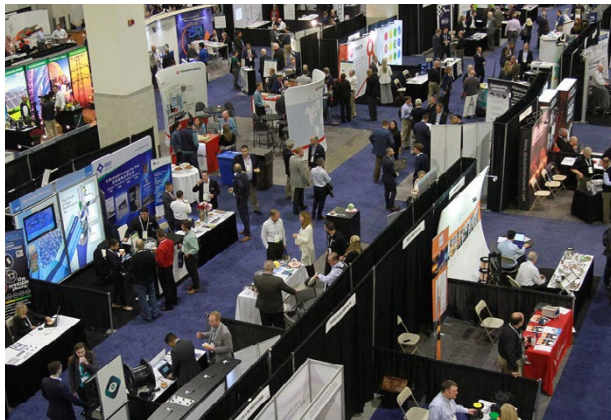
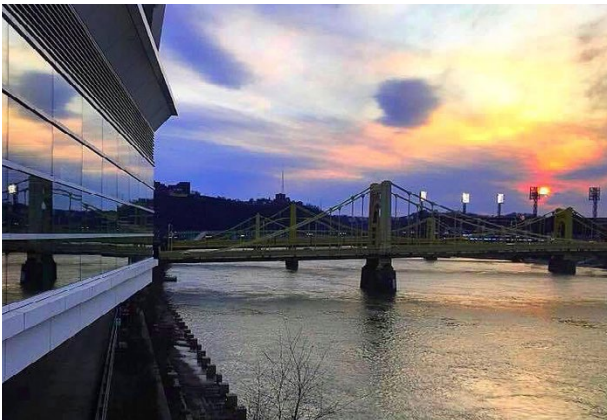


**Cable & Connectivity
Industry Forum**
by **IWCS**

2025 Supplier Exhibition™ & Sponsorship Prospectus

2025 IWCS Cable & Connectivity Industry Forum
October 27–30, 2025 | Pittsburgh, Pennsylvania, USA



About IWCS



IWCS is a not-for-profit organization that has hosted the premier event for new technologies in cable and connectivity products, processes, and applications for the past 73 years. In addition to the annual Cable & Connectivity Industry Forum, IWCS hosts educational webinars, publishes research, and awards scholarships.

Cable & Connectivity Industry Forum

The 74th annual IWCS event will take place Monday, October 27–Thursday, October 30, 2025 at the David L. Lawrence Convention Center in Pittsburgh, Pennsylvania, USA.

The Forum allows attendees to explore topical issues, learn about new technologies, and network with colleagues from the communications, data, electronics, power, industrial, automotive, and aerospace industries. This annual event includes a Technical Symposium featuring previously unpublished Technical Papers and Executive Session presentations, Supplier Exhibition™, Panel Discussions on relevant industry topics, Plenary Session with influential keynote speaker, Professional Development Courses, and of course unlimited opportunities for in-person networking and relationship building.



TECHNICAL SYMPOSIUM



SUPPLIER EXHIBITION™



PANEL DISCUSSIONS



PLENARY & KEYNOTE



PROFESSIONAL DEVELOPMENT



EXECUTIVE SESSION



RELATIONSHIP BUILDING

Great to be back live at IWCS where we were able to come together with our customers and numerous prospects and accomplish over several days what would normally take months to deliver. IWCS proved they have the professional acumen to deliver an exceptional business cultivating experience.

-Allan M., SACO AEI Polymers

Benefits to Sponsors & Exhibitors



PROMOTE YOUR BRAND
IWCS promotes sponsors and exhibitors to 6,000+ relevant contacts throughout the year.



GENERATE SALES & RECRUITING LEADS
Promote your call to action in sponsored communications and take advantage of the lead retrieval option during the Supplier Exhibition™.



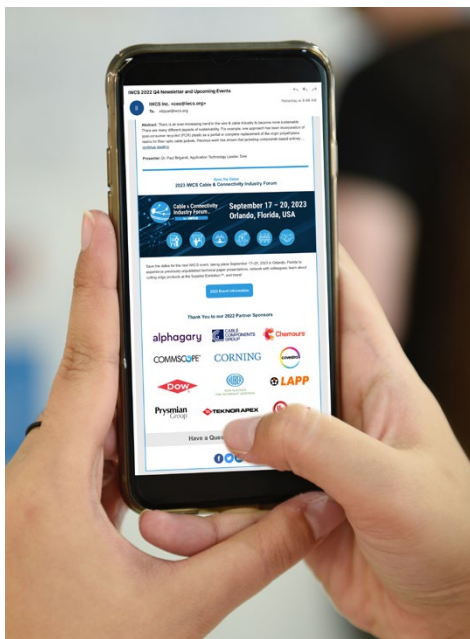
DEMONSTRATE INDUSTRY LEADERSHIP
Be recognized alongside other industry-leading suppliers during the Supplier Exhibition™ and in sponsor promotions.



