

2009



Society of Cable
Telecommunications
Engineers

SCTE Sponsorship & Advertising Opportunities

About SCTE

The Society of Cable Telecommunications Engineers (SCTE) is a non-profit professional association that provides technical leadership for the telecommunications industry and serves its members through professional development, standards, certification and information. SCTE currently has more than 14,000 members from the U.S. and 70 countries worldwide and offers a variety of programs and services for the industry's educational benefit. 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. Visit SCTE online at www.scte.org.

Overview

As an SCTE sponsor, you will receive the recognition your company deserves at the industry's top engineering events throughout the year. A robust set of valuable opportunities have been developed to help you reach your core audience and industry leaders. SCTE sponsorships are offered at all levels to suit your company's needs. Packaging options can be developed and customized to help achieve company goals. In addition, SCTE's Sponsor Recognition Program provides significant supporters even more benefits.

Continuing in 2009 for SCTE's sponsorship and advertising program, is the ability to bundle year-round opportunities together for discounted pricing (see right)!

Sponsorship and advertising 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.

The 2009 SCTE sponsorship program has undergone some procedural changes in offering opportunities. Highlights of these changes are the introduction of first right-of-refusal on continuing sponsorships in the subsequent year and appointments for year-ahead sign-ups for Sponsor Recognition Program members.

Sponsorships and advertising opportunities will be generally available on Monday, June 16, 2008. You can also visit us Monday, June 23, 2008—the day before the opening of SCTE Cable-Tec Expo® 2008—at the Pennsylvania Convention Center in Philadelphia, PA from 2-4 p.m. in room 305 or contact us directly after Expo to secure your 2009 sponsorship.

Contact

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The 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 available through the SCTE Foundation are not included in this discounted program.

Sponsor Recognition Program

By reaching one of the predetermined spending levels in the 2009 calendar year, SCTE will acknowledge your company through special recognition packages including:

Benefit	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*	★	★	★
Special recognition letter upon reaching each recognition level	★	★	★
Pre-general sales appointments for subsequent year sponsorship opportunities NEW	★	★	★
Special recognition in SCTE developed website homepage ad of sponsorship accomplishment during the month following the level achievement NEW	★	★	
Recognition of sponsorship achievement at SCTE Cable-Tec Expo® Opening General Session* NEW	★	★	
Special notation of sponsorship achievement in SCTE Cable-Tec Expo® Program Guide* NEW	★	★	
Complimentary company logo next to exhibitor listing in Expo Program Guide NEW	★	★	
2 SCTE <i>NewsBreak</i> articles (a \$7,000 value)	★		
Additional 5% discount on all sponsored items purchased in the calendar year after reaching the \$100,000 level	★		
Use of <i>SCTE Platinum Sponsor</i> title and logo for the calendar year in which reached the Platinum level	★		
"Thank You to our Platinum Sponsors" ad in one trade publication in the fall of the respective calendar year* NEW	★		

*Dollar level of commitment indicated

Benefits will accrue after reaching the designated dollar threshold (for the remainder of the applicable calendar year). Sponsor Recognition Program does not include any SCTE Foundation sponsor opportunities.

SCTE Cable-Tec Expo® 2009

October 28-30, Denver, CO

SCTE's Cable-Tec Expo®—the industry's engineering show of the year—hosts more than 10,000 annual attendees and features 400+ hands-on, technology focused exhibits. This event provides 20 or more educational workshops, the Annual Awards Luncheon, Expo Evening, International Cable-Tec Games, the Supplier Diversity Connection and infinite networking opportunities.

All Cable-Tec Expo sponsorship and advertising opportunities are available for primary exhibiting companies, MSOs and industry publications only.

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
- Sponsor "thank you" recognition in SCTE *Interval* (printed monthly newsletter) follow-up issue

NETWORKING OPPORTUNITIES

Chairmen's Reception (Wednesday)
1 Opportunity \$17,000
Company will be exclusively recognized on all reception signage and included on the reception invitation.

Circle of Eagles Reception (Thursday) **SOLD**
Company will be recognized on all signage for the reception including the reception invitation.

Closing Night Reception (Friday)
3 Opportunities \$2,750
Companies will receive recognition on all signage during the grand finale reception.

