



The Cable Show '08 | May 18-20, 2008 | New Orleans, LA

CAB SPONSORSHIP OPPORTUNITIES

To take advantage of any of the following sponsorship opportunities, please indicate your choice(s) on the accompanying "Sponsorship Reservation Form."

HONORARY

BARTER

AWARDS CEREMONY HOST

Associate your company with the prestigious *Cable Advertising Awards* as the official ceremony host! **Exclusive host sponsor will receive:**

- pre-event publicity, verbal and visual mention during Awards ceremony and acknowledgement in Awards program
- inclusion on directional signage and promotional materials
- one (1) VIP Awards table
- one (1) full page ad in the Awards program ROS
- inclusion in Programmers' Showcase video (5 minutes)
- company logo will be displayed on the sponsor page of www.onetvworld.org and www.thecableshow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor must provide digital logo to include in promotional materials.

POST-AWARDS PARTY

Toast the winners following the *Cable Advertising Awards* ceremony with an Awards bash open to all CAB attendees. **Sponsor(s) will receive:**

- pre-event publicity, on-site promotional opportunities, verbal and visual mention during Awards ceremony and acknowledgement in Awards program
- inclusion on directional signage and promotional materials
- one (1) VIP Awards table
- one (1) full page ad in the Awards program ROS
- company logo will be displayed on the sponsor page of www.onetvworld.org and www.thecableshow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor(s) is responsible for event location, entertainment, catering, production and coordination. Sponsor(s) must provide digital logo to include in promotional materials. Please contact Gary Tietjen (212.508.1240) or Annelisa Gadea (212.508.1235) for details.

CABU LAUNCH RECEPTION

Welcome the first CAB University class to New Orleans! **Sponsor(s) will receive:**

- inclusion on all CAB University promotional materials
- pre-event publicity, on-site promotional opportunities
- opportunity to customize the reception through signage and distribution of collateral
- company logo will be displayed on the sponsor page of www.onetvworld.org and www.thecableshow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor(s) is responsible for event location, entertainment, catering, production and coordination. Sponsor(s) must provide digital logo to include in promotional materials. Please contact Gary Tietjen (212.508.1240) or Annelisa Gadea (212.508.1235) for details.



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CAB SPONSORSHIP OPPORTUNITIES

SUMMA CUM LAUDE

\$20K-\$35K

PRE-AWARDS RECEPTION - - \$20K

Begin the *Cable Advertising Awards* celebrations by saluting the nominees with a cocktail reception. The cocktail hour will include premium brand host bar with beer and wine and bartenders. **Exclusive sponsor will receive:**

- pre-event publicity, on-site promotional opportunities, verbal and visual mention during Awards ceremony and acknowledgement in Awards program
- one (1) VIP Awards table
- one (1) full page ad in the Awards program ROS
- opportunity to customize the reception through signage and distribution of collateral
- company logo will be displayed on the sponsor page of www.onetworld.org and www.thecableshow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor is responsible for entertainment. Sponsor must provide digital logo to include in promotional materials.

CABU CAMPUS - - \$35K Exclusive Sponsor, open to shared sponsorship

Host the must-go-to area for anything and everything CAB related! The CAB University Campus is the Ad Sales hub for networking, meeting with professors/ colleagues, event/ session updates, educational materials, awards showcase, philanthropic contributions and/ or general information. **Campus sponsor(s) will receive:**

- inclusion on all CAB University promotional materials and CAB Campus signage
- opportunity to distribute collateral within CAB campus area
- company logo will be displayed on the sponsor page of www.onetworld.org and www.thecableshow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor(s) is responsible for entertainment and catering. Sponsor(s) must provide digital logo to include in promotional materials.

MAGNA CUM LAUDE

\$15K

VENDORS' AWARDS DINNER - - 4 sponsors @ \$15K each

Salute the *Cable Advertising Awards'* nominees and celebrate your CAB counterparts as the host of the official dinner. Dinner host is a shared sponsorship; fee includes dinner food and beverage. **Hosting sponsors will receive:**

- pre-event publicity, verbal and visual mention during Awards ceremony and acknowledgement in Awards program
- inclusion on directional signage and promotional materials
- table signage ("Dinner courtesy of...")
- opportunity to customize through distribution of collateral
- two (2) VIP Awards tables
- one (1) full page ad in the Awards program ROS
- inclusion in Programmers' Showcase video (5 minutes)
- company logo will be displayed on the sponsor page of www.onetworld.org and www.thecableshow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor must provide digital logo to include in promotional materials.



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CAB SPONSORSHIP OPPORTUNITIES

MAGNA CUM LAUDE (cont)

\$15K

CABU BREAKS

Refuel the CABU students! Be the official refreshment break host and take advantage of this opportunity to gain exposure in front of CAB attendees. Breaks to be held at the CABU Campus. Sponsorship fee includes beverages. Sponsor(s) will receive:

- inclusion on promotional materials
- opportunity to customize your breaks through pop-up floor mounted banner(s) and distribution of collateral
- company logo will be displayed on the sponsor page of www.onetvworld.org and www.thecablesow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor must provide digital logo to include in promotional materials.

