



DENVER, CO  
OCTOBER 17-20

A large, dark-colored bear sculpture is the central focus, standing on its hind legs and leaning against a modern glass building. The scene is overlaid with semi-transparent geometric shapes in shades of blue and red. The text "EXHIBITOR PROSPECTUS" is centered in white, uppercase letters.

# EXHIBITOR PROSPECTUS

**TABLE OF CONTENTS:**

General Information ..... i  
 Exhibitor Booth Rates and Benefits ..... 01  
 Expo Hall Meeting Rooms Rates and Benefits ..... 02  
 Rules and Regulations..... 03  
 Attendee Demographics..... 15

**GENERAL INFORMATION:**

**Installation Dates:**

Saturday, October 14 | 1 PM-5 PM (WITH PRIOR WRITTEN SHOW MANAGEMENT APPROVAL)  
 Sunday, October 15 | 8 AM-5 PM  
 Monday, October 16 | 8 AM-5 PM  
 Tuesday, October 17 | 8 AM-5 PM  
 Wednesday, October 18 (Touch up ONLY) | 8 AM-10:30 AM\*  
 \*NOTE: All exhibits must be complete by 10:30 AM Wednesday

**Exhibit Dates:**

Wednesday, October 18 | 1 PM-6 PM  
 Thursday, October 19 | 11 AM-6 PM  
 Friday, October 20 | 9 AM-1 PM

**Dismantle Dates:**

Friday, October 20 | 1 PM-9 PM  
 Saturday, October 21 | 8 AM-4 PM

**Questions Contact SCTE • ISBE:**

140 Philips Road, Exton, PA 19341-1318  
 Attn: National Conferences  
 P: 610.363.6888 | F: 610.884.7126 | E-mail: expo@scte.org  
 scte.org • isbe.org

**EXHIBITOR BOOTH RATES:**

	CAP PARTNERS	EXPO PARTNER & STANDARDS MEMBERS	NON-MEMBER
Advance Discount by June 1, 2017	\$31 per sq ft	\$34 per sq ft	\$43 per sq ft
After June 1, 2017	\$31 per sq ft	\$43 per sq ft	\$43 per sq ft

**Per square foot booth rates are the same for both linear (side by side, 100 square foot, sold in 10'-wide increments), and island (surrounded by four aisles) spaces.** Rates above include size percent (6%) cash discount (cash, check, wire transfer). Add size percent (6%) if using credit card.

**EXHIBITOR BOOTH BENEFITS:**

- Booth constructed of flameproof side and back-wall drapes supported by an aluminum pipe frame
  - A booth identification sign listing your firm's name and booth number
  - Heating, ventilation and/or air conditioning and general lighting of the exposition area
  - 24-hour security guard service in the exhibit hall during installation, dismantle, show hours and closed hours
  - Daily cleaning and maintenance of the aisles and general exhibit hall areas
  - A minimum of one (1) complimentary full registration to Cable-Tec Expo® (CAP, Expo Partner and Standards Members only)
  - Complimentary passes for free admission to the Cable-Tec Expo® exhibit hall for your staff and your company's invited guests (based on booth size and membership status)
  - Exhibitor listing in the official program guide, mobile app, pocket map, and website
  - Unlimited use of Exhibitor Badge Insignia and other marketing tools for promoting your company's presence at Cable-Tec Expo® 2017
  - Use of the Cable-Tec Expo® 2017 show logo (must be used in accordance with the Expo logo policy noted on [expo.scte.org](http://expo.scte.org))
  - Company included as Expo Exhibitor in SCTE•ISBE's online Buyer's Guide—SCTE•ISBE SupplierConnect
- Additional exposure and promotional opportunities are available through sponsorship and advertising. Please [click here](#) to request a copy of the 2017 Sponsorship and Advertising Opportunities Kit or visit [expo.scte.org](http://expo.scte.org) for information.

**Meeting Rooms on Expo Hall Floor**  
 Rates and Benefits

**EXPO HALL MEETING ROOM RATES:**

CAP MEMBERS	EXHIBITORS AND/OR SPONSORS VALUED AT \$10,000 & ABOVE	NON-MEMBER
\$5,400	\$6,000	\$7,800

Add the convenience of having a private meeting room located directly on the Expo Hall floor. They are located near the front entrance, center aisle, and adjacent to the Theater. Meeting Rooms are 10' x 20' or as noted. Meeting rooms are limited and available on a first come, first serve basis.

Rates above include all installation/dismantle fees. Additional show services and/or catering available for an additional fee.

**EXPO HALL MEETING ROOM BENEFITS:**

- A meeting room identification sign listing your firm's name and booth number (if applicable)
- 24-hour security guard service in the exhibit hall during installation, dismantle, show hours and closed hours
- Daily cleaning and maintenance of the aisles and general exhibit hall areas
- 3M x 6M MIS Structure with fabric panels on all sides and door
- Conference Table
- Six (6) Black Diamond arm chairs
- 10' x 20' carpet
- Logo on door
- Exclusive use of the meeting room during open hours of the Expo Hall

**Index**

- 02 Adherence to Expo Rules
- 25 Admission Policy
- 32 Amendments to Regulations
- 27 Badge Changes
- 16 Booth Sharing
- 28 Complimentary Registrations
- 01 Contract
- 18 Dismantling & Removal of Exhibits
- 23 Distribution of Promotional Materials
- 09 Exhibit Booths & Displays
- 17 Exhibit Operations & Activities
- 08 Exhibit Standards
- 26 Exhibitor Badges
- 12 Exhibitor Service Desk
- 03 Floor Plan
- 31 Guest Passes
- 21 Hospitality Suites & Meeting Rooms
- 15 Installation of Exhibits
- 13 Official Contractors
- 05 Payment & Collections
- 16 Program Listing
- 22 Publication Bins
- 30 Reserving Exhibit Space
- 19 Safety
- 20 Security, Liability & Insurance
- 06 Service Order Kit
- 07 Shipping/Handling & Receipt of Freight
- 04 Space Assignment
- 24 Special Functions
- 11 Sound Level Restrictions
- 14 Third-Party Contractors
- 29 Unauthorized Solicitation
- 10 Use of Exhibit Space

**01 Contract**

The Contract Provisions and following Exposition Rules and Regulations become binding upon acceptance of the Application/Contract between the applicant, its employees and agents, and the Society of Cable Telecommunications Engineers, Inc., hereafter referred to as SCTE•ISBE, and any additions and amendments thereto that may thereafter be established by the Society.

