SCTE®
CORPORATE ALLIANCE PROGRAM

Shaping the Future of Connectivity

EXECUTIVE SUMMARY

Shaping the Future of Connectivity

Together, CableLabs® and SCTE® are shaping the future of connectivity. This innovative partnership ensures the industry not only meets the current pace of change but is positioned to accelerate it. The collaboration between these two organizations streamlines the project lifecycle from ideation to deployment.

About SCTE®

SCTE® is the applied science leader for cable telecommunications, accelerating the deployment of technology to drive business results for its members. We accomplish this through Standards and Certification, Learning and Development, Membership and Chapters, and hosting the preeminent cable trade show SCTE® Cable-Tec Expo®.

SCTE | STANDARDS

MOVE THE CABLE INDUSTRY FORWARD

Technological leadership and innovation that lead the industry into the future.

SCTE L&D EXPERIENCE

ADVANCE THE WORKFORCE OF TOMORROW

Continuous learning to advance professionals at every level — technical employees to C-Suite.
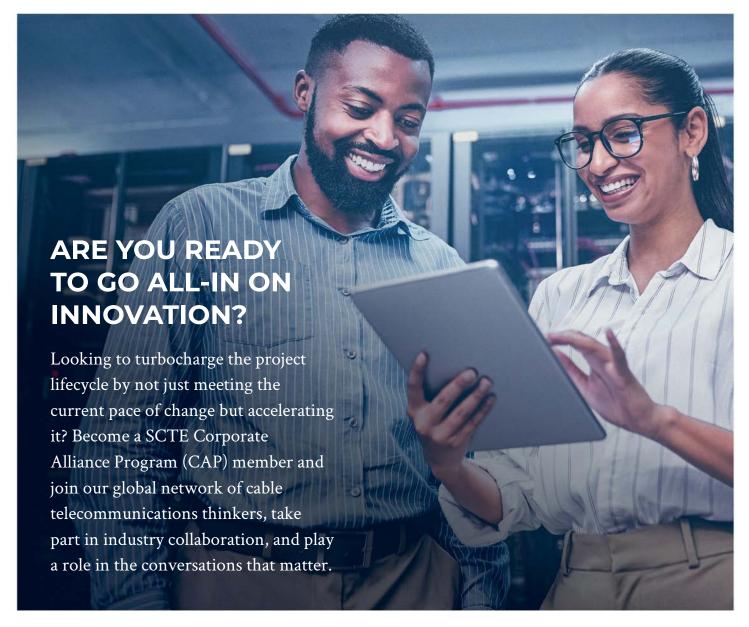
SCTE | CHAPTERS & MEMBERS

BRING TOGETHER INDUSTRY VOICES AND MINDS

Connect industry members and leaders to facilitate conversations that matter.

SCTE CABLE-TEC EXPO 23
OCTOBER 16–19, 2023 • DENVER, CO
CELEBRATING 40 YEARS

HOST THE PREEMINENT INDUSTRY EVENT OF THE YEAR!

SCTE® Cable-Tec Expo® is the largest cable telecommunications and technology event in the industry.

ARE YOU READY TO GO ALL-IN ON INNOVATION?

Looking to turbocharge the project lifecycle by not just meeting the current pace of change but accelerating it? Become a SCTE Corporate Alliance Program (CAP) member and join our global network of cable telecommunications thinkers, take part in industry collaboration, and play a role in the conversations that matter.

SCTE® IS THE INDUSTRY'S CONNECTION POINT.

Open to companies wanting to further engage with SCTE while being recognized for their contributions and support over the course of the calendar year, the Corporate Alliance Program is a true strategic relationship between corporate members and SCTE.

This annual membership allows participants to realize significant savings by engaging across a wide variety of opportunities with SCTE. The program and fees have been structured to ensure that companies of all sizes have an opportunity to get maximum value from participation.

TECH CAP

The SCTE® Corporate Alliance Program (CAP) gives you the resources needed to drive real business results and revenue. And with universal access to SCTE benefits, you can find new opportunities for your team and expand the visibility of your products. From a front-and-center presence with global service providers to year-round involvement in thought leadership, CAP is how you secure a role in the future of connectivity.

Structured to align with the needs of cable operator vendors, this program functions on recommended minimums for total spend on SCTE services. Tech CAP companies commit to the specific spend amount that aligns with your company's strategy.

Spend can include:

- SCTE® Cable-Tec Expo® Booth, Meeting Rooms, and Sponsorships
- Chapter Leadership Conference Sponsorships
- Standards Dues
- Individual Memberships
- Training Courses (Online or Onsite)
- SCTE Certifications
- Attendance at a SCTE Leadership Institute program

2023 Spend Thresholds

Tech CAP spend thresholds are based on individual company broadband revenue, enabling smaller companies similar engagement opportunities as larger companies. No upfront payment is required, only a signed agreement confirming spend commitment.

