using interactive content, links and special offers. Allow attendees to easily connect with you before, during and after the event right from their mobile phones.

- Company logo on mobile app exhibitor listing and in program guide with exhibitor listing
- Opportunity to include links to company social media channels (Twitter, Facebook, Linked, etc) on mobile app
- Opportunity to include links to PDFs, PPTs, DOC brochures and to promotional videos on mobile app
- Company or product description up to 2500 characters on mobile app



### Advertising Opportunities

Please note advertising opportunities listed below do not include general sponsor recognition (benefits listed on page 4); however a sponsor upgrade is available to receive these additional benefits of a general sponsor for an additional \$200.

Program Guide Back Cover Ad • 1 Opportunity—\$3,000

Program Guide Inside Front Cover Ad • 1 Opportunity—\$2,000

Program Guide Inside Back Cover Ad • 1 Opportunity—\$2,000

Program Guide Half-Page Ad • 3 Opportunities—\$1,000 each\*\*

Program Guide & Mobile Enhanced Listing • Available to all exhibitors—\$250 each

Take your exhibitor listing to the next level by using interactive content, links and special offers. Allow attendees to easily connect with you before, during and after the event right from their mobile phones.

- Company logo on mobile app exhibitor listing and in program guide with exhibitor listing
- Opportunity to include links to company social media channels (Twitter, Facebook, Linked, etc) on mobile app
- Opportunity to include links to PDFs, PPTs, DOC brochures and to promotional videos on mobile app
- Company or product description up to 2500 characters on mobile app

# SCTE National Events (cont)

## SCTE Leadership Conference

April 17-19 Henderson, NV



The new SCTE Leadership Conference combines two former SCTE annual events—the Chapter Leadership Conference (CLC) and the Conference on Broadband Learning & Development (CBL&D)—into three days that will focus on Learning & Development, Leadership Strategies, and Chapter Development. Educational sessions, keynote speakers, industry leading speakers and networking opportunities provide a can't miss experience for trainers, leadership professionals and SCTE Chapter volunteers.

**SCTE Leadership**  
**CONFERENCE 2012**  
April 17-19, 2012 | Henderson, NV

### All sponsoring companies (except for Breaks and mobile guide sponsors) at the Leadership Conference will receive recognition through the following:

- Complimentary literature table near registration to display company brochures and any other company information not requiring electrical power.
- Two complimentary full-conference registrations for sponsor staff members (cannot be transferred outside the company)
- All sponsors will receive an enhanced listing on the mobile conference app which will provide opportunity for sponsor to include social media channel links, company logo, product or company information, links to PDF, PPT, DOC brochures and links to promotional videos
- Company recognized as sponsor on welcome letter distributed to attendees
- Company included as sponsor on special sponsor card provided to attendees who purchase golf shirts
- Company logo will be listed on the Leadership Conference webpage of the SCTE website with link to sponsoring company's website
- Company logo displayed on onsite overall sponsor signage during the event where appropriate and possible
- Company referenced as event sponsor on conference PPT
- One-time use of Leadership Conference post-attendee list (mailing addresses only)
- Special company thank you in *SCTE Interval* (SCTE printed newsletter), following the conference

### Awards Dinner • 1 Opportunity—\$8,000

- Company recognized as sponsor on awards dinner signage
- Company recognized as awards dinner sponsor on all online and printed schedule of events for each day of the event
- Opportunity to say a few words to awards dinner participants (must be pre-scripted, non-commercial in nature and approved by SCTE prior to the event)
- All standard sponsor benefits listed above

### Continental Breakfasts (all 3 days) • 3 Opportunities—\$4,000 ea.

- Company logo on all breakfast signage during the 3 day event
- Company recognized as breakfast sponsor on all online and printed schedule of events
- All standard sponsor benefits

### Conference Breaks (all 3 days) • Available to Chapters only—\$500 ea.

- Chapter logo on all break signage (3 breaks per day on each day - 9 breaks total)
- All chapters recognized as break sponsors on all online and printed schedule of events
- Chapter recognized as sponsor on welcome letter distributed to attendees
- Chapter included as sponsor on special sponsor card provided to attendees who purchase golf shirts
- Chapter logo will be listed on the Leadership Conference webpage of the SCTE website with link to sponsoring company's website
- Chapter logo displayed on onsite overall sponsor signage during the event where appropriate and possible
- Chapter referenced as event sponsor on conference PPT
- Special chapter thank you in *SCTE Interval* (SCTE printed newsletter), following the conference

