



CableLabs®

WINTER '24 CONFERENCE

Exhibitor Frequently Asked Questions

What is the difference between a CableLabs member and exhibitor (vendor)?

CableLabs membership is offered to cable operators worldwide.

If you are not an employee of a CableLabs member company, then you are considered an exhibitor.

Exhibitors can attend Winter Conference by purchasing a demo table which includes up to five (5) employee conference passes.

If I am an exhibitor, is there any way to attend Winter Conference besides registering for a demo table?

You must be an exhibitor to attend Winter Conference.

Why do I have to apply to be an exhibitor?

Winter Conference is a special event for exhibiting vendors to showcase their products and services to our cable operator member executives. We have limited tables so we approve exhibitors that specifically sell to operators and are part of our industry.

What is included with the exhibitor options?

6-foot Demo Table - \$11,500

6-foot table, 10 amps power, and shared Wi-Fi connection. Includes up to five (5) employee conference passes which allows your registered employees attendance to all conference sessions, meals and networking opportunities.

- **Exhibitor Additional Staff Registration: \$2,500/each** – Exhibitors may purchase up to two (2) additional staff badges - Includes attendance to all conference sessions, meals and networking opportunities.

Can I share a demo table with another company?

Each table is an individual exhibitor commitment and is intended for the display of that exhibitor's products and services only.

How many conference passes are included with a demo table?

6-foot demo table includes five (5) employee conference passes.

What is included in a conference pass?

A conference pass includes attendance to all conference sessions. It also includes the following meals:

March 25: Opening Reception

March 26: Breakfast, Lunch, Reception

March 27: Breakfast, Lunch, Reception

Can I purchase additional conference passes besides what is included with my demo table?

Exhibitors who have purchased a demo table, may purchase up to two (2) additional staff badges - Includes attendance to all conference sessions, meals and networking opportunities.

What are the rules for conference passes?

- Only employees of the exhibitor company are allowed to use these passes.
- Badge sharing is specifically prohibited and could result in forfeiture of the shared badge.
- Attendees must show a photo ID and proof of company affiliation (i.e. Business Card) to collect their badge at the onsite CableLabs registration desk at Winter Conference.
- Attendees must pick up their own badge individually.

How do we add or change our employee conference attendees?

Exhibitor main contact will be given instructions after application.

Do we get registration confirmations for our staff attendees?

Once the Exhibitor main contact enters in the staff name and email, then the confirmation email will be sent to the staff with information on travel, exhibit hours and housing.

How do I book housing?

Once Exhibitor registers their staff for Winter Conference, the housing link will be provided.

When is demo move-in and move-out?

Demo move-in is Monday, March 25 anytime between 9:00a and 5:00p EDT

- CableLabs technical staff will be available to assist with connectivity and power needs.
- Access to demo floor will close at 5:00p.

Demo move-out is Wednesday, March 27 starting at 6:30p and ending 9:00p.

- All equipment must be packed, labeled and shipping forms completed no later than 9:00p.

Can I set up my demo on Tuesday, March 26?

The conference starts with breakfast at 6:30am on March 26, we ask that all demos are set up on March 25 between 9:00a-5:00p EDT.

When are the exhibition hours?

Exhibit hours are set during session breaks so that **exhibitors can attend all conference sessions** as follows:

March 25, 2024

9:00a-5:00p Exhibitor Move in – check-in by 3:00p
5:30p-7:30p Opening Reception (no exhibits – all attendees welcome)

March 26, 2024

9:00a-4:00p Conference sessions
12:00p-1:30p Exhibit Hours (during lunch break)
4:00p-6:30p Exhibit Hours (during reception)

March 27, 2024

9:00a-4:00p Conference sessions
12:00p-1:30p Exhibit Hours (during lunch break)
4:00p-6:30p Exhibit Hours (during reception)

6:30p-9:00p Exhibitor Move Out

Where do I find the conference agenda?

Winter Conference agenda link (check back often for updates):

<https://www.cablelabs.com/event/winter-conference-2024>

Where do I find out more information about deadlines and AV rental forms and shipping forms?

Deadlines and rental forms will be given to exhibitor main contacts after application process.

Do exhibitors receive a list of attendees for Winter Conference?

CableLabs does not offer a list of attendees. Exhibitors are encouraged to network and make connections personally.

How much power is included with my demo table?

With each demo table, 10 amps of power are provided including a 6-outlet power strip. If you require more power, make the request on exhibitor registration form under “Demo Information Needed” – see instructions at end of this document.

Can I have an equipment rack next to my table?

If you have one equipment rack that needs to be placed next to your table, please check the request “Additional Floor Space for Equipment Rack” on the registration form under “Demo Information Needed”.

Is internet access included with my demo table?

Exhibitors share a combined conference network.

What is the speed of the shared Wi-Fi network?

CableLabs offers a shared network and bandwidth speed cannot be guaranteed for any exhibitor.

Can I purchase more bandwidth?

Additional bandwidth is not available for purchase.

What signage can we bring for our demo table?

CableLabs does not provide a sign. Exhibitors are allowed to bring retractable pull up, logo banner stand that are limited to single sided and 24”W x 62”H and must be placed beside the demo table.

Pop-up boards, backdrops, or overhead signs are not allowed at the demo table.

Can we bring a branded tablecloth with our logo?

Exhibitors can bring a branded tablecloth that can be placed over the existing tablecloth. The demo table size is 6’w x 30”d.

Can we bring logo giveaway items and collateral?

Logo items must be distributed at your table only and shipping and storage of these items are exhibitor’s responsibility. Conference attendance is around 600-700 attendees. Raffles are not allowed.

How do exhibitors rent AV equipment like monitors and laptops?

All AV rental and payment will be through authorized AV company. Form will be sent to exhibitor main contact in January 2024.

Are we allowed to bring our own monitor for our demo or do we have to rent through the event?

You can bring your own monitor. If you are shipping the monitor, please use the shipping instructions and form. Form will be sent to exhibitor main contact.

Any questions – events@cablelabs.com