2023 TECH CAP SPEND THRESHOLD CHART	
BROADBAND REVENUE LEVEL	SPEND THRESHOLD
$0 - $4.9 MIL	$37,250
$5 MIL to $9.9 MIL	$50,000
$10 MIL to $24.9 MIL	$69,000
$25 MIL to $74.9 MIL	$94,500
$75 MIL to $199.9 MIL	$113,500
>$200 MIL	$152,000

SCTE® OFFERS THE FOLLOWING BENEFITS TO TECH CAP COMPANIES:

SCTE® Cable-Tec Expo® 2023

October 16-19, 2023 at the Colorado Convention Center in Denver, CO

SCTE Cable-Tec Expo 2023 will be a hybrid event with branding, thought leadership and networking opportunities in both environments. Cable-Tec Expo offers your company extensive opportunities to promote your products and services to thousands of onsite and virtual attendees from around the world.

Thousands of visitors flocked to the SCTE Cable-Tec Expo 2022 In-Person Experience.

SCTE Cable-Tec Expo benefits:

- Our lowest price on a booth and/or meeting room at Cable-Tec Expo 2023
- Additional complimentary floor passes for Cable-Tec Expo 2023 exhibitors
- 2 invitations for SVP level or higher to the Chairmen's reception at Cable-Tec Expo 2023
- 2 invitations for SVP level or higher to the CTO dinner at Cable-Tec Expo 2023 (with a $100K Tech CAP spend commitment)
- 50 additional priority points for next year's Cable-Tec Expo booth selection ranking
- Recognitions at Cable-Tec Expo as a Tech CAP partner
- Use of the Tech CAP program insignia/ logo
- Early access to Sponsorships and Advertising offers

To review all branding, thought leadership, advertising and PR opportunities available for 2023, contact us at sponsorships@scte.org.

2023 Chapter Leadership Conference Sponsorships

Chapter Leadership Conference Sponsorships are offered exclusively to TECH CAP companies. Promote your products and services to hundreds of SCTE chapter leaders from our over 60 global chapters, that serve as influencers and decision makers in the cable telecommunications industry.

Chapter Leadership Conference: March 29-30, 2023 in Oklahoma City, OK

2023 Chapter Leadership Conference offers opportunities to promote your products and services to hundreds of SCTE® chapter leaders from our over 60 global chapters, that serve as influencers and decision makers in the cable telecommunications industry.

WELCOME LUNCH SPONSORS	2 AVAILABLE	$5,000.00

Receive top brand placement on signage and around the room as the lunch sponsor. Opportunity to place company-provided literature/branded item in the center of each lunch table. Company may bring one standing pull up banner to display during lunch to further extend your brand. Reserved VIP table, if desired.

WELCOME RECEPTION SPONSORS	2 AVAILABLE	$3,000.00

Receive top brand placement on signage and around the room as the reception sponsor. Company may bring and display up to two standing pull up banners to further extend your brand during the reception. Option to offer signature drink/cocktail chosen from offerings provided by bartender/venue. Opportunity to make up to 2 minutes of remarks to welcome the crowd.

BREAKFAST SPONSORS	2 AVAILABLE	$3,000.00

Receive top brand placement on signage and around the room as the breakfast sponsor. Opportunity to place company-provided literature/branded item in the center of each breakfast table. Company may bring one standing pull up banner to display during lunch to further extend your brand. Reserved VIP table, if desired.

AWARDS LUNCHEON SPONSOR	1 AVAILABLE	$10,000.00

Be a part of our Annual CLC Awards Luncheon ceremony in a meaningful way. Add to the celebration of this event while advertising your business. We will prominently promote your brand via onsite signage, VIP table at event, opening remarks at event, play a short video as attendees enter the room (no more than 2 minutes in a loop), all promotions will state 'Presented by' status on invitation (deadline Jan. 6 for inclusion) and all marketing materials associated with the awards luncheon. Reach extends to audience watching virtually, as awards ceremony is broadcast live. Sponsor can provide a premium or collateral at each place setting set by sponsor staff or may choose to have CLC staff place sufficient items in the middle of each lunch table.

BREAK SPONSORS	UNLIMITED	$2,000.00

Keep your brand top of mind across event as the break sponsor. Your brand will be prominently displayed on signage onsite where break refreshments are served.

KEYNOTE SPEAKER SPONSOR	1 AVAILABLE	$5,000.00

Associate your brand with one of the most impactful sessions at CLC. Your brand will be promoted as 'Presented by' big and bold on stage via presentation slideware promoting the session, executive from your company may introduce the keynote speaker. Sponsor able to provide a seat and/or table place drop of collateral or a branded premium item. Sponsor will provide staff to place collateral/branded premium item at each seat or may choose to have these items strategically placed in a central location by the room entrance for attendees to collect as they enter the room.

SHIRT SPONSORS	1 AVAILABLE	$7,500.00

Your brand on the polo shirt, along with the SCTE logo, given to all CLC meeting attendees. Deadline is Dec. 1, 2022.

WELCOME BAG SPONSOR	1 AVAILABLE	$3,000.00

Your brand on the bag, along with the SCTE logo, given to all CLC meeting attendees.

