



## Booth & Sponsorship Opportunities

### Exhibit Booth

**\$3,750 net**

- The ultimate exhibit choice, offering 15 booth design options, 12 product listings and 15 literature downloads—plus these additional features:
- Prize giveaway opportunity (exhibitor-supplied prize)
- "Times Square" style scrolling message board
- Link to and hosting of an up to three-minute, exhibitor-supplied audio or video streaming presentation
- Display areas for your logo, graphic images and animation files (gifs or jpegs)
- Company information—an "About Us" section, contact information, Web site URL and e-mail links
- A "Leave Business Card" feature for booth visitors
- Instant-messaging real-time Interactive Chat function
- Inclusion in the Event Search Engine by product, company profile, and keyword text you supply
- Audio announcement of new booth visitors
- Detailed visitor reports and databases, including registration data and visitor activity—available on-line, on-demand.

### Keynote and Track Program

**\$15,500 net**

Four conference session tracks—each housed in its own, separate virtual auditorium—and two keynote sessions means six more exclusive sponsorship opportunities for savvy broadband marketers.

### Track Program

#### On Demand & Interactive TV

##### Day One:

Prepping for OCAP—In the home and at the headend

##### Day Two:

nDVR strategies—From concept to deployment

#### IPTV Tech

##### Day One:

Content2Go—Making video fit to ship...and share

##### Day Two:

Put that in your set-top—And Stream It!

#### Broadband Mobility

##### Day One:

Un-tethered—What is cable's mobile Internet play?

##### Day Two:

The anatomy of the modular-CMTS

#### The Broadband Future

##### Day One:

Oh, good heavens! Here comes 'Seven-oh-Seven'

##### Day Two:

Putting the 'Quad-Play' into play

### Day One Keynote Sponsor

**Keynote speaker:** Marwan Fawaz, Chief Technology Officer & Executive Vice President, Charter Communications

- Logo and name recognition in all attendee marketing materials—such as house ads, e-mail blasts and Web promotions
- Exclusive display of your logo during every session in your sponsored auditorium
- Exhibit booth
- A special promotional broadcast—once each day of the event—to further increase awareness among visitors and drive more traffic to your booth
- The attendee list for your sponsored track both during the two-day live event and throughout its six months of archive access.