Expo Evening (Wednesday Night) **SOLD**
Companies will receive recognition on all signage during this fun-filled night.

Ham Radio Reception (Friday)
1 Opportunity \$2,750
Company will receive recognition on all signage during the reception featuring ham radio operators and those interested in amateur radio.

Loyal Order of the 704 Reception (Friday)
1 Opportunity \$2,750
Company will receive recognition on all signage during this reception for those who contributed to the origins of the cable telecommunications industry.

Opening General Session Continental Breakfast & Break (Wednesday)
1 Opportunity \$5,000
Company will be featured on all signage during the breakfast and break.

PREMIUM PLACEMENT OPPORTUNITIES

Annual Awards Luncheon Program
1 Opportunity **SOLD**
Company logo will be notably displayed in the newly created Annual Awards Luncheon Program booklet featuring pictures and descriptions of all of the awards bestowed at the Annual Awards Luncheon. Company will also have the opportunity to provide a back cover advertisement on the program booklet.

Christians in Cable Breakfast
1 Opportunity \$1,100
Company will receive recognition on all signage during the breakfast.

Conference Attendee Registration Bag**
4 Opportunities \$7,500 each
Your company will gain visibility by being prominently imprinted on the registration show bag.

Conference Notepads
1 Opportunity **SOLD**
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 **SOLD**
Your company logo prominently imprinted on one side of the conference pen, which is inserted into all conference attendee registration bags.

Conference Workshop Organizer
4 Opportunities \$5,000 each
Plus! 1 Premium Upgrade Available - \$4,000

Your company will gain continuous visibility with your logo tastefully displayed on this organizer for all workshop papers Expo attendees collect. In addition, a premium upgrade is available in which your company logo will appear on the Conference CD-ROM, jewel case and homepage.

Cyber Café • 1 Opportunity \$7,500
Company name and logo prominently referenced on all Cyber Café signage. Company logo and website will be displayed on computer wraps.

International Cable-Tec Games
1 Opportunity **SOLD**
Company will receive exclusive sponsor recognition on all promotion of the International Cable-Tec games. Company logo displayed on t-shirts worn by participants, judges and hosts during the games. Company logo will appear on signage at the games and company will be acknowledged as the sponsor during a special announcement while the games are taking place. Company will have the opportunity to thank and say a few words to participants, attendees and all involved in the games.

Luggage Tags • 1 Opportunity \$6,000
Company prominently displayed on this travel piece inserted in the conference attendee registration bag.

Media Center • 1 Opportunity \$4,000
Company will be recognized on all signage for the media center including computer wraps for several of the PCs. Your company will also have the opportunity to distribute a premium item in the media center at sponsoring company's expense.

Safety Awards • 1 Opportunity \$5,000
Company will be recognized on all promotion and advertising of the award and on all signage during the Annual Awards Luncheon (Wednesday). Company will receive one table during the luncheon, with company responsible for seating at the reserved table.

SCTE Membership Honors Package
1 Opportunity \$10,000
Your company will be prominently displayed at two unique events critical to SCTE membership, the Annual Awards Luncheon and the New Member Reception (Thursday). It will be featured on signage displayed at the New Member reception. Your company will be listed as a sponsor for the SCTE Member of the Year Award. In addition to your company name appearing on signage at the luncheon, your company will receive one luncheon table for you to fill at your discretion as a part of sponsoring this prestigious award.

A portion of these opportunities are **SOLD

Relaxation Station

1 Opportunity/day \$1,700
Your company will appear on all relaxation station signage.

Supplier Diversity Connection** \$2,500 each
Companies will receive logo on advertising, workshop and reception signage during the Supplier Diversity Connection Program.

NOT INTERESTED IN PURCHASING A SPONSORSHIP OPPORTUNITY?
Then get your own **company table for \$1,500 at the Annual Awards Luncheon**** and honor the 2008 award winners! Your company name/logo will be displayed on one table during the Annual Awards Luncheon, with company responsible for seating at the reserved table.

ADVERTISING OPPORTUNITIES

Note: If advertising only at Expo, company will not receive sponsor benefits listed above, but will have the option to sponsor upgrade for only \$500 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!