VENDOR SHOWCASE	10 AVAILABLE	$5,000.00

Host a tabletop display to feature your products and services to this influential, global SCTE chapter leadership. Tabletops will be strategically aligned in the heart of the event, so everyone can stop by to find out what's new. You are welcome to host a raffle with a value of at least $150. Power is available upon request. Vendor can provide their own branded table cover and all other company-specific promotional items. Includes up to two persons to greet guest and 'showcase' offerings.

VENDOR SHOWCASE PLUS	10 AVAILABLE	$1,500.00

All the benefits of the Vendor Showcase PLUS 5 minutes to showcase your products. Only available as an add-on to the Vendor Showcase. *Note, only available with purchase of Vendor Showcase sponsorship.*

CLC 2023 PHOTO SPONSOR	1 AVAILABLE	$2,000.00

Sponsor's brand integrated into the photo digitally when shared with all attendees.

*Sponsorship availability subject to change at any time

For more information about sponsorship opportunities, contact us at cap@scte.org.

2023 SCTE®–Tuck Executive Leadership Institute

SCTE–Tuck Executive Leadership Program: April 30-May 5, 2023

Reserved Seats: $13,800 in person
CAP Leadership Institute Price: $13,350 in person

The SCTE–Tuck Executive Leadership Program ensures that current and future telecommunication technology and operations executives have the business and leadership skills they need to create and execute strategies that impact their organizations.

Designed in conjunction with the telecommunication industry's foremost thought leaders, the program leverages the resources of the world-renowned Tuck School of Business to help attendees understand how to anticipate and manage changes that are ahead for the industry. This intensive program optimizes the communication skills needed to effectively execute on strategy and to successfully lead peers in the delivery of networks and associated services.

The program also provides:

- Communication strategies that can take strategic visions from concept to reality
- Leadership skills for influencing, managing, and getting optimal results from organizations
- Business and operations skills that can optimize resources for maximum efficiency and return on investment
- Critical thinking necessary for achieving and maintaining technical and business leadership in today's competitive market

2023 SCTE® – Georgia Tech Management Development Program

SCTE–Georgia Tech Management Development Program: March 6-9, 2023

Reserved Seats: $8,400 in person
CAP Leadership Institute Price: $7,950 in person

Designed in conjunction with the faculty at the nationally ranked Georgia Tech Scheller College of Business, this program provides the foundation for high-potential individuals to grow into management positions related to technical and operational aspects of the telecommunications industry. The immersive curriculum will include a broad mix of classes that have a particular emphasis on the practical needs of telecommunication professionals, and may include topics such as:

- Developing a Technology Strategic Plan
- Analyzing Financial Statements
- Managing Technology Projects
- Leading and Managing High Performing Teams
- Understanding Outsourcing Arrangements
- Telecommunication Industry Technology and Business Trends
- Making Technology Decisions Based on Total Cost of Ownership
- Radio Frequency Network Management
- Managing Change in Technology Implementations

2023 SCTE® – Cornell Systems Engineering Program

Develop Systems Architecture Capabilities to Lead a Virtual Program during this course being held March-June, 2023.

Reserved Seats: $18,450/each in person
CAP Leadership Institute Price: $17,435/each in person

Studying the theory and practice of systems architecture examines a range of disciplines: Systems Engineering, Decision Analysis, Stakeholder Analysis, Formal Design Theory, Simulation, Global Optimization, Design of Experiments, Data Mining and Visualization, and Project Management.

The application of these concepts to business projects will quickly advance the development and implementation time and ROI, making a significant difference in bringing 10G to market.

Limited to 20 participants, this highly interactive learning program will prepare individuals to lead complex systems architecture projects within their companies.

Over five months, participants will engage in action learning to apply theories and concepts to a assigned team project to solve complex problems. Three phases of study include: Ramping Up preparing for the team project, Immersion working with team members on a "real time" project and Completion presenting project outcomes, receiving faculty coaching, and sharing and reflecting on feedback received during the project experience.

2023 SCTE® –Cornell Agile Leadership Program

The SCTE–Cornell Agile Leadership Program will be held in October 2023.

Reserved Seats: $9,875/each in person
CAP Leadership Institute Price: $9,175/each in person

In this era of explosive industry growth and rapid evolution, the pace of change on the inside of your company has to match the pace of change on the outside. Agile leadership is a methodology to accelerate projects and manage for outcomes instead of output. This program will give you the mindset and tools you need to empower teams for rapid innovation, iteration, and learning as your organization strives for continuous improvement. Content addresses both the technical and the human side of change management.

- Our world-class faculty model the Agile ethos of learning through doing.
- The highly interactive sessions incorporate experiential learning, case studies, industry speakers, and lively debate in an environment of skeptical inquiry.

- Faculty will challenge you to bridge the "knowing-doing gap" by creating actions plans to deploy the Agile tools in your unique organizational context.
- The learning community we create is an essential part of your development; participants learn from one another and develop personal and professional networks that pay dividends long after the program has ended.

For more information or to receive a customized proposal for your company, contact cap@scte.org.