**02 Adherence to Expo Rules**

Upon acceptance of the Application/Contract by Expo Management, the exhibiting firm agrees to abide by the Exposition Rules, Application/Contract Provisions, and any revisions or amendments thereto made by SCTE•ISBE. Exhibiting firms not complying with said rules, having knowledge of them or not, shall be subject to actions taken by SCTE•ISBE. Such actions may include, but not be limited to, barring the participation of the exhibiting firm in this and future Expos.

**03 Floor Plan**

The arrangement of the exhibit spaces are shown on the floor plan. The dimensions and locations of exhibit spaces, exits and other structures are believed to be accurate but only warranted to be approximate. Furthermore, SCTE•ISBE Show Management reserves the right to make such modifications, to whatever extent SCTE•ISBE deems appropriate, to the official floor plan as may be necessary to meet the needs of the exhibitors and the exhibit program.

**04 Space Assignment**

Space will be assigned according to a Priority Point system, booth size or contract receipt dates depending on the round of booth assignments. Every effort will be made to assign exhibitors to one of their chosen spaces. However, SCTE•ISBE reserves the right to make the final space assignment or change the space assignment after the acceptance of the Application/Contract, should it be necessary and in the best interest of the Expo.

**05 Payment & Collections**

- A** Applications for space must be accompanied by the required fifty percent (50%) payment per instructions on the Application/Contract. The final, fifty percent (50%) deposit is due July 14, 2017. Expo Partner and Standards Members must remit the final fifty percent (50%) by June 1, 2017 in order to maintain their discounted rate. Accepted forms of payment include check, wire transfer, or credit card. Credit card payments are subject to a one-time six percent (6%) convenience fee. Exhibitors failing to make the required final exhibit space payment as scheduled shall forfeit their right to participate as an Exhibitor and lose their deposit. Applications failing to comply with the required payment will be delayed in the processing and assignment of space. All deposits or payments made under this Agreement must be made in United States dollars and any other negotiable instruments must be drawn upon a United States bank.

### 05 Payment & Collections (continued)

- B No cancellation shall be acknowledged unless it is received by SCTE•ISBE in writing. The date upon which the notice of cancellation is received shall apply as the official date of cancellation. Upon receipt of written cancellation from the exhibiting firm, SCTE•ISBE will acknowledge such receipt in writing.
- C Unless otherwise agreed by both parties in writing, the only terms applicable to cancellation are those under this paragraph. Should an exhibitor cancel from the show, the following shall apply:
  - 1 The exhibiting company shall forfeit the entire amount paid for the reserved space.
  - 2 If an exhibiting company cancels on or before July 14, 2017 and the Expo is completely sold out of available exhibit space at the time of the show, the exhibiting company is entitled to fifty percent (50%) refund of deposits paid. The refund will be mailed approximately six (6) weeks after the close of the show.
- D Upon notification of cancellation, SCTE•ISBE has the right to resell the space vacated.
- E Exhibitors reducing or downsizing the amount of square footage contracted will be subject to the same cancellation penalties listed in 5A-D.

### 06 Service Order Kit

A Service Order Kit (SOK) will be sent to exhibiting firms in good standing approximately 8-10 weeks prior to Expo. The SOK contains important information and order forms for the services offered by the Official General Contractors, including drayage, booth furnishings, labor, audio/visual, electrical, telephone, etc.

### 07 Shipping/Handling & Receipt of Freight

The Official Contractor for the receipt of the exhibit materials and delivery of these materials to the exhibit space will be designated in the Service Order Kit (SOK). Shipment of exhibit materials, whether by motor freight (common carrier) or air, should be forwarded in accordance to the specific instructions given by the Official Contractor in the SOK. Exhibit materials should always be sent prepaid with a copy of the Bill of Lading forwarded to the Official Contractor. All materials should be sent to the locations designated. Nothing should be sent to the exhibit site unless the exhibitor has made prior arrangements with the Contractor. Exhibit materials will be received at the exhibit site on move-in days only. The majority of motor freight and air freight companies do not deliver on weekends.

### 08 Exhibit Standards

SCTE•ISBE has the right to prohibit any exhibit or part of an exhibit which in its opinion is not suitable to, or in keeping with, the character or purpose of Cable-Tec Expo®. Questionable exhibits shall be modified at the request of SCTE•ISBE.

## 09 Exhibit Booths & Displays

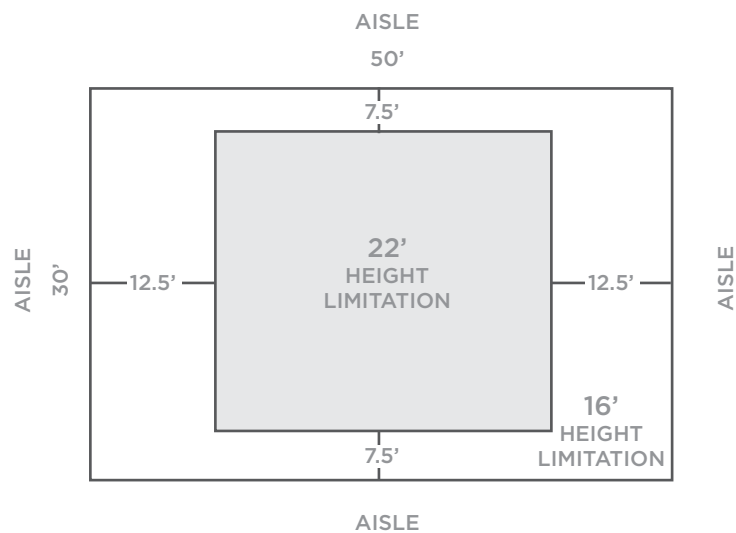
### A Island Booths

Island booths are defined as booths with aisles on all four (4) sides. All others are defined as linear booths. The interior fifty percent (50%) of an island booth must not exceed twenty-two-feet (22') in height. The exterior fifty percent (50%) of an island booth must not exceed sixteen-feet (16') in height. Interior fifty percent (50%) example: 30' x 50' space - seven-and-a-half-feet (7.5') in from each end (on the long side) and twelve-feet five-inches (12'.5") in from each end (on the short side).