FACILITATE INDUSTRY ADVANCEMENTS
Share innovations and industry expertise by participating in the Forum, webinar series, and digital communications.

Unique Opportunities

SPONSORSHIP: BE RECOGNIZED FOR YOUR CONTRIBUTION TO SUPPORT THE IWCS MISSION



Gain exposure for your business and demonstrate industry leadership by renewing your sponsorship or becoming a new sponsor. As a not-for-profit, sponsor contributions are critical to IWCS's mission of developing scholars and professionals and advancing the cable and communications industry.

IWCS sponsors receive recognition all year long in digital communications, during webinars, and on signage throughout the Forum. Annual sponsors also have options for sharing customized promotional content and employment opportunities with IWCS contacts through e-blasts and on social media.



REFER TO PAGE 4

EXHIBIT AT THE SUPPLIER EXHIBITION™



Reserve a booth to exhibit your products and services during the Supplier Exhibition™. Generate new leads and demonstrate your company's innovation and supply chain leadership. Apply before January 31 to take advantage of the "Early Bird" discount on your booth reservation.

REFER TO PAGE 5

SHOWCASE YOUR BRAND: ON-SITE BRAND PROMOTION OPPORTUNITIES

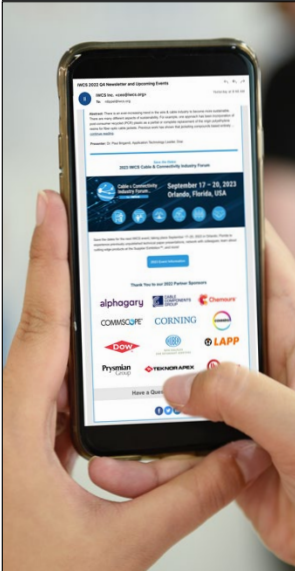
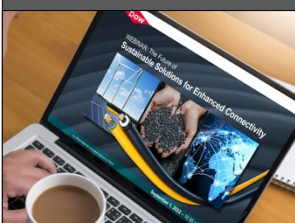



Sponsors and exhibitors have the opportunity to gain **additional** exposure for your company at the IWCS Cable & Connectivity Industry Forum by sponsoring a promotional item, event component, custom signs, entertainment, etc.

REFER TO PAGES 6-9

ANNUAL SPONSORSHIP OPTIONS

TO BECOME A SPONSOR, COMPLETE THE APPLICATION ONLINE AT [IWCS.ORG/2025-SPONSOR](https://iwcs.org/2025-SPONSOR)
 Questions about becoming a sponsor? Contact Becky Dippel, IWCS Marketing Manager, at rdippel@iwcs.org.

Contact IWCS to learn about multi-year incentives		Partner \$10,000	Platinum \$6,000	Gold \$3,000	Donor \$1,000
Online & Communication Promotions					
	Logo recognition included in IWCS email newsletter throughout the year	✓			
	Logo recognition on homepage of iwcs.org website	✓	✓		
	Logo recognition, listed by sponsorship level, plus company description and hyperlink to your designated webpage within sponsor section prominently displayed on the iwcs.org website	✓	✓	✓	✓
	Logo recognition and mentions on IWCS sponsor shout-outs on social media throughout the year	✓	✓	✓	
	Custom social media post shared to IWCS followers on Facebook, LinkedIn, and Twitter	2 included	1 included	\$250	
	Custom HTML email blast shared from IWCS to global influential industry professionals	1 included	\$1,000	\$1,500	
Job Board (NEW!)					
Include your job openings on the new industry job board on the IWCS website. IWCS will promote the job board to relevant contacts. Preview the Job Board at: iwcs.org/industry-employment-resources .		5 included	3 included	2 included	1 included
Webinar Series					
	Co-host a webinar with IWCS—great opportunity to gain exposure for your company while discussing industry updates & trends to the global audience	1 included	\$1,000	\$1,500	
	Logo recognition during IWCS webinars throughout the year	✓			
Recognition at the Cable & Connectivity Forum					
	Logo recognition during Plenary Keynote and Executive Session	✓			
	Logo recognition on event signage	Most prominent	Prominent	Limited	Limited
	Logo recognition, listed by sponsorship level, and website URL to learn more about your company, prominently displayed in the Event Program	✓	✓	✓	✓
	Logo recognition in interactive digital format of event Proceedings, delivered to all attendees and other industry professionals	✓	✓	✓	✓