Back Cover Advertisement
1 Opportunity **SOLD**

Inside Front Cover Advertisement
1 Opportunity **SOLD**

Inside Back Cover Advertisement
1 Opportunity \$5,000

Full Page Advertisement • Limited** \$2,500

Front Cover Snipe • 1 Opportunity **SOLD**
Company logo, booth number and brief one-line message on the front cover. Must purchase full-page ad to be eligible.

Logo with Company Listing • Unlimited \$650

Tradeshow Pocket Map
Nothing drives booth traffic like the Tradeshow Pocket Map!

Back Cover Advertisement
1 Opportunity **SOLD**

Business Card Advertisement**
10 Opportunities \$2,000

Front Cover Snipe • 1 Opportunity **SOLD**

Vendor Technology Portal**
9 Opportunities \$2,000
Get your product information into attendees' hands before they walk on the show floor! These unique and strategically placed display areas allow you to put an 8 1/2" x 11" sheet of your best product information in an easy to grab location for attendees to take with them as they plan their show floor navigation route. Placement of your company's logo on the Technology Portal is included.

SCTE Conference on Emerging Technologies® 2009

April 4-5, Washington D.C.

SCTE's Conference on Emerging Technologies® provides a strategic view of the technical issues and technologies on the horizon that may transform the industry in the next three to five years. This two-day event features educational sessions, exciting keynote speakers and the annual Emerging Technologies Awards Luncheon. Get your company message in front of key industry decision makers.

Sponsorship Opportunities

All sponsoring companies will receive:

- Company logo in the conference printed program
- Company logo displayed on the ET website with link to company website
- Special sponsor recognition and thank you in SCTE *Interval* following the conference

NETWORKING OPPORTUNITIES

ET Welcome Reception** (Saturday Night)

2 Opportunities \$17,500 each
Your company will be highly visible during the opening reception by having your company logo prominently displayed on signage during the reception.

PREMIUM PLACEMENT OPPORTUNITIES

Conference Notepads • 1 Opportunity **SOLD**
Company logo prominently displayed on conference notepad distributed to all attendees.

Conference Pens • 1 Opportunity **SOLD**
Company logo prominently displayed on conference pen distributed to all attendees.

Conference Portfolio and Electronic Proceedings**
4 Opportunities \$7,500
Company name and logo will appear on the Conference Portfolios distributed to all attendees. In addition, it will appear on the splash page of the electronic conference proceedings for all to see and retain.

Shoe Shine Station • 1 Opportunity **SOLD**
Have your company name appear on all shoe shine signage for both days of this event. Sponsor will have the opportunity to distribute a one-page company flyer to shoe shine participants.

ADVERTISING OPPORTUNITIES

Program Guide Back Cover • 1 Opportunity **SOLD**

Program Guide Inside Back Cover • 1 Opportunity **SOLD**

Program Guide Half-Page • 1 Opportunity **SOLD**

PDA Pocket Insert • 1 Opportunity **SOLD**
Company logo or advertising will appear on this uniquely designed 2009 events calendar.

A portion of these opportunities are **SOLD

SCTE Canadian Summit

February 2009 (tentative)

NEW EVENT

This informative and exciting new event will focus on the technology imperatives of our Canadian audience. Featuring exhibits, workshops, general sessions and networking opportunities, this engineering summit is sure to become a Canadian event favorite.

Sponsorship Opportunities

At minimum, all sponsoring companies will receive:

- Company logo in the conference printed program guide
- Company logo displayed on the event webpage with link to company website
- Special sponsor recognition and thank you in SCTE *Interval* following the conference

Summit Lanyards

1 Opportunity \$2,500
• Company logo exclusively imprinted on Summit lanyards worn by attendees

Attendee Resource Kit

4 Opportunities \$1,500 each
• Company logo showcased on the summit registration bag or portfolio and the summit notepad, distributed to all attendees

Electronic Summit Proceedings

1 Opportunity \$3,500
• Company logo exclusively visible on proceedings homepage and inner pages with link to company website

Breaks

2 Opportunities \$2,000 each
• Company logo recognition on break signage where possible and appropriate
• Company name recognition of break sponsor within the online schedule of events and in the printed program

Summit Reception

2 Opportunities \$5,000 each
• Exclusive company recognition on all advertising of the reception and on signage throughout the reception
• Company name recognition of reception sponsor within the online schedule of events and in the printed program schedule

Summit Content Sponsor

4 Opportunities \$4,000 each

Open exclusively to Summit Exhibitors.