#### ISLAND EXHIBITS

Example: 30' x 50' Space

Interiors 50% - 22' Height Limitation



Exteriors 50% - 16' Height Limitation

### B Linear Booths

Linear booths (side-by-side) will be provided with an eight-foot (8') curtain back wall, dividing three-foot (3') side rails and a booth I.D. sign at no additional charge. Exhibits/Displays may be placed in the area not more than five-feet (5') forward from the back wall of the booth, and up to a height not to exceed eight-feet (8') from the floor and ten-feet (10') if against a wall. All parts of the exhibit display in any portion of the booth beyond five-feet (5') from the booth back wall shall be placed not to exceed four-feet (4') in height. Linear booths may not have enclosed conference rooms.

- C No advertising logos, displays, signage or exhibit structures may exceed the height limitation. The height limitation will be strictly enforced without exception. Bridging of booths across an aisle for any reason, and by any means, is prohibited.
- D Double-Decker exhibits are strictly prohibited under all circumstances. Exhibits referred to as multi-story and/or raised meeting platforms are also strictly prohibited.

### **09 Exhibit Booths & Displays (continued)**

- E** All unfinished parts of an Exhibit/Display that are exposed and facing an aisle or neighboring exhibitor must be curtained off at the exhibitor's expense.
- F** Rigging of signs and/or apparatus is strictly prohibited for booths less than 20' x 20' and will be removed at the exhibiting company's expense. Larger booths may install rigging no greater than twenty-two-feet (22') in height and must meet a scheduled rigging deadline.
- G** Exhibits/Displays not meeting these specifications, or which in design, operation or otherwise, are objectionable in the opinion of SCTE•ISBE will be modified to meet these specifications.

### **10 Use of Exhibit Space**

- A** Exhibitors shall reflect their institution's highest standard of professionalism while maintaining the booth during show hours. The booth must be maintained by at least one company representative at all times during the show's operation.
- B** Exhibitors are prohibited from making direct sales on the exhibit floor. No selling or order-taking is permitted. Display space and time is only for the purposes of making contacts, demonstrating products and answering questions.
- C** All demonstrations and exhibits must be confined to the contracted space. Visitors to the booth must be contained within the perimeters of same. No overflow into the aisles will be permitted due to fire regulations.
- D** Exhibiting companies using live entertainment germane to their exhibit must complete the "Live Entertainment Form" and submit a scale schematic drawing indicating the location of staging, sound system and audience area to SCTE•ISBE.
- E** The use of strolling entertainment is strictly prohibited.
- F** Products of firms not exhibiting may not be displayed or advertised in any exhibit area or elsewhere in the convention hall and/or any participating Cable-Tec Expo® hotel.
- G** Lighter than air (i.e., helium) filled items are forbidden on the exposition floor.
- H** Use of glitter, confetti, smoke, and similar decorative items are not permitted on the exhibit floor.
- I** No animals, reptiles, birds, fish, or insects may be used as part of any exhibit.
- J** Exhibitors desiring to host meetings or functions outside of the normal show hours are subject to approval from SCTE•ISBE/Show Management and will be responsible for covering the cost of additional security.



### 11 Sound Level Restrictions

A strict maximum sound level will be maintained on the exhibit floor. SCTE•ISBE show management will monitor the sound level of each individual exhibiting company during show hours. Measurements will be taken at a distance no greater than ten-feet (10') from the offending display. Demonstrations found to have objectionable sound levels will be shut down. The decision on what is distracting rests solely with SCTE•ISBE show management. The exhibitor acknowledges and accepts that SCTE•ISBE has full authority to disconnect power to the exhibitor's sound system. Any cost connected with this forced compliance will be at the Exhibitor's expense.

### 12 Exhibitor Service Desk

Provisions will be made to maintain service in, or near, the Exhibit Area at an Exhibitor Service Desk. The desk will be staffed by the Official General Contractor(s) throughout the Expo's installation, operation and dismantling periods. The Service Desk will be open daily during the normal "working hours" of 8 AM-5 PM unless otherwise noted.

### 13 Official Contractors

SCTE•ISBE has selected Official Contractors to provide services and furnishings for this show. The purpose of these contractors is to provide quality service and products to exhibitors at a competitive rate in a safe and timely fashion, thereby assuring a smooth and problem-free show. The following services and furnishings must be provided by the Official Contractors whose forms will appear in the Service Order Kit (SOK):

- Security, cleaning and janitorial services
- Freight handling in/out
- Standard rental furnishings
- Erecting or dismantling an exhibitor's display
- Lead-tracking

### 14 Third-Party Contractors

- A** Exhibitors utilizing third-party contractors agree to submit a completed Third-Party Contractor Notice with proof of insurance by the designated due date. Third-Party Contractor Notices are contained in the Service Order Kit (SOK).
- B** Exhibitors utilizing third-party contractors agree to indemnify and hold harmless the Conference Sponsor(s), the Show Management and the Exhibit Facility from any and all liability, including attorney's fees, which may arise due to the third-party contractor's presence or actions.

#### 14 Third-Party Contractors (continued)

- C All third-party contractors must maintain the following General Liability Insurance Coverage:
  - 1 General Liability, broad form: one million dollars (\$1,000,000);
  - 2 Automobile Liability and Auto: one million dollars (\$1,000,000);
  - 3 Workers' Compensation as required in the state the Expo is located; and
  - 4 Employers' Liability: one hundred thousand dollars (\$100,000). Umbrella Form Excess Liability may be used to bring coverage levels up to these requirements. In addition, the policy must name as additional insureds: SCTE•ISBE, Expo Management and the Exhibit Facility.

#### 15 Installation of Exhibits

- A Exhibitors may have access to the Exhibit Area starting at the beginning of the installation period. The "working hours" during installation begin at 8 AM and end at 5 PM unless otherwise designated. Requirements for services before or after these times must be arranged through the appropriate contractor.
- B The exhibitor must have the installation of his display, and his exhibit area, complete at least two-and-a-half (2.5) hours before the opening of the show. Any booth with a crated display remaining unattended four (4) "working hours" prior to the end of the installation period will be erected or put into storage at the discretion of the Expo Management, unless otherwise notified by the exhibitor in advance. All charges for labor, etc. will be applied to the exhibitor of record. Firms not utilizing their space by the mandatory time of completion shall forfeit the use of that assigned space. SCTE•ISBE reserves the right to use the space without further obligation, i.e. refund, loss of business or disparagement or liability, etc.
- C All empty crates, upon erection of the display, shall be labeled as such and properly identified with the company name and booth number for removal by the Official General Contractor from the exhibit floor. All empty crates and cartons must be properly identified to facilitate their delivery by the contractor at the close of the show.
- D The exhibit facility does not provide a storage service for "empties" but will maintain a janitorial service of the aisles, entrances and exits in the exhibit area.