All payments for IWCS Sponsorship or the Supplier Exhibition™ must be received by IWCS NET30 from the date of invoice or no later than 6 weeks prior to the event, whichever period is shorter. For the IWCS 2025 Cable & Connectivity Industry Forum, this deadline is Monday, September 2, 2025. IWCS shall have the right to charge interest on overdue balances at the rate of One and One-Half (1 ½%) percent per month. In such circumstance, the "Bill To" party shall also be required to pay all costs of collection including, without limitation, attorney's fees. View Terms & Conditions at iwcs.org/2024-terms.

SUPPLIER EXHIBITION™ OPTIONS

TO BECOME AN EXHIBITOR, COMPLETE THE APPLICATION ONLINE AT [IWCS.ORG/2025-APPLICATION](http://iwcs.org/2025-APPLICATION)

Questions about becoming an exhibitor? Contact Becky Dippel, IWCS Marketing Manager, at rdippel@iwcs.org.

View the most up-to-date floor plan and find additional information at iwcs.org/2025-exhibit.

iwcs.org/2025-exhibit

Select Your Preferred Booth Size	EARLY BIRD DISCOUNT* Reserve Booth Before January 31 Payment due within 30 days	REGULAR PRICE*
10ft x 10ft booth (Standard)	\$3,200	\$3,600
10ft x 10ft booth (Premium)	\$3,600	\$4,000
10ft x 20ft booth	\$6,500	\$7,300
10ft x 30ft booth	\$7,300	\$8,100
20ft x 20ft booth	\$8,700	\$10,000

What Comes with Your Booth	
Pipe and drape, skirted 6 foot table, chairs, wastebasket, company ID sign	Included
Electric, carpet, additional furniture, custom displays, lead retrieval	Optional upgrades
"Full-Access" pass for one company representative to attend the Technical Symposium plus three "Exhibition-Only" for additional booth personnel per 10x10ft space	Included
Company name listed on the IWCS website and in Supplier Exhibition materials	Included
Optional Supplier Spotlight Presentation at the Forum	Included (limited availability)
Unique networking opportunities with today's top business & technology leaders	Included


A la Carte Add-On	
Host a monthly webinar with IWCS—great opportunity to present a Supplier Spotlight Presentation to the global audience	\$1,000

Limited opportunities will be awarded on a first-serve basis.


*Payment required within 30 days of booth reservation. View complete terms and conditions at iwcs.org/2025-terms

Examples of Booth Options


See additional photos at iwcs.org/2025-exhibit



Standard 10x10
Exhibitors on both sides



Premium 10x10
Booth located on corner with aisles on two sides



20x20
Island booth with aisles surrounding all sides

All payments for IWCS Sponsorship or the Supplier Exhibition™ must be received by IWCS NET30 from the date of invoice. Payment for reservations made within 6 weeks of the Forum is due within 5 business days of reservation (credit card payment is encouraged for this situation). For the 2025 IWCS Cable & Connectivity Industry Forum, the 6 week deadline is Monday, September 15, 2025. IWCS reserves the right to terminate booth reservations for overdue invoices. IWCS shall have the right to charge interest on overdue balances at the rate of One and One-Half (1 ½%) percent per month. View Terms & Conditions at iwcs.org/2025-terms.

ENHANCE YOUR BRAND AT THE FORUM*

COMPLETE THE INTEREST FORM FOR ON-SITE PROMOTIONS ONLINE AT IWCS.ORG/2025-PROMO.

Questions? Contact Becky Dippel, IWCS Marketing Manager, at rdippel@iwcs.org.