CUM LAUDE

\$10K

CAB UNIVERSITY SESSIONS - - Sunday, Monday or Tuesday

Associate your company with the launch of CAB University! Be the official host for each day of CABU sessions. Sessions and schedule have yet to be finalized; however, some prospective topics include: CABU Boot Camp (all day Sun), Political Sales, Health & Wellness, Multiplatform Sales, President's Panel, Advanced TV Selling. Sponsorship is on a per day basis of CABU sessions held in the Ernest N. Morial Convention Center. Sponsors will receive:

- verbal and visual "Thank You" in the CABU session room(s)
- inclusion on all CAB University signage including PowerPoint introduction slides projected on the classroom's main screen and directionals as well as promotional materials
- opportunity to distribute collateral prior to session(s)
- opportunity to feature pop-up floor mounted banner(s) inside session room(s)
- company logo will be displayed on the sponsor page of www.onetvworld.org and www.thecablesow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor must provide digital logo to include in promotional materials.

UNIVERSITY ROUNDTABLE BREAKFASTS @ AD SALES HOTELS - - Monday and Tuesday

Energize the CABU students for 2 days! Be the official breakfast host for both days and take advantage of this opportunity to gain exposure in front of CAB attendees. The University Roundtables are exclusive sessions open to CAB members only. Sponsorship fee includes food and beverage for a light breakfast buffet for 2 days. **Exclusive sponsor will receive:**

- verbal and visual "Thank You" in the University Roundtable's meeting rooms
- inclusion on directional signage and promotional materials
- opportunity to customize your breakfast through pop-up floor mounted banner(s) and distribution of collateral
- company logo will be displayed on the sponsor page of www.onetvworld.org and www.thecablesow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor must provide digital logo to include in promotional materials.



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CAB SPONSORSHIP OPPORTUNITIES

RITE

\$5K AND BELOW

CAB UNIVERSITY SESSIONS - - \$5K for Partial Day sponsorship of Sunday, Monday or Tuesday

Associate your company with the launch of CAB University! Host part of a day of CABU sessions. Sessions and schedule have yet to be finalized; however, selections are on a first come, first serve basis. Sponsorship applies to CABU sessions held in the Ernest N. Morial Convention Center. Sponsors will receive:

- verbal and visual "Thank You" in the CABU session room(s)
- inclusion on all CAB University signage including PowerPoint introduction slides projected on the classroom's main screen and directionals as well as promotional materials
- opportunity to distribute collateral prior to session(s)
- opportunity to feature pop-up floor mounted banner(s) inside session room(s)
- company logo will be displayed on the sponsor page of www.onetworld.org and www.thecablesow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor must provide digital logo to include in promotional materials.

UNIVERSITY ROUNDTABLE BREAKFASTS @ AD SALES HOTELS - - \$5K for Daily sponsorship of Monday or Tuesday

Energize the CABU students for a day! Be the official breakfast host for either Monday or Tuesday and take advantage of this opportunity to gain exposure in front of CAB attendees. The University Roundtables are exclusive sessions open to CAB members only. Sponsorship fee includes food and beverage for a light breakfast buffet for 1 day. **Exclusive sponsor will receive:**

- verbal and visual "Thank You" in the University Roundtable's meeting rooms
- inclusion on directional signage and promotional materials
- opportunity to customize your breakfast through pop-up floor mounted banner(s) and distribution of collateral
- company logo will be displayed on the sponsor page of www.onetworld.org and www.thecablesow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor must provide digital logo to include in promotional materials.

AWARDS PROGRAMMERS' SHOWCASE - - \$5K/ 5mins per sponsor

Entertain the *Cable Advertising Awards* nominees and CAB members during the Awards dinner via a video showcase. A limited number of 5 minute spots are available on a first come, first serve basis. **Sponsors will receive:**

- acknowledgement in Awards program
- one (1) full page ad in the Awards program
- company logo will be displayed on the sponsor page of www.onetworld.org and www.thecablesow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor must provide video and digital logo to include in promotional materials.



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CAB SPONSORSHIP OPPORTUNITIES

RITE (cont)

\$5K AND BELOW

AWARDS KEEPSAKE GIFTS - - \$5K

Be the exclusive keepsake gift sponsor of the *Cable Advertising Awards* ceremony. **Exclusive sponsor will receive:**

- verbal and visual mention during Awards ceremony and acknowledgement in Awards program
- one (1) full page ad in the Awards program
- company logo will be displayed on the sponsor page of www.onetworld.org and www.thecableshow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor is responsible for production of items. CAB must approve design prior to production. Sponsor must provide digital logo to include in promotional materials.

CABU BINDER - - \$5K

Go back to the office with every CABU attendee. Be the official sponsor of the CAB University binder that holds all case studies, takeaways and notes. **Exclusive sponsor will receive:**

- inclusion on all CAB University promotional materials
- company logo will be displayed on the sponsor page of www.onetworld.org and www.thecableshow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor to supply binder/ case. CAB must approve design prior to production. Sponsor must provide digital logo to include in promotional materials.