#### 16 Booth Sharing & Program Listing

SCTE•ISBE will allocate housing and badges based on the square footage of the primary exhibiting company only. Distribution of housing and badges is the primary exhibiting company's sole decision and responsibility. Separate program listings for partnerships, subsidiaries and/or joint ventures will be accommodated through the submission of a Directory Listing Form. This separate listing does not necessitate additional submission of funds. Exhibitor points will be awarded only to the company named on the Application/Contract and cannot be split or shared. Note: Companies are allowed to share booth space as long as there is at least one (1) 10' x 10' booth per company (i.e., two (2) firms cannot share a 10' x 10' booth; they may share a 10' x 20' or larger).

## 17 Exhibit Operations & Activities

- A Exhibitors are held liable for compliance with the Expo Rules as set forth herein and are therefore responsible for informing their third-party contractors of the rules.
- B Distribution of printed matter, souvenirs or any other forms of advertising is forbidden in the corridors or lobby of the convention facility, hotels or exhibit areas. No activities will be permitted in any exhibit space that are contrary to the law, the rules of the Expo or exhibit facility or that will disturb exhibitors in the immediate area. The exhibit booth must be maintained by at least one company representative at all times during the Expo's operation. All displays, equipment, booth furnishings, product demonstrations, prize drawings and marketing/promotional activities, including surveys of any nature conducted by the exhibitor or a contracted survey firm, must be confined to the booth.
- C Materials, equipment or activities which detract from the atmosphere of the Expo or which disturb exhibitors are prohibited. Costumed personnel or mannequins must not be offensive or disruptive in their appearance or dress.
- D No public address announcements.

## 18 Dismantling & Removal of Exhibits

- A The packing of merchandise and dismantling of Exhibits/Displays shall not start until after the show's closing. Empty crates and cartons will not be delivered until this time. Early removal of equipment prior to the show closing is strictly prohibited. Exhibitors will not be permitted to remove any of their show equipment or display materials from the facility between the opening or closing of the exposition without special written permission from SCTE•ISBE.
- B Exhibitors found in violation of the Early Dismantle clause contained in the Application/Contract will be subject to penalties including, but not limited to: one (1) year's loss of exhibitor points and a letter to the exhibiting company's CEO notifying him/her that their company performed unprofessionally. The letter will list all penalties that apply to early dismantling of exhibit booths.
- C Arrangements for the use of exhibitor services, i.e. labor and/or shipment of exhibit materials from the show site should be made well in advance of the show's closing. Materials left in the booth after the show not packed/crated or covered by a bill of lading for shipment will be packed, shipped or stored at the discretion of the Official Contractor and all expenses will be charged to the exhibitor of record. The exhibit hall must be cleared of all exhibit materials by the end of the dismantle period.

## 19 Safety

- A Fire regulations require all display material used for decoration to be flameproof.
- B Any and all electrical equipment, including signs and lights, shall be in good operable condition and able to pass the inspection of the local Fire Underwriters Inspection Bureau. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention, and public safety while participating in the Expo.

**19 Safety (continued)**

- C The use of flammable materials, necessary to the purpose of the exhibit where no other alternative can be used, must first be brought to the attention of SCTE•ISBE in writing not less than ninety (90) days before the show's opening, for approval.

**20 Security, Liability & Insurance**

- A Security guards shall be provided during the closed hours of the Expo. The furnishing of the guards shall not increase the liability of SCTE•ISBE. After show hours, only those Exhibitor personnel properly identified and with the permission of SCTE•ISBE may enter the exhibit area.
- B SCTE•ISBE, its agents and employees will not be liable for failure to hold the Expo as scheduled. Payment for exhibit space will be returned in that event, less any actual expenses incurred in connection with the Expo will be deducted if the Expo is relocated, delayed or canceled prior to the opening date because of fire, or any act of God, or public enemy, or strike, or epidemic, or any law, or regulation, or public authority, or any act of terrorism, or any reason which makes it impossible or impractical to hold the Expo.
- C Neither will SCTE•ISBE, the official service contractors, the exhibit facility, its members, nor the representatives and/or employees thereof be responsible for injury, loss or damage that may occur to the exhibitor, or the exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the Application/Contract.
- D Exhibitors agree to maintain such insurance that will fully protect SCTE•ISBE from any and all claims of any nature whatsoever, including claims under the Workmen's Compensation Act, and for personal injury, including death which may arise in connection with the installation, operation or dismantling of the exhibitor's display. Exhibitors agree to maintain insurance for single limit coverage of not less than one million dollars (\$1,000,000) for their employees, agents, contractors, representatives and guests present at the show as follows: This must include workers compensation/employers liability of one million dollars (\$1,000,000), comprehensive general liability insurance of one million dollars (\$1,000,000), and commercial automobile liability insurance of one million dollars (\$1,000,000).
- E Damage to inadequately packed property is the exhibitor's own responsibility.
- F Damage to the facility housing the Expo, caused or done by the exhibitor, shall be replaced or repaired at the expense of the exhibitor. Additionally, the exhibitor agrees to protect, save and hold harmless SCTE•ISBE and the Exposition Facility of and from all loss, liability and/or damage whatsoever, caused to the facility housing the Exposition, or any part thereof, directly or indirectly.
- G Exhibitors are advised to add on to their existing insurance a portal-to-portal rider at a nominal cost, protecting them against the loss/damage to their materials by fire, theft, accident, etc.

## 21 Hospitality Suites & Meeting Rooms

- A** All companies that wish to host Meetings and/or Hospitality Suites must also have contracts for an exhibit booth on the Expo floor; if not, they may be prohibited or subject to an additional suite surcharge. Exhibitors requiring the use of meeting rooms in participating Expo hotel(s) must obtain written authorization from SCTE•ISBE and absorb cost of rental and additional expenses. Limited meeting rooms are available in the Exposition Facility on the Expo floor.
- B** The term Hospitality Suite shall include any open room with readily available food, drink and/or entertainment where announced or advertised.
- C** Meeting Rooms/Hospitality Suites shall be inoperative during the convention sessions, exhibit hours and authorized hospitality functions. They may begin at the close of the convention sessions or exhibit hours, whichever ends last. Food, drink and/or entertainment must be cut off by 11 PM when Hospitality Suites are located in sleeping room areas.
- D** All Hospitality Suite or press conference signs must be located in the exhibitor's booth and not in the Convention/Exposition facility, hotel function spaces, hallways, lobby, on elevator walls, etc. The exhibitor will be billed for cost of removal and damages incurred by improperly placed signs.
- E** No hospitality events are permitted in the show floor, in booths outside official exhibit hours.