Gain additional exposure for your company at the IWCS Cable & Connectivity Industry Forum by selecting one of the following promotional items. We will consider ideas for additional items that are not on this list, contact us to discuss options or include your ideas when you complete the application. Available first-come, first-serve. Prices and photos shown are based on 2024 information, final costs and options will be discussed prior to invoicing. ***Available only to annual sponsors and exhibitors**

WI-FI

Exclusive event WiFi network access. You may specify your brand as the network password, receive prominent logo recognition on signs, on the Event Portal (app), and in the Event Program

At cost (\$9,000-\$11,000 estimate)



PHONE/DEVICE CHARGING STATIONS

Logo recognition and custom commercial message on charging stations throughout the event.

At Cost: (\$6,000 estimate)



REGISTRATION BAGS

RESERVED

Every attendee will be offered a bag during registration.

Option 1: IWCS purchases (\$3,500-\$4,500 estimate)

Option 2: \$700 + item cost (sponsor purchases)



BRANDED GIVEAWAY PLACED IN REGISTRATION BAGS

Provide a branded item that's offered to all attendees during registration. Examples: pen, USB, device charger, keychain, notebook, etc.

\$500 + item cost (sponsor provides)



BADGE LANYARDS

RESERVED

Attendees are required to wear the badge during the event.

Option 1: IWCS purchases (\$4,000 estimate)

Option 2: \$1,000 + item cost (sponsor purchases)



WATER BOTTLE

Every attendee will be offered a reusable water bottle during registration and will be encouraged to use it during the event to reduce disposable waste.

Option 1: IWCS purchases (\$2,500-\$3,500 estimate)

Option 2: \$500 + item cost (sponsor purchases)



HOTEL KEY CARDS

Customized hotel room key cards IWCS attendees use to access their room at the Westin hotel.

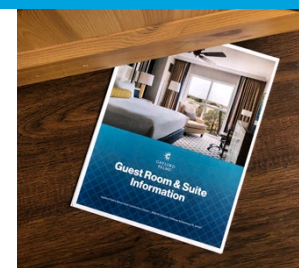
\$1,000 + item cost (\$1,000 estimate)



HOTEL ROOM DROP

Hotel staff will distribute a paper advertisement under the door of each IWCS attendee staying at the Westin hotel.

Estimate: \$5 per room. Advertisement material supplied by sponsor. Limited quantity.



Additional brand exposure options listed on the next page.

WELCOME RECEPTION "SPEAKEASY" THEME RESERVED

Sponsor the Welcome Reception to boost your brand's visibility during an unforgettable evening. With your logo featured throughout, you'll be sure to capture the attention of industry leaders and professionals.

\$2,500 shared sponsorship
\$4,000 exclusive

Sponsorship includes logo recognition on bars and dispersed throughout reception, 5 reception invitations for your customers, PLUS your choice of one (1) of the following:

- Custom beverage napkins
- Drink stirrer/skewer with company logo distributed at bars and food stations
- 1 floor cling located near bar



▶ Sponsor gains exclusive access to brand additional reception items. A few examples include: branded drink coolers at bars, koozies, cups, etc. Have an alternate idea? Let's chat!

INNOVATION & CONNECTION HUB

New for 2025, the Supplier Spotlight stage and poster session will be located in the Innovation & Connection Hub in the center of the Supplier Exhibition hall.

\$8,000 exclusive

Sponsorship includes logo recognition on signage, directional floor clings, plus your choice of one (1) the following:

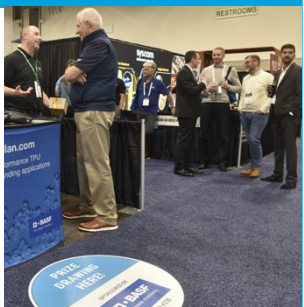
- Branded light-up cube seats
- Device charging station at the hub
- Custom signage at the hub



PRIZE DRAWING

Announcements of prize drawings and logo recognition on your choice of a floor cling or sign near your booth.

Cost: \$400 per drawing + item cost (AirPods, Bose bluetooth speaker, Ember smart mug, or equivalent prize)



SUPPLIER EXHIBITION HAPPY HOUR

Logo recognition on:
• 1 Floor cling (3x3) either near booth or the bar
• Signs located near bars

Announcement of your sponsorship at the event.
\$2,500 shared sponsorship
\$4,000 exclusive



COFFEE BREAK SPONSOR RESERVED

Logo recognition on signage during coffee breaks.