### Day 1 Luncheon • 1 Opportunity—\$6,500

- Company logo on day 1 buffet luncheon signage
- Company recognized as lunch sponsor on all online and printed schedule of events for each day of the event
- Opportunity to say a few words to the luncheon attendees during the luncheon on day 1 (must be pre-scripted, non-commercial in nature and approved by SCTE prior to the event)
- All standard sponsor benefits listed above

# SCTE National Events (cont)

## SCTE Leadership Conference (cont)

April 17-19 Henderson, NV



**SCTE Leadership**  
**CONFERENCE 2012**

April 17-19, 2012 | Henderson, NV

### Day 2 & 3 Luncheon • 2 Opportunities—\$5,000 ea.

- Company logo on day 2 & 3 lunch signage
- Company recognized as lunch sponsor on all online and printed schedule of events for each day of the event
- All standard sponsor benefits listed above

### Keynote Speaker Sponsor • 1 Opportunity—\$10,000

- Company recognized as sponsor on all Keynote signage, advertising and keynote press release
- Company recognized as keynote sponsor on all online and printed schedule of events for each day of the event
- Opportunity to introduce keynote speaker (introductory comments must be pre-scripted, non-commercial in nature and approved by SCTE prior to the event)
- All standard benefits listed above

### Lanyards • 1 Opportunity—\$4,000

- Company logo imprinted on conference lanyards
- All standard benefits listed above

### Pens • 1 Opportunity—\$3,500

- Company logo imprinted on conference pens
- All standard benefits listed above

### General Sponsor • 4 Opportunities—\$3,000 ea.

- Company will receive all standard benefits listed above

## Mobile App Sponsorships

Be a part of this new exciting opportunity that will give you direct access to attendees through their mobile phones. Promote your company and products on this year's conference mobile guide. The mobile guide will be accessible to attendees before, during and after the event extending the value of your sponsorship!

### Main Page Sponsor • 1 Opportunity **PENDING** EXCLUSIVE!

- Company logo prominently displayed on opening page of mobile guide that will be viewed by all visitors
- Logo will link to enhanced listing
- Company logo or name (whichever possible) on promotions of the mobile app to attendees wherever applicable and possible deemed by SCTE
- Company logo included on onsite signage promoting the mobile app
- Enhanced listing in the app guide included



### Mobile Banner Sponsor • 3 Opportunities—\$1,500 each

- Company logo with a 50-character text ad
- Ad size will be 50x300 pixels as a footer of the app
- Banner ad will link to company's enhanced listing
- Enhanced listing in the app guide included



# SCTE National Events (cont)

## SCTE Cable-Tec Expo® 2012

Oct. 17-19, Orlando, FL

SCTE Cable-Tec Expo®—the industry's engineering show of the year—hosts thousands of annual attendees from 60+ countries and features nearly 400 hands-on, technology-focused exhibits. This event provides robust educational workshops, International Cable-Tec Games, infinite networking opportunities and the Expo Cable Technology Spotlight.



## Sponsorship Opportunities

All sponsoring companies at Cable-Tec Expo receive recognition through the following:

- Company listed as sponsor in Cable-Tec Expo printed program guide
- Sponsor logo on the sponsors page of the Cable-Tec Expo website with link to company website
- SCTE provided onsite booth signage indicating Cable-Tec Expo sponsor
- Company logo on sponsor recognition PPT slide, used during the welcome address on Wed., Oct. 17
- Company logo included on marketing postcard as a sponsor (only if company has secured sponsorship opportunity by time of production)
- Sponsor "thank you" recognition in *SCTE Interval* (printed newsletter) follow-up issue

## NETWORKING SPONSORSHIPS

**Chairmen's Reception** (Wed.) • 1 Opportunity—\$1,000  
Company exclusively recognized on all reception signage, included on the reception invitation, and recognized as a sponsor of this event in the online and printed program schedule of events.

**Circle of Eagles Reception** (Thurs.) • 1 Opportunity—\$2,800  
Company recognized on all signage for the reception, the reception invitation, and recognition in the online and printed program schedule.

**RF Communications Group Reception** (Fri.) • 1 Opportunity—\$2,800  
Company recognition on all signage during the reception featuring ham radio operators and those interested in amateur radio. Company will receive recognition in the online and printed program schedule.