## 22 Publication Bins

All trade press periodicals, journals and literature must be distributed from the Official Publication Bins located in or near the Exposition Facility. SCTE•ISBE must be notified at least forty-five (45) days prior to the show if a Publication Bin(s) is required and prepay for the rental of such space. For more information please contact Zenita Henderson at [zhenderson@scte.org](mailto:zhenderson@scte.org).

## 23 Distribution of Promotional Materials

SCTE•ISBE must approve the distribution of any and all promotional materials intended for distribution to guest rooms of the official convention hotels. Companies distributing their materials in this fashion without prior approval of SCTE•ISBE will be subject to forfeiture of their exhibit space without refund. Distribution, upon authorization by SCTE•ISBE, is subject to individual host hotel restrictions and fees. No material may be placed in registration areas or public space within the exposition facility. For more information contact Zenita Henderson at [zhenderson@scte.org](mailto:zhenderson@scte.org).

## 24 Special Functions

- A** Exhibitors agree that their sponsored activities will not conflict with SCTE•ISBE Convention/Exposition hours, program sessions, or SCTE•ISBE sponsored hospitality functions.

## 24 Special Functions (continued)

**B** In order to coordinate the scheduling of special functions, all requests for these functions must be submitted in writing to SCTE•ISBE. Assignment of space for special functions is subject to availability and receipt date of the written request. Such functions may in no way interfere with the success of the show. What constitutes interference with the success of the show shall be determined at the sole discretion of SCTE•ISBE.

## 25 Admission Policy

- A** SCTE•ISBE shall have sole control over all admissions of persons. All persons visiting the exhibit area will be admitted according to the rules and regulations of the Expo as established by SCTE•ISBE.
- B** Due to liability concerns, persons under the age of eighteen (18) must be accompanied by an adult wearing a badge and will not be permitted on the show floor during the hours of installation and dismantle regardless of relation, affiliation or circumstances. Any exception must be cleared in advance through SCTE•ISBE.
- C** Altered Badges: Security guards may ask for identification to substantiate the identity of the badge holder. Use of badges by anyone other than the person to whom the badge was issued will be grounds for confiscation of the badge.

## 26 Floor Pass Badges

Exhibitor personnel and guests may be registered on a complimentary basis per the chart below, for admittance to the exhibit hall only. Additional badges may be purchased, see chart below. **Distribution of complimentary exhibitor badges is contingent upon compliance with housing policies.**

FLOOR PASS BADGES ONLY			
	CAP Rate	Expo Partner and/or Standards Member <small>*All Companies must Pay in Full by 6/1/17 to Receive this Rate</small>	Late Registration/ Non-Member
<b>Floor Pass</b> (to be used for either staff or guests)	1 comp badge per 10sq ft, up to a maximum of 250 Additional badges at \$30	1 comp badge per 20sq ft, up to a maximum of 250 Additional badges at \$50	1 comp badge per 50sq ft Additional badges at \$75
ATTENDEE FLOOR PASS BADGES ONLY			
<b>Attendee Floor Pass Badges</b>	\$100	\$150	\$199

## 27 Badge Changes

A ten dollar (\$10) fee will be charged for all badges replaced on-site; whether lost or for substitutions. The company name, city and state will appear on the badge exactly as stated on the exhibit contract.

## 28 Complimentary Registrations

**Distribution of complimentary full registrations and Exhibit Hall badges is contingent upon compliance with housing policies.** Complimentary Full Attendee Registrations for all sessions will be issued to each Member company contracting exhibit space, based on membership type and size of booth. See table under Section twenty-six (26) entitled “26 Floor Pass Badges” for prices. Additional full registrations may be purchased at published registration rates.

CABLE-TEC EXPO® EXHIBITOR RATE			
	CAP Rate	Expo Partner and/or Standards Member <small>*All Companies must Pay in Full by 6/1/17 to Receive this Rate</small>	Late Registration/ Non-Member

Booth	\$31/sq ft	\$34/sq ft	\$43/sq ft
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### EXHIBIT HALL MEETING ROOMS

Meeting Rooms (10x20)	\$5,400	Exhibitor/10K and above Sponsor \$6,000	Non-Exhibitor \$7,800
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### EXHIBITOR - FULL CONFERENCE BADGES

Booth Size			
100-300 sq ft	1 Free; 2 additional at 50% off	1 Free; 2 additional at 50% off	N/A
400 sq ft	2 Free; 3 additional at 50% off	2 Free; 3 additional at 50% off	N/A
600 sq ft	4 Free	4 Free	N/A
800 sq ft	8 Free	8 Free	N/A
1,000 sq ft or more	10 Free	10 Free	N/A

### ATTENDEE - FULL CONFERENCE BADGES

	CAP Rate	Member Rate	Non-Member Rate
CAP Registration Open - 8/15/17	\$875	N/A	N/A
CAP 8/16/17 - On-site	\$975	N/A	N/A
Early Bird through 6/15/17	N/A	\$875	\$975
Advanced Registration 6/16/17 - 8/15/17	N/A	\$975	\$1,075
Late/On-site Registration 8/16/17 - On-site	N/A	\$1,175	\$1,275

## 29 Unauthorized Solicitation

Solicitation of business in any convention/exposition area, including hotels, by vendors who are not official Expo exhibitors is not in the best interest of SCTE•ISBE members or exhibitors. Any such occurrence should be reported promptly to the SCTE•ISBE Show Management office.

### 30 Reserving Exhibit Space

- A Any/all exhibit space must be reserved by submitting the official Application/Contract to SCTE•ISBE. No booth(s) will be held and/or reserved with or by verbal, written or faxed requests.
- B Upon submission of the official Application/Contract, please ensure it is valid by completing the form and adhering to steps 1-10 (see Instructions to Validate Contract on the Application/Contract); otherwise, there will be a delay in processing and assignment of space.

