



New Priority Points System Takes Effect, Encourages Engagement

SCTE•ISBE is implementing a NEW Priority Points system that increases your opportunity to earn points during the calendar year and rewards your active involvement. This has been established and will be in effect in the space selection process for SCTE•ISBE Cable-Tec Expo® 2018. **Important Note!** Previously accrued Priority Points will **not** be impacted.

Priority Points awarded for 2017, and going forward, are based on a company's engagement with and support of SCTE•ISBE throughout the calendar year. This includes the amount of spend as well as other areas of support, which are outlined below. The more you and your enterprise are engaged with SCTE•ISBE, the more the collaboration will not only accrue points but also will drive business results.

Ways to earn priority point include:

1. Cable-Tec Expo Booth Purchase—1 point per \$1K spend
2. Sponsorship—includes Cable-Tec Expo, CLC, as well as year-round opportunities—1 point per \$1K spend
3. Advertising—1 point per \$1K spend
4. Housing for Cable-Tec Expo—booked through the official show housing provider, MCI USA (formerly Wyndham Jade). Points acquired for housing in the official 2018 show block will be in effect for 2019 booth selection and going forward. (See bulleted list below.)
5. Standards Program Partnership—1 point per \$1K spend
6. CAP Program Partnership—50 points
7. Individual Memberships—1 point per Professional member; 2 points per Executive member
8. Authorship/Speakers (Moderator/Panelist/Speaker)—includes year-round opportunities and Cable-Tec Expo—10 points
9. Chapter Leadership—officer of a local SCTE•ISBE chapter—10 points
10. Foundation Sponsorship/Contribution—1 point per \$1K spend
11. L&D Course and Product Purchases—1 point per \$1K spend

What happens to our points during a merger or acquisition?

The higher total regardless of which company's will become the new balance.

Points for booking housing through the official show housing provider:

- 1–5 rooms—5 points
- 6–15 rooms—10 points
- 16–25 rooms—15 points
- 26 rooms or more—20 points

Please contact Eileen Sload, director, conventions and exhibits, SCTE•ISBE, with questions or concerns regarding Priority Points. She can be reached at esload@scte.org or 610.594.7321.

Thank you for your support!