Cost: \$2,500 shared sponsorship
\$4,000 exclusive

PLUS your choice of one (1) of the following add-ons
• Branded coffee sleeves
• Branded stirrers

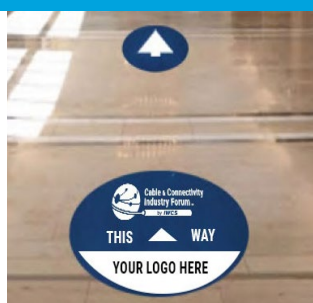


Additional brand exposure options listed on the next page.

FLOOR CLINGS

Direct attendees through the Convention Center while gaining recognition for your brand. Exhibitors may include their booth number. Size: 2' x 2'.

\$500 estimate each



PILLARS NEAR TECHNICAL SYMPOSIUM ROOMS

Display a custom message to highlight your brand and products in a prominent location near the exhibition hall. Approximate size 12' x 4'.

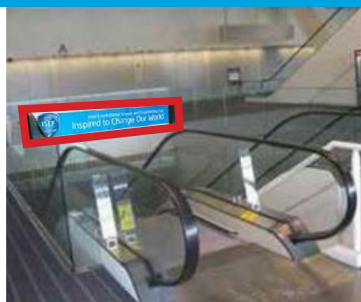
\$2,000-\$2,500 estimate



PROMINENT BANNER AS ATTENDEES DESCEND ESCALATORS

Attendees will see your prominent custom message on a large display as they descend on the escalators. Approximate size 17' x 3'.

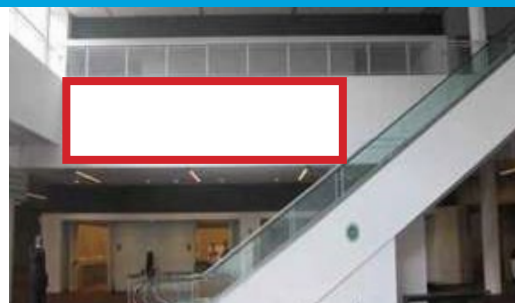
\$2,500 estimate



LARGE BANNER BETWEEN SYMPOSIUM & EXHIBITION

Attendees will see your prominent custom message on a large banner as they walk between the Exhibition Hall and the Technical Symposium rooms. Approximate size 17' x 8'.

\$3,500 estimate



STEPS

A unique and eye-catching option to display your custom message! Your custom graphic will be installed on the stair risers between the main escalators that will be used by IWCS attendees.

\$2,000 estimate



WINDOW DECAL NEAR REGISTRATION

Take advantage of this prominent display location near the IWCS registration area and share your branded message with attendees. Approximate overall size is 10' x 4', divided into 12 grids.

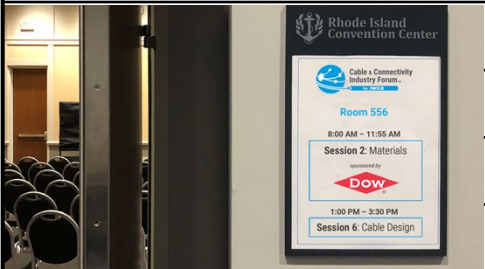
Cost To Be Determined



Available to Partner and Platinum Sponsors only

TECHNICAL SESSION SPONSORSHIP

Recognition of session sponsorship in Event Program, Digital App/Event Website, and signage at the event. Select a technical session.
 Cost: \$1,000


	Design and Testing for Copper Ethernet and PoE Cables	Codes & Standards RESERVED
	Fiber Manufacturing	Multicore Optical Fiber
	Materials Resilience & Durability	Special Applications & Installations
	Micro-Cable Design & Installation	Advances in Optical Fiber Coatings & Cable Materials
	Fiber Cable Design, Qualification, Manufacturing and Reliability	Hyperscale and AI Innovations for Data Centers

SPECIAL TREND SESSION SPONSORSHIP

In an effort to supplement the Technical Symposium and support the exchange of ideas on critical advancements, challenges, and opportunities throughout the industry, topical panel discussions were recently introduced into the IWCS Forum. These unique sessions share ideas about high-level industry innovation and trends. The 2025 IWCS Forum will be enhanced by multiple special trend sessions featuring influential industry leaders, which will include a question-and-answer period that allows the audience to engage with the panelists and presenters.

Sponsor a trend session at IWCS 2025 to gain premier brand recognition while establishing your commitment to these important topics. Sponsors will be recognized in the Event Program, Digital App/Event Website, and during the session at the event. Select a trend session from the following three options. Sponsorships are available on a first-come, first-serve basis and a limited number of sponsors will be accepted for each trend session.