### 31 Guest Passes

Exhibitors may use their allocation of floor pass badges for exhibitor personnel and/or guests. See table under Section twenty-six (26) entitled “26 Floor Pass Badges” for allocation details.

### 32 Amendments to Regulations

All matters and questions not specifically covered by the articles in this contract shall be subject to the decision of SCTE•ISBE. The aforementioned items covered by this contract may be amended at any time by SCTE•ISBE in the interest of the Expo and notice thereof shall be binding on exhibitors equally with the foregoing rules set forth in this contract.



## CABLE-TEC EXPO® DEMOGRAPHICS

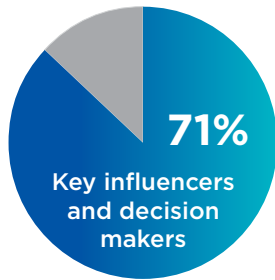
SCTE•ISBE Cable-Tec Expo®—the industry’s engineering show of the year—hosts thousands of annual attendees and provides the opportunity to discover and learn first-hand about the latest in cable technology, products and services in one cost-effective setting.

Executive and mid-level attendees from the industry’s top operating companies attended Cable-Tec Expo® 2016 and nearly 400 of the industry’s most prominent technology companies showcased their services and technologies.

71% of operating attendees represent decision makers & key influencers. Nearly 40% of operating attendees comprise of executive-level to director/vice president positions.

## ATTENDEE DEMOGRAPHICS

### OPERATOR ATTENDEES EFFECT ON DECISION MAKING



Evaluate and Recommend	57%
Final Approval	14%
Not Applicable	14%
Not Involved	14%

### OPERATOR ATTENDEES BY JOB TITLE

CEO/COO/CTO/CFO/CIO/President/SVP/EVP	8%
Director/Senior Director	18%
Engineering/Engineering Manager/Sales Engineer	24%
General Manager	2%
Manager/Senior Manager	18%
Other	5%
Supervisor/Team Leader	6%
Technician/Installer	13%
Trainer	1%
Vice President	7%

### OPERATOR ATTENDEES BY JOB FUNCTION

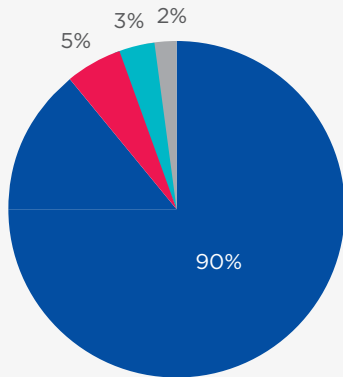
Business Services	4%
Construction	3%
Customer Service	2%
Data/IT	5%
Dispatch	1%
Engineering - Regional/Division	16%
Executive Management	10%
Headend	2%
Human Resources	1%
Marketing	3%
Network Design	4%
Operations - Field	9%
Operations - Management	8%
Operations Center - NOC	2%
Other	4%
Product Development	8%
Purchasing	3%
Research & Development	4%
Safety/Compliance	1%
Sales/Sales Support	13%
Training	2%
Warehouse	1%

## INTERNATIONAL DEMOGRAPHICS

Attendees from nearly 60 countries rely on Cable-Tec Expo® to experience all engineering, all the time.

Algeria	Cameroon	England	Israel	Peru	Thailand
Antigua & Barbuda	Canada	Finland	Italy	Philippines	Trinidad & Tobago
Argentina	Chile	France	Jamaica	Poland	United Arab Emirates
Aruba	China	Germany	Japan	Puerto Rico	United Kingdom
Australia	Colombia	Guadeloupe	Luxembourg	Scotland	Uruguay
Belgium	Costa Rica	Guatemala	Mexico	South Korea	USA
Belize	Denmark	Honduras	Netherlands	Spain	Venezuela
Benin	Dominican Republic	Hong Kong	Nicaragua	Saint Kitts	Yugoslavia
Bolivia	Ecuador	Hungary	Norway	Sweden	
Brazil	El Salvador	India	Pakistan	Switzerland	
		Ireland	Panama	Taiwan	

### ATTENDEES BY GEOGRAPHICAL MARKET



- USA/Canada
- LATAM (Latin America and the Caribbean)
- EMEA (Europe, Middle East and Africa)
- APJ (Asia Pacific and Japan)

Cable-Tec Expo® 2016 saw a 14% increase of international attendees over 2015.

## OPERATOR ATTENDEE COMPANIES

Altice	Comcast Cable Communications	Rogers Cable Communications, Inc.
Armstrong Group of Companies	Cox Communications, Inc.	Service Electric Cablevision, Inc.
Atlantic Broadband	Knology	Shaw Cablesystems G.P.
Blue Ridge Communications	Liberty Global	Suddenlink Communications
Bright House Networks	Mediacom Communications Corporation	Time Warner Cable
Cable One	MetroCast Cablevision	Wide Open West
Cablevision Systems Corporation	Midcontinent Communications	
Charter Communications, Inc.	RCN	
Cogeco Cable, Inc.		