**Opening General Session Continental Breakfast & Break** (Wed.) • 1 Opportunity—\$8,000 or 2 Opportunities—\$5,000 ea.  
Company will be featured on all signage during the breakfast and break.

**SOLD OUT**

**Expo Evening** (Wed. Night) • **Grandstand Sponsor—\$25,000\*\***

Companies will receive recognition on all signage and marketing materials for this entertainment-filled evening, Expo Evening is the can't-miss evening reception of Expo, held at a popular local attraction.

Prominent recognition on sponsor signs flanking the entertainment stage, opportunity to get on stage and thank the attendees, company logo worn on entertainer clothing if possible, opportunity to provide a collective premium item to all reception attendees with other Expo evening Grandstand sponsors and logo printed on bar napkins. Complimentary company logo displayed in program guide accompanying the exhibitor listing. Up to 200 tickets to use at company's discretion and recognition in 2 PA announcements during exhibit hours.

# SCTE National Events (cont)

## SCTE Cable-Tec Expo® 2012 (cont)



### Sponsorship Opportunities (cont)

#### PREMIUM PLACEMENT SPONSORSHIPS

##### **Cable-Tec Games • 5 Opportunities—\$7,500 each\*\***

The annual event features the year's regional Cable Games winners competing against each other for the international gold, silver and bronze medals in a variety of cable-related events including cable splicing, meter reading, cable jeopardy and MTDR. Hosts of the games are eligible to sponsor this event.

##### **Christians in Communications Breakfast • 1 Opportunity—**

**SOLD OUT**  
Company recognized on signage during the breakfast and in the online and printed program schedule.

##### **Conference Attendee Registration Bag • 4 Opportunities—\$9,000 each**

Your company will gain visibility by being prominently imprinted on the registration show bag.

##### **Conference Lanyards • 1 Opportunity—\$1,000**

**SOLD OUT**  
Company logo exclusively imprinted on attendee lanyards.

##### **Conference Notepads • 1 Opportunity—\$7,500**

Your company logo will prominently appear on each page of the conference notepads, which are inserted into all conference attendee registration bags.

##### **Conference Pens • 1 Opportunity—\$6,000**

Your company logo prominently imprinted on one side of the conference pen, which is inserted into all conference attendee registration bags.

##### **Cyber Café • 1 Opportunity—\$10,000**

**SOLD OUT**  
Company name and logo prominently referenced on all Cyber Café signage. Company logo and website will be displayed on computer wraps. Company will be recognized in conjunction to Cyber Café listing in the online and printed program schedule.

##### **Hotel Room Keys • 2 Opportunities—\$5,000 ea.**

**SOLD OUT**  
Company logo prominently displayed on hundreds of select room in official Expo housing block.

##### **Lead Tracking • 1 Opportunity—\$10,000**

**SOLD OUT**  
Company logo, website, and phone number exclusively imprinted (back of all badges corresponding with magnetic lead tracking strip) on the lead card badge used to gain entry into all Cable-Tec Expo events.

##### **Luggage Tags • 1 Opportunity—\$7,000**

Company prominently displayed on this travel piece inserted in the conference attendee registration bag.

##### **Media Center • 1 Opportunity—\$5,000**

Company will receive logo visibility on signage within the media center, where working press is invited to conduct interviews and work on news stories. Company will receive an un-manned table for literature and other materials not requiring electric. Company will also receive recognition on computer wrap and table tents within the room.

##### **Motorcoach Service • 2 Opportunities—\$20,000 each**

Company message on 2'x 24' signage on one side of shuttle buses. Company logo imprinted on shuttle bus schedules and signage at pick-up and drop-off points. Opportunity to run a brief video on buses and provide a company flyer.

##### **Relaxation Station • 1 Opportunity/day—\$1,700**

Your company will appear on all relaxation station signage and promotion.

##### **Workshop Breaks • 2 Opportunities / 1 Available per day—\$2,000 each**

Company logo prominently placed on all workshop break signage for workshop breaks during the event. Company will also receive recognition in the online and printed schedule of events for appropriate workshop breaks sponsored.

***Additional sponsorship opportunities may become available prior to the event.***

\*\* Indicates a portion of this opportunity is sold.

# SCTE National Events (cont)

## SCTE Cable-Tec Expo® 2012 (cont)



### Mobile App Sponsorships

Be a part of this new exciting opportunity that will give you direct access to attendees through their mobile phones. Promote your company and products on this year's conference mobile guide and drive foot traffic directly to your booth during the show. The mobile guide will be accessible to attendees before, during and after the event extending the value of your sponsorship!