Date sensitive—commitment required on or before Sept. 1, 2008

- Opportunity for company representative to be a part of a technical session presentation
- Company will receive 2 complimentary full-registration passes for staff or guests (hotel accommodations not included)

Advertising Opportunities

Program Guide Back Cover Ad

1 Opportunity \$3,000

Program Guide Inside Back Cover Ad

1 Opportunity \$2,000

Program Guide Half-Page Ad

1 Opportunity \$1,000

Premium Opportunities

CHAPTER LEADERSHIP CONFERENCE (CLC)

This 2 day event is filled with strategic sessions and networking opportunities for SCTE Chapter Leaders.

Awards Dinner Sponsor

1 Opportunity **SOLD**

- Sole sponsor of the awards dinner
- Company logo displayed on all awards dinner signage
- Option for company representative to participate in awards presentation
- One time use of attendee mailing list (names and mailing addresses only)
- In addition, awards sponsor will receive all general sponsor recognition listed below

General Sponsor**

4 Opportunities \$4,000 each

- Company logo included in the CLC program book
- Company logo prominently displayed on all signage at sessions and catered functions
- Sponsoring company 'thank you' included in letter sent to all chapter leaders
- Company logo displayed on SCTE website CLC resources page (where chapter leaders will be directed to throughout the year through SCTE promotion)
- Company logo displayed on thank you HTML sent to all chapter leaders with link to CLC resources page of the SCTE website
- Company included on sponsor recognition card saluting the chapter leaders which is placed in amenity bags
- Company will have opportunity to place promotional item in attendee amenity bag at sponsoring company's expense.

PROFESSIONAL DEVELOPMENT

Conference on Broadband Learning and Development

General Sponsor, 4 Available \$1,500 each

- Two full complimentary registrations to the Conference (These may be used for staff and/or guests). No complimentary hotel/housing is provided.
- Complimentary literature table inside room to display company brochures and any other company information not requiring electrical power.
- Company logo will be listed on the CBL&D webpage of the SCTE Cable-Tec Expo website with link to sponsoring company's website
- One-time use of SCTE Cable-Tec Expo post-attendee list (mailing addresses only)
- Company logo displayed on all onsite signage during the event and all event promotion
- Company recognized in the CBL&D conference materials and the Expo Program Guide
- Special company a thank you in SCTE *Interval* (SCTE monthly printed newsletter), following the conference

SCTE Live Learning™

SCTE Live Learning™ is a series of regularly scheduled, live, interactive, web-based seminars offered the third Wednesday of every month (except October due to Cable-Tec Expo)

General Sponsor, 8 Available**

\$10,000 for calendar year (11 sessions)

- Program sponsor on all promotional materials including press releases, advertisements, banner ads, etc. for each session
- Logo displayed on the SCTE Live Learning™ page of the SCTE website and linking to company website
- Logo on the SCTE Live Learning™ Power Point web cast thank you slide for audio conference and archived online
- Opportunity to provide content and present one session during the calendar year, with technical review by SCTE to ensure technical content is noncommercial in nature
- One time use of attendee mailing list for monthly session presented

SCTE Standards Program

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

4 Available** \$5,000 each

Program Sponsorship includes:

- Company logo in SCTE's *Standards Annual Report*
- Company logo on front cover of SCTE's *Standards Bulletin*, distributed four times per year
- 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

At-Large Opportunities

SCTE's 40th Anniversary Celebration

NEW

"The Future of Cable" Scholarship Contest

1 Available \$17,000

- Company logo on advertising of SCTE 40th Anniversary Future of Cable scholarship where appropriate
- Company representative participation on panel of contest judges
- Company representative participation in presentation to the scholarship recipient, during SCTE's Conference on Emerging Technologies® 2009 awards luncheon
- Company logo on scholarship presentation slide during luncheon where appropriate
- Company logo on Scholarship certificates
- One company reserved table during the ET awards luncheon, with company responsible for seating at table
- Exclusive right to contact information of all essay contest applicants