HOSPITALITY SUITE @ AD SALES HOTELS - - \$5K

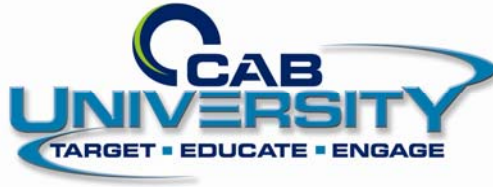
Treat the Ad Sales attendees to something special by hosting an exclusive breakfast, "Happy Hour" or your choice event at the dedicated Ad Sales hotels. Sponsorship applies to the dedicated Ad Sales hotels only. **Sponsors will receive:**

- verbal acknowledgement in the CABU classrooms
- inclusion promotional materials
- company logo will be displayed on the sponsor page of www.onetworld.org and www.thecableshow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor is responsible for event location, entertainment, catering and coordination with each chosen hotels as well as any fees charged by the individual hotels. Sponsor must provide digital logo to include in promotional materials.

AWARDS PROGRAM AD - - \$2K FULL PAGE / \$2.8K CENTERFOLD

Don't miss your opportunity to be a part of the *Cable Advertising Awards*! A limited number of color ad pages are available in the official Awards program on a first come, first serve basis.



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CAB SPONSORSHIP OPPORTUNITIES

RITE (cont)

\$5K AND BELOW

ROOM DROP @ AD SALES HOTELS - - \$2K

Make it past the front doors that count and get your company viewed by all Ad Sales attendees! Sponsorship applies to the dedicated Ad Sales hotels only. Sponsors will receive:

- company logo will be displayed on the sponsor page of www.onetvworld.org and www.thecablesow.com, in the Official Cable Show Convention program and on a "Thank You" panel at the entrance to the exhibit hall

Production: Sponsor is responsible for production of items, coordination with each chosen hotel and any drop fee charged by the individual hotels. CAB must approve design prior to production. Sponsor(s) must provide digital logo to include in promotional materials.

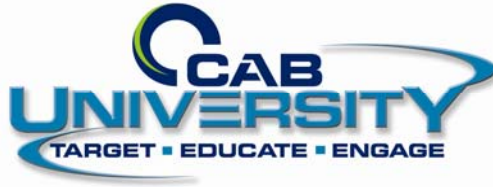
Please complete the enclosed sponsorship reservation form and fax to CAB at 212.832.3268.

Remember, all opportunities are on a first come, first serve basis.

We welcome your input and ideas! For more information about sponsorship opportunities, packaged pricing and/ or to discuss new ideas not listed, please contact:

Annelisa Gadea: 212.508.1235, AnnelisaG@cabletvadbureau.com

Gary Tietjen: 212.508.1240, GaryT@cabletvadbureau.com



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CAB SPONSORSHIP RESERVATION FORM

We'd like to sponsor the following CAB activity(ies) at The Cable Show '08 in New Orleans:

A. HONORARY

AWARDS CEREMONY HOST	\$ <u>SOLD</u>
POST-AWARDS PARTY	\$ <u>Variable</u>
CABU LAUNCH RECEPTION	\$ <u>Variable</u>

B. SUMMA CUM LAUDE

PRE-AWARDS RECEPTION	\$ <u>SOLD</u>
CABU CAMPUS	\$ <u>SOLD</u>

C. MAGNA CUM LAUDE

VENDORS' AWARDS DINNER (shared sponsorship)	\$ _____
CABU BREAKS	\$ <u>SOLD</u>

D. CUM LAUDE

CAB UNIVERSITY SESSIONS (date(s) requested _____)	\$ <u>SUNDAY AVAIL</u>
UNIVERSITY ROUNDTABLES (Monday & Tuesday)	\$ _____

E. RITE

CAB UNIVERSITY SESSIONS - PARTIAL (date requested _____)	\$ <u>SUNDAY AVAIL</u>
UNIVERSITY ROUNDTABLES - DAILY (date requested _____)	\$ _____
AWARDS PROGRAMMERS' SHOWCASE (# of spots _____)	\$ _____
AWARDS KEEPSAKE GIFT	\$ <u>SOLD</u>
CABU BINDER	\$ _____
HOSPITALITY SUITE @ AD SALES HOTELS	\$ _____
AWARDS PROGRAM AD (# of insertions _____)	\$ _____
ROOM DROP @ AD SALES HOTELS	\$ _____

TOTAL COMMITMENTS \$ _____

Company _____

Address _____

City/State/Zip _____

Contact _____

Phone _____ Fax _____

Email _____

We confirm our commitment to sponsoring one or more of the above CAB activities at The Cable Show '08 if selected.

Signature/ Title _____ Date _____

PLEASE FAX TO CAB AT 212.832.3268 BY MARCH 28TH FOR PRIORITY CONSIDERATION.