Cost to co-sponsor: \$2,000 Cost for exclusive sponsorship: \$4,000



**AI/ML for Communication
Network Infrastructure**



**Sustainable Solutions
for Power & Data Cables**



**Powering the Grid
of the Future**

Interested in sponsoring an alternate item at the event? Let us know!

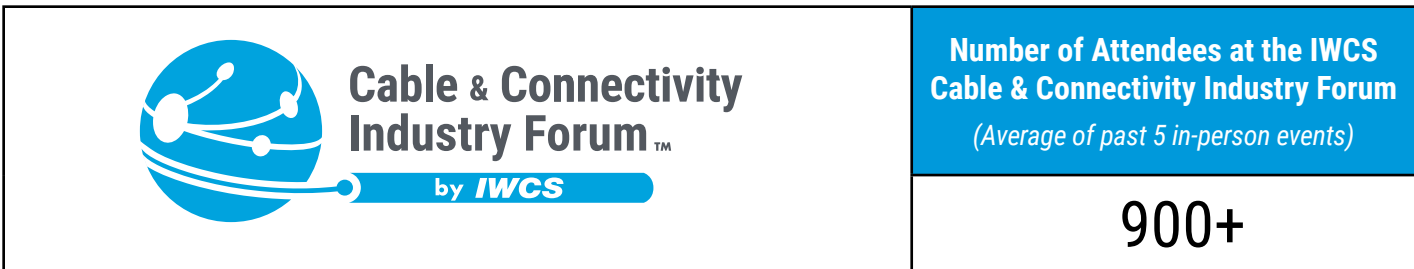
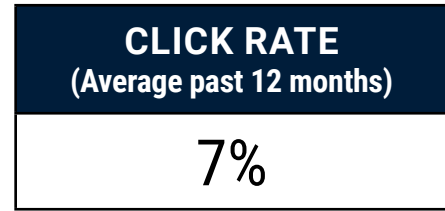
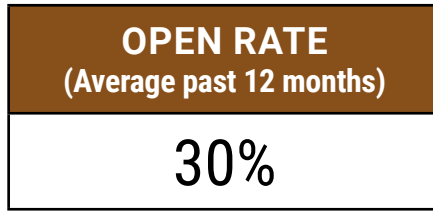
We will work with you to deliver the brand exposure that works for your business.

Contact Becky Dippel, IWCS Marketing Manager, at rdippel@iwcs.org.

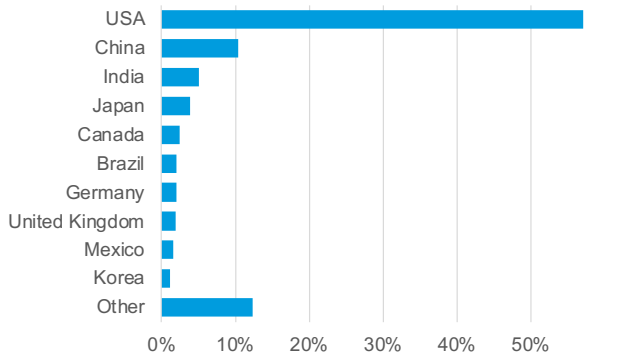
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AUDIENCE DEMOGRAPHICS

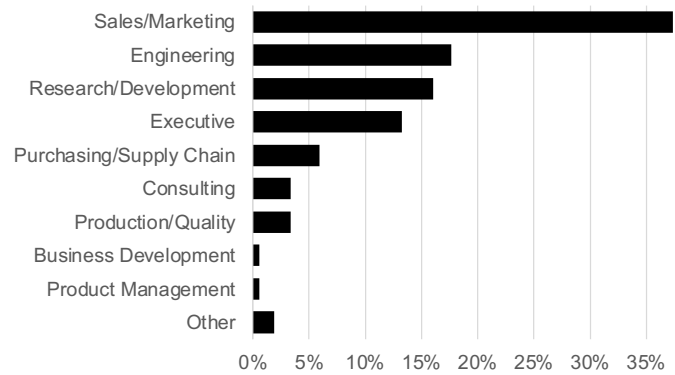
IWCS e-blasts are targeted to a relevant audience from our global industry, comprised of recent IWCS Forum attendees and people who have signed up to receive the IWCS e-newsletter.