2009 SCTE Commemorative Wall Calendar and Trivia Contest

2009 12-month wall calendar and special SCTE online trivia contest, both celebrating SCTE's history and heritage

4 Available (1 per Quarter) \$5,000 each

- Portion of the proceeds will go to the SCTE Foundation
- Company name recognition on front cover and company logo on back cover of the 2009 SCTE Calendar
- Company logo on top photo portion and bottom calendar pages for each month within quarter
- Option to provide one sponsor company significant date to be placed on the calendar within the sponsored quarter
- Company provided banner sized ad for each month within sponsored quarter
- Complimentary copies of the SCTE Calendar will be provided to sponsor
- Company name or logo recognition for each month within sponsored quarter on SCTE website and publications promoting monthly trivia contest, where appropriate [note: Contest will run Jan.-Oct. 4th quarter sponsor will receive one month plus the bonus round trivia and be incorporated into the grand finale]

Commemorative Pictorial Salute to SCTE's 40 years

Collection of SCTE memories and some commentary on DVD celebrating the Society's 40 years

1 Available \$5,000

- Company logo on DVD jacket and company recognition where appropriate on the DVD showcased at the 2009 Annual Membership Meeting and presented to special members of the Society

SCTE NEWSBREAK

SCTE *NewsBreak* advertising provides a platform to share perspectives on pertinent industry issues and technology products and services.

Technology Spotlight Advertising,

1 Available per month \$3500 (per month)

- Sponsor-provided article in technology spotlight section (approximately 500 words)
- Photo of author in technology spotlight section
- Logo with hotlink to company website in corresponding technology spotlight section
- Exclusive branding opportunity for sponsoring company and SCTE only
- Publication distributed to all SCTE members with authorized e-mail addresses as well as unlimited e-mail forwarding capabilities to colleagues/friends
- SCTE *NewsBreak* archived on the SCTE website and accessible to SCTE members
- Small button advertisement optional with link (placement at bottom of technology spotlight)

SCTE WEBSITE ADVERTISING

Homepage feature ad \$5000/month

Exclusive static or flash ad prominently placed on the SCTE homepage. In addition, company will have the option of providing up to three teaser texts, each linking to a preferred page.

Banner ad \$3000/month

Top positioning on sub-level section throughout the SCTE website. Excludes SCTE homepage, SCTE InfoScope®, MemberLINK and SCTE Standards.

Button ad \$500/month

Prominent placement on sub-level sections throughout the website. Excludes SCTE homepage, SCTE InfoScope®, MemberLINK and SCTE Standards.

A portion of these opportunities are **SOLD

SCTE Foundation

Tom Polis Golf Classic

Note: Donations and sponsorships to the SCTE Foundation may be tax deductible.

Sponsorship opportunities include:

- Refreshment options
- Buy a hole
- Company premium item distribution to participants

2008 Sponsoring Companies

AS OF 5/30/08

SCTE would like to
thank all 2008 sponsors &
advertisers for their generous
support throughout the year!

ADVA	CommScope P	Radiant Communications Corporation
Alcatel-Lucent	CORNING S	RFMD
Applied Instruments	Cox Communications	Salira
ARRIS P	Digicomm International	Scopus Video Networks
ATC Logistics	Evolution	Symmetricom
ATX	Front Porch	TANDBERG Television, Part of the Ericsson Group
Aurora Networks S	Fujitsu Network Communications	Tektronix
Broadband Gear Report	JDSU	Time Warner Cable
Broadband Library	Jones/NCTI	Tollgrade Communications
BT&E Utility Products	Juniper Networks S	Trilithic S
Cable Contract Services	Motorola S	TriNet Communications
CED	Multichannel News	Vecima Networks
Ciena S	Multilink Broadband	Vyvo S
Cisco Systems G	NCO-Corp	Winners Satellite Communications
Comcast Cable Communications	Pacific Broadband Networks	

P Platinum \$100,000+ **G** Gold \$50,000+ **S** Silver \$25,000+