**CABLE-TEC EXPO® EXHIBITING COMPANIES 2016**

- |                                   |  |   |
|-----------------------------------|--|---|
| 3-GIS                             | Appear TV                              | Channell  |
| 3Gmetalworx, Inc.                 | Applied Instruments, Inc.              | Charles Industries, Ltd.                            |
| 3M Communication Markets Division | Applied Optoelectronics, Inc.          | Chengdu KT Electronic Hi-tech Co., Ltd.             |
| 3M Fall Protection                | Arcom                                  | Chengdu Superxon Communication Technology Co., Ltd. |
| 4Cable TV                         | Armorcast Products Company             | Chongqing Jinghong V&T Technology Co., Ltd.         |
| Accedian                          | ARRIS                                  | Ciena   |
| Accelink Technologies Co., Ltd.   | ASB, Inc.                              | Cisco   |
| ACI Communications, Inc.          | ATX Networks                           | Cixi Tianle Electronics Co., Ltd.                   |
| ADDvantage Technologies           | Auxora, Inc.                           | Cixi Weishi Equipment Co., Ltd.                     |
| Adrian Steel Company              | Azar Computer Software Services, Inc.  | Clearfield, Inc.                                    |
| ADTRAN                            | Bauer Ladder                           | Comcast   |
| ADVA Optical Networking           | Bentley Systems, Inc.                  | Commdev, LLC.                                       |
| Advance Fiber Optics, Inc.        | BICSI                                  | Commercial Electronics, Inc.                        |
| Advanced 1                        | Blonder Tongue Laboratories, Inc.      | CommScope, Inc.                                     |
| Advanced Media Technologies       | Blue Diamond Industries, LLC.          | Communication Associates, Inc.                      |
| AEA Technology, Inc.              | Bowtie Engineering                     | Complete CATV Communications, Inc.                  |
| AFL                               | BroadBand International, Inc.          | Componexx Corp.                                     |
| Alianza                           | Broadpeak                              | ComSonics, Inc.                                     |
| All Systems Broadband             | Buckingham Mfg. Co., Inc.              | Concurrent  |
| Allied Bolt, Inc.                 | Budco, Inc.                            | Condux International                                |
| Allied Powers, LLC.               | Cable Connection & Supply Co.          | Contec, LLC.  |
| Alpha Technologies, Inc.          | Cable Innovations                      | Contract Technologies International, Inc.           |
| Altec Industries, Inc.            | Cable Prep                             | ControlCam, LLC.                                    |
| Amdocs                            | Cable Technologies International, Inc. | Conversions Technology                              |
| America IIsintech, LLC.           | CableLabs                              | CoreLogic   |
| American Innotek                  | Cabletek Wiring Products, Inc.         | Coriant   |
| American Polywater Corporation    | Calix                                  | Corning   |
| American Products, LLC.           | Cargo Trailer Sales                    | CSI Digital, Inc.                                   |
| Amherst Photonics                 | Carrier Optics                         | Custom Tool Supply                                  |
| Amino                             | Casa Systems, Inc.                     | Danella   |
| Amphenol Broadband Solutions      | CATV Services, Inc.                    | Danyang Hengtong Electronic Co., Ltd.               |
| Anritsu Company                   | CCI Systems, Inc.                      | Data Hardware Depot (DHD), LLC.                     |
| Antronix, Inc.                    | C-Data Technology Co., Ltd.            | DAWNco  |
| AOC Technologies, Inc.            | Challenger Cable Sales                 |   |
| Apex Enterprise Co., Ltd.         | Champion ONE                           |   |

**CABLE-TEC EXPO® EXHIBITING COMPANIES 2016**

- |   |   |  |
|---|---|--|
| Deep Fiber Solutions, Inc.                  | Fechometal  | INNO Instrument America, Inc.                  |
| Deepfield                                   | Fiberdyne Labs, Inc.                                | InnoTrans Communications, Inc.                 |
| Defang Technology, Inc.                     | FierceCable   | Innovative Systems                             |
| DekTec America, Inc.                        | Finisar Corporation                                 | inTech Trailers                                |
| Destiny Solutions                           | FIS-Fiber Instrument Sales                          | IntegraOptics                                  |
| DevelopOnBox, LLC. dba Zodiac Interactive   | Fleetmatics   | Intel Corporation                              |
| Deviser Instruments                         | Fluke Networks                                      | Interra Systems                                |
| DH Antenna/DH Satellite                     | Fujitsu Network Communications, Inc.                | Intraway                                       |
| Digicomm International, Inc.                | GDI Technology, Inc.                                | Ionthis, Inc.                                  |
| Digital Adware, Inc.                        | GE  | JFW Industries                                 |
| Digital Power Corporation                   | General Machine Products Co., Inc.                  | Jonard Tools                                   |
| Digitrace, Inc.                             | GLDS-Great Lakes Data Systems, Inc.                 | Kelly's 5 Distribution, LLC.                   |
| DLO The FieldService Company                | Glympse   | Keysight Technologies                          |
| Dycom                                       | GNB Industrial Power                                | KGP Logistics                                  |
| Eagle Comtronics, Inc.                      | Go Power! by Carmanah                               | Klein Tools, Inc.                              |
| Effigis                                     | Greenlee Communications                             | Knet Co., Ltd.                                 |
| Electroline Equipment, Inc.                 | Guavus  | Kronback Tracers                               |
| Electronic Environments Co.                 | Hangzhou DF Cable Co., Ltd.                         | Labor Saving Devices, Inc.                     |
| Elemental Technologies                      | Hangzhou Jianeng Cable Co., Ltd.                    | Legrand (Electrorack)                          |
| Elemental Recycling                         | Hangzhou Prevail Optoelectronic Equipment Co., Ltd. | Level4 Hardware                                |
| Eltek                                       | Hangzhou Risingsun Cable Co., Ltd.                  | Liaoning Crowntech Photonics Co., Ltd.         |
| EMCORE Corp.                                | Hangzhou Softel Optic Co., Ltd.                     | Lindsay Broadband, Inc.                        |
| Emerson Network Power                       | Hangzhou Xingfa Transmission Equipment Co., Ltd.    | Little Giant Ladder Systems (Wing Enterprises) |
| Emtelle                                     | Hansen Technologies, Ltd.                           | Lode Data Corporation                          |
| Enernoc                                     | Harmonic, Inc.                                      | LTS  |
| EnerSys                                     | HexArmor  | MacLean Senior Industries                      |
| e-On Batteries                              | Hitron Americas                                     | Mainline by BECS Technology, Inc.              |
| Equipment Technology, LLC.                  | HMI Communications                                  | Mainstream Innovations, Inc.                   |
| Ericsson, Inc.                              | Huawei Technologies (USA)                           | Makita USA                                     |
| ESRI  | Hubbell Power Systems, Inc.                         | Mapcom Systems, LLC.                           |
| Evertz                                      | Hutton Communications of Canada, Inc.               | Martin Enterprises                             |
| Evolution Digital                           | Imagineering Plus Plus, LLC.                        | MAXCOM   |
| Excelacom Consulting & Technology Solutions | Incognito Software, Inc.                            | MDSi, Inc.                                     |
| Excentis                                    | IneoQuest Technologies, Inc.                        | MDY Communications, LLC.                       |
| EXFO  | Infinera  | Mega Hertz                                     |
| FCT US, LLC. (A Molex Company)              |   | Megger   |