#### Main Page Sponsor • 1 Opportunity—\$7,500 **PENDING** EXCLUSIVE!

- Company logo prominently displayed on opening page of mobile guide that will be viewed by all visitors
- Logo will link to enhanced listing
- Company logo or name (whichever possible) on promotions of the mobile app to attendees wherever applicable and possible deemed by SCTE
- Company logo included on onsite signage promoting the mobile app
- Enhanced listing in the app and program guide included



#### Mobile Banner Sponsor • 3 Opportunities—\$2,500 each

- Company logo with a 50-character text ad
- Ad size will be 50x300 pixels as a footer of the app
- Banner ad will link to company's enhanced listing
- Enhanced listing in the app and program guide included



#### Mobile Guide Enhanced Listing • Available to all exhibitors—\$500

Take your exhibitor listing to the next level by using interactive content, links and special offers. Allow attendees to easily connect with you before, during and after the event right from their mobile phones.

- Company logo on mobile app exhibitor listing
- Opportunity to include links to company social media channels (Twitter, Facebook, Linked, etc) on mobile app
- Opportunity to include links to PDFs, PPTs, DOC brochures and to promotional videos on mobile app
- Company or product description up to 2500 characters on mobile app
- Opportunity to include special offer coupons to listing



#### Combine the mobile guide enhanced listing with the program guide logo for only \$1,000!

Expand your brand further with this upgrade and receive both the mobile guide enhanced listing and the program guide logo.



# SCTE National Events (cont)

## SCTE Cable-Tec Expo® 2012 (cont)



### Advertising Opportunities

**Additional advertising opportunities may become available prior to the event.**

**Note:** If advertising only at Expo, company will not receive sponsor benefits listed above, but will have the option to sponsor upgrade for only \$550 and receive all the benefits of sponsoring!

### Program Guide

The show book carried by every attendee. This guide has all the critical information used by attendees and exhibitors to successfully navigate Expo from workshop and speaker details to exhibitor listings and schedule of events!



- Back Cover Advertisement • 1 Opportunity—~~\$5,500~~ **SOLD OUT**
- Inside Front Cover Advertisement • 1 Opportunity—~~\$5,500~~ **SOLD OUT**
- Inside Back Cover Advertisement • 1 Opportunity—~~\$5,500~~ **SOLD OUT**
- Full Page Advertisement • Limited—\$2,800\*\*
- Front cover snipe • 1 Opportunity—~~\$5,500~~ **SOLD OUT**
- Logo with Company Listing • Unlimited—\$650\*\*
- Combine the logo with company listing and the Mobile enhanced listing for only \$1000!



### Tradeshow Pocket Map

Nothing drives booth traffic like the Tradeshow Pocket Map!

Gain additional exposure & increase your visibility by advertising on the pocket map, distributed to thousands of attendees at the show. Attendees take your ad home with them, and see your company again and again as they review the show with colleagues.

All exhibitor ads point directly to the exhibitor's booth to increase booth traffic and advertisers receive a highlighted listing on the map which combines the show floor, program schedule, exhibitor list and city map.

- Back Cover Advertisement • 1 Opportunity—\$7,500
- Business Card Advertisement • 10 Opportunities—\$2,200 ea\*\*
- Front Cover Logo • 1 Opportunity—\$3,000



EXHIBIT MAP ADVERTISING

### Expo At-A-Glance Schedule Sheets

Day 1, Day 2, or Day 3—\$7,500 each\*\*

Communicate with Expo attendees with a refreshed daily schedule of show events distributed during the morning hours. Your company advertising will appear on one side of this page, and your company logo, along with that day's events, will appear on the alternate side. The schedule sheets fold to pocket size so attendees can carry the schedule with them all day.

### Website Scrolling Ticker

10 Opportunities—\$1,000 each\*\*

Your company message will be seen on the homepage of the Cable-Tec Expo website.



### Website Button Ads **NEW!**

2 Opportunities—\$10,000 each

Two ad spaces will be available on the sublevel pages of the Expo website. Ads will run from launch of site through end of event.



# Interactive Opportunities

## SCTE Website Advertising

The popular, newly enhanced SCTE website receives more than 20,000 unique page views per month. Showcase your product and technology to thousands of viewers a month.

