



## 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 with the following options:

- **Demo Table and 3 Conference Passes: \$12,000**
- **Demo Table and 4 Conference passes: \$14,500**
- **Demo Table and 5 Conference passes: \$17,000**

### **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 which includes conference passes to attend all sessions, meals and networking opportunities. We do not offer individual conference passes to purchase.

### **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?**

### **Demo Table and 3 Conference Passes: \$12,000**

6-foot table, 10 amps power, and shared Wi-Fi connection. Includes up to three (3) employee conference passes which allow your registered employees attendance to all conference sessions, meals and networking opportunities.

### **Demo Table and 4 Conference passes: \$14,500**

6-foot table, 10 amps power, and shared Wi-Fi connection. Includes up to four (4) employee conference passes which allow your registered employees attendance to all conference sessions, meals and networking opportunities.

### **Demo Table and 5 Conference passes: \$17,000**

6-foot table, 10 amps power, and shared Wi-Fi connection. Includes up to five (5) employee conference passes which allow your registered employees 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.

## **What is included in a conference pass?**

A conference pass includes attendance to all conference sessions on March 11-12, 2025. It also includes the following meals:

March 10: Opening Reception

March 11: Breakfast, Lunch, Reception

March 12: Breakfast, Lunch, Reception

## **What are the rules for exhibitor conference passes?**

- Conference Exhibitor Badge rules as follows:
  - Adhere to allowed purchased badge limits.
  - Badges only to be used for Exhibitor employees.
  - Badges to be clearly visible and worn at all times.
  - No badge sharing or swapping. Such sharing or swapping will result in badge being confiscated and further access to event revoked.

- 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 10 anytime between 9:00a and 5:00p EDT (check-in no later than 3:00pm)

- CableLabs staff will be available to assist with questions.
- Welcome Reception begins on March 10 at 5:30p EDT .

Demo move-out is Wednesday, March 12 starting at 7:00p (after reception) and ending 9:00p EDT.

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

### **Can I set up my demo on Tuesday, March 11?**

The conference starts with breakfast at 7:00am EDT on March 11, we ask that all demos are set up on March 10 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 10, 2025**

9:00a-5:00p Exhibitor Move in – check-in no later than by 3:00p  
5:30p-7:30p Opening Reception (on exhibit floor)

### **March 11, 2025**

8:00a-5:00p Conference sessions  
12:00p-1:30p Exhibit Hours (during lunch break)  
5:00p-7:00p Exhibit Hours (during reception)

### **March 12, 2025**

8:00a-5:00p Conference sessions  
12:00p-1:30p Exhibit Hours (during lunch break)  
5:00p-7:00p Exhibit Hours (during reception)  
7:00p-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-2025>

### **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 contact 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 and one power strip. If you require more power, make the request on exhibitor registration form under “Demo Information Needed”.

### **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 application 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?**

Conference network 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. 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 2025.

**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](mailto:events@cablelabs.com)