**CABLE-TEC EXPO® EXHIBITING COMPANIES 2016**

- |   |  |  |
|---|--|--|
| Menara Networks   | Optelian                                 | Rochester Network Supply                           |
| MetaGeek  | Optiwella Kft                            | Rocketpatch  |
| Minerva Networks  | Oracle Communications                    | Rohde & Schwarz                                    |
| Mini-Circuits   | ORR Protection Systems, Inc.             | Rovi Corporation                                   |
| Modern Enterprise Solutions                               | OSI Hardware, Inc.                       | Ruckus Wireless                                    |
| ModuleTek Limited   | PacketLight Networks, Ltd.               | S&N Communications, Inc.                           |
| Momentum Telecom, Inc.                                    | PCT International, Inc.                  | SAFECOM, Ltd.                                      |
| Monroe Electronics, Inc.                                  | PenguinData Workforce Management         | SAGEMCOM   |
| Moore Communication Systems, LLC.                         | PerfectVision Manufacturing              | Scott Cable Communications, Inc.                   |
| MP Instrument Co.   | Phoenix Broadband Technologies, LLC.     | SED Systems  |
| Multicom, Inc.  | Pico Digital, Inc.                       | Sencore   Wellav                                   |
| Multilink, Inc.   | planIT HARDWARE                          | SendTek Corporation                                |
| Myers Power Products, Inc.                                | Plastic Techniques, Inc.                 | SENKO Advanced Components                          |
| National Battery  | Platinum Tools                           | SES  |
| NCM Supplies, Inc.  | Power & Telephone Supply Co.             | Shenzhen Gigalight Technology Co., Ltd.            |
| NCTI  | PPC Broadband, Inc.                      | Shenzhen Justek Technology Co., Ltd.               |
| Neptec Optical Solutions                                  | Precision Optical Transceivers, Inc.     | Shenzhen Kejian Cable Network                      |
| Net Research Corp.  | Precision Rated Optics                   | Shenzhen Maiwei Cable TV Equipment Co., Ltd.       |
| NetScout Systems  | Preformed Line Products                  | ShuBee   |
| Ningbo Huaye Broadband Network Equipment Co., Ltd.        | Primex Manufacturing, Ltd.               | Skyline Communications                             |
| Ningbo Xingda Satellite TV Electronic Imp & Exp Co., Ltd. | ProLabs                                  | Special Product Co., dba SPC                       |
| Ningbo Xinghua Electronics Co., Ltd.                      | Promptlink Communications                | Spirent  |
| Ningbo Yilian Electronics Co., Ltd.                       | pureIntegration                          | Springbok Instruments                              |
| Ninghai Yingjiao Electrical Co., Ltd.                     | Qorvo                                    | SRI Integration Services                           |
| Nokia   | QuantaCool Corporation                   | SRI International                                  |
| NSF ES2 Center-Villanova University                       | Quest Controls, Inc.                     | Starline   |
| NT2-Net-Tech Technology, Inc.                             | Qwilt                                    | Steren Electronics                                 |
| ODM, Inc. (Optical Design Manufacturing)                  | Radiant Communications Corp.             | Sterner Energy, LLC.                               |
| Oetiker Tool Corp.-Sargent Quality Tools                  | Radiodetection                           | Sticklers Fiber Optic Cleaners                     |
| OFS   | Rainbow Design Services, Inc.            | Strategic Telecom Supply & Solutions               |
| Olameter Corporation                                      | Rainbow Technology Corporation           | Sumitomo Electric Lightwave Supply Solutions, LLC. |
| Oldcastle Enclosure Solutions                             | Raisecom                                 | Suttle   |
| Omnitron Systems  | RealVNC                                  | Taiwan Cable Connection Corp.                      |
| Oplink, A Molex Company                                   | Reliable High Performance Products, Inc. | Taqua  |
|   | Rincon Technology                        | Tatung Technology, Inc.                            |
|   | Ripley Tools, LLC.                       |  |

**CABLE-TEC EXPO® EXHIBITING COMPANIES 2016**

Tech Products, Inc.	TVC Communications	Williams Communications, Inc.
Technetix, Inc.	Ubisense	Witbe
Technicolor USA, Inc.	Universal Electronics, Inc.	Worldwide Supply, LLC.
Tektronix, Inc.	Universal Remote Control, Inc.	WTI
Telecast Technology Corp.	USABAND	Wu Poleline Hardware, Inc.
Telect	Veas, Inc.	Wuxi Neihua Network Tech Co., Ltd.
Televés USA, LLC.	Vecima Networks, Inc.	Xiamen NEE Broadband Tech Co., Ltd.
TelVue Corporation	VeEX, Inc.	X-Treme Tape/MOCAP
Tempest Telecom Solutions	Vericom Global Solutions	Yazaki N.A. (Y-connect)
Thayer Power and Communication Line Construction Co., LLC.	Verimatrix	ZCorum
The Pelsue Company	Versalift	Zhejiang Commspace Cable Co., Ltd.
Thomason Broadband Supply	Viavi Solutions (formerly JDSU)	Zhejiang Star Cable Co., Ltd.
Tii Technologies, Inc.	ViewTEQ Corp.	Zhejiang Tianjie Industrial Corp.
TMD	Viking Satcom	Zhejiang Wanma Tianyi Communication Wire & Cable Co., Ltd.
Toner Cable Equipment, Inc.	VMWare, Inc.	Zhejiang Wanpeng Cable Co., Ltd.
Trilithic, Inc.	Volicon, Inc.	Zhuhai Gecen Electronic Co., Ltd.
Triveni Digital, Inc.	W.B. Walton Enterprises, Inc.	
Trivision Broadband and Telecom	Walker and Associates	
Turtle & Hughes	WES, LLC.-Worldwide Environmental Services	

2016 SHOW DEMOGRAPHICS	
<b>Targeted Focus</b>	All engineering. All the time.
<b>Robust Program</b>	Hot-topic technical workshops focused on specialized tracks aligned with the most critical issues on the horizon for the industry.
<b>International Presence</b>	Nearly 60 countries represented & international focused offerings.
<b>Diverse Program</b>	Industry-leading speakers.
<b>Word of Mouth</b>	93% Of past attendees would recommend expo to a colleague.
<b>Trusted Source</b>	30+ Years of engineering and innovative leadership.
<b>Exhibiting Companies</b>	Nearly 400 technology companies demonstrating state-of-the-art technology solutions and 62 new exhibitors.
<b>Hands-On Knowledge Transfer</b>	Cable knowledge is showcased through interactive events: International Cable-Tec Games and IP challenge.
<b>Extended Media Reach</b>	Better than 2,000 show related articles published, 2,000+ social media posts and 651 million impressions.
<b>Attendees</b>	10,000+ attendees, up 21% from 2015 and 14% more international attendees compared to 2015.