230,000+  
Web users



## Website Advertising Rates

### Homepage ad\*\*

\$1,200/month or \$3,000/ quarter  
1 available per month/quarter

Exclusive static or animated ad prominently placed on the new SCTE homepage. In addition, your ad will show on various sublevel pages in the position noted above where appropriate and possible.

**A**

### Button ad\*\*

1<sup>st</sup> Position  
\$500/month or \$1,200 quarterly  
1 available per month/quarter

2<sup>nd</sup> Position  
\$300/month or \$750 quarterly  
1 available per month/quarter

Prominent placement on sublevel sections throughout the website. Button ads are not shown on printer-friendly pages.

**B**

**C**

### Print NOW page

\$500/quarter or \$1,200/half-year  
1 available per quarter/half-year

Static banner header ad at top of printer-friendly pages offered to viewers on the SCTE website.

**D**

## SCTE Online Membership Directory Sponsorship

This members-only online resource is the place to connect with other members and find members. It is the 2<sup>nd</sup> most visited area on the SCTE website with more than 63,000 views a year.

- Company logo placed on membership directory web page with link to company website.
- Company recognized as Membership Directory sponsor on all advertising of the directory throughout the year.

1 Opportunity—\$5,000

## SCTE SupplierConnect Directory

SCTE SupplierConnect provides SCTE members and other industry professionals with a unique online search tool for fast access to an extensive directory of industry-specific products and services. *To get connected with this new service, please visit the SCTE SupplierConnect portion of the SCTE website for additional information.*

## SCTE List Rentals

SCTE rents its mailing list to qualified, relevant businesses. SCTE does not release member e-mail addresses or telephone numbers. *Please visit the SCTE website, About Us section or contact JoAnn Pushcarovich, [jpushcarovich@scte.org](mailto:jpushcarovich@scte.org) for information and to begin the list rental process.*

# SCTE Publications

## SCTE Interval

SCTE Interval is the Society's quarterly widely read newsletter, available in print and online. It is mailed to nearly 14,000 SCTE members and is the way members stay abreast of their Society's activities. Your company will find SCTE Interval a great way to reach the entire SCTE membership.

SCTE Interval consists of 16 pages of highly valued technical and society news. Frequency: Quarterly

### Full-Page ad

2 Opportunities per quarter—\$1,200 each

**SOLD OUT**

### Half-Page ad

1 Opportunity per quarter—\$600

**SOLD OUT**

### Back Cover ad

1 Opportunity per quarter—\$2,200

### Technology Corner

1 per quarter—\$2,200 each\*\*

Your company will have the opportunity to provide a 325-word, technology-focused article to be showcased in the Technology Corner. A headshot of the article's author and company logo will also be included.



## SCTE Monthly

SCTE Monthly is SCTE's electronic newsletter, where members can catch up on Society news and events and find tips for making the most of their membership. This newsletter is distributed once per month, on the 3<sup>rd</sup> Thursday of each month.

### Button advertising

Your company-provided advertisement will be included below the calendar of events in the left frame.

1 available per month/quarter  
\$500/month or \$1,200/quarterly



## SCTE NewsBrief

SCTE's newest e-publication serves as a news aggregator, delivering weekly news to SCTE members in an easy-to-digest form, and covers consumer and business news from both trade and consumer publications. To place an ad and for additional information, please contact Multiview at 469.420.2618.



# Begin Your SCTE Sponsorship Program Today!

## Contact

Heather Gosciniak  
SCTE Director—Marketing & Business Development  
[hgosciniak@scte.org](mailto:hgosciniak@scte.org)

140 Philips Rd. • Exton, Pa 19341 • TF: 800-542-5040 • F: 610-363-5898  
[www.scte.org](http://www.scte.org) • [sponsorships@scte.org](mailto:sponsorships@scte.org)

## Discounts

### Triple Play Package Discount\*

Purchase 3 opportunities at the same time, and we will offer you a 10% discount on the lowest priced item. Get your name, logo and advertising in front of your target audience and save at the same time!

\*Package discount does not apply to SCTE Foundation sponsorships. SCTE Foundation is a separate business entity, and, therefore, opportunities made through the SCTE Foundation are not included in this discounted program.

All of our opportunities offer a first right-of-refusal so you can continue enjoying the benefits of your core marketing program.

Opportunities available at the start of general availability are granted on a first-come, first-served basis. Contributions or gifts to the Society of Cable Telecommunications Engineers, Inc. are not deductible as charitable contributions for federal income tax purposes.