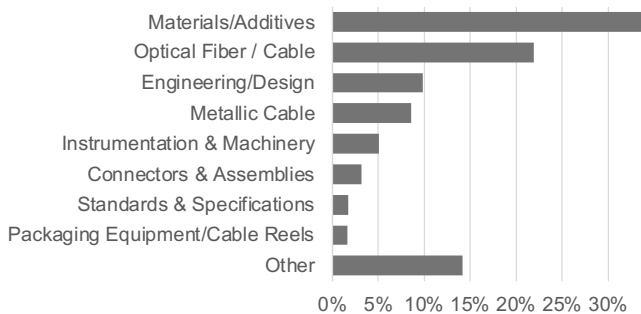
Location



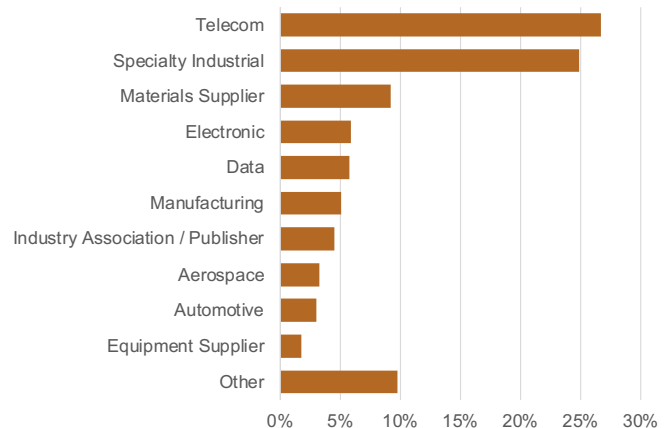
Job Function



Primary Business / Product



Industries



COMPLETE AN ONLINE APPLICATION

Separate application submissions are required for annual sponsorships; Supplier Exhibition booth reservations, and additional brand exposure elements. Please complete all of the applications that align with your interests.

SPONSORSHIP DONATION

Complete this application if you wish to be an annual IWCS sponsor.

iwcs.org/2025-sponsor

SUPPLIER EXHIBITION™

Use this application to reserve a booth for the 2025 Supplier Exhibition.

iwcs.org/2025-application

ADDITIONAL BRAND EXPOSURE

Indicate your interest in providing an item or sponsoring an event component for additional brand exposure at the Forum.

iwcs.org/2025-promo

THANK YOU TO OUR 2024 SPONSORS AND EXHIBITORS

AdvanSix
ADVARIS
AESA Cortaillod
AGC Chemicals Americas, Inc.
Alphagary*
Amaral Automation
American Polywater
Arkema Inc.
Artofil by
ASI Silica Machinery
Aurora Material Solutions
Aversion Technologies, Inc.
Avient Corporation
BASF Corporation
Cable Components Group
Carris Reels*
CBC Metals Processing
Chase Corporation
The Chemours Company
Chroma Color Corporation
Clinton Instrument Company
CommScope
Conneaut Industries, Inc
Corning Optical Communications
Covestro LLC*
Dainichiseika Color & Chemicals Mfg. Co., Ltd.
DELESUN INC

Dejinchang Optoelectronics Technology (Thailand) Co.
DeWAL Industries
Dow
EuroWire Magazine
Excelitas Technologies Corp.
Fabpro Polymers
Fiber Optic Center*
Fil-Tec, Inc.
Gem Gravure Company Inc
Gendon Polymer Services
GEON Performance Solutions
Graham Engineering Company, LLC*
Guelph Twines Ltd.
Guill Tool & Engineering
Herkula
Huber Engineered Materials*
Huestis Machine Corporation
Hyesung Cable & Communication, Inc.
HS Hyosung Advanced Materials
Industrial Equipment and Solutions of Florida LLC
Info-gel
InnoVites B.V.
Kinrei of America
KN Manufacturing Solutions
Kuraray America, Inc.*

LLFLex
Lloyd & Bouvier Inc.*
M Holland*
Madem-Moorecraft Reels USA, Inc.
Maillefer Extrusion Oy
Masterchem Solutions
Melos GmbH
Mexichem Specialty Compounds, Inc
Miltec UV
Mitsubishi Chemical Group
Nabaltec AG*
Narwal Exports
OCS Optical Control Systems GmbH
Oden Technologies
OFS
OptEM Engineering Inc.
Orion
PolyChem Alloy Inc
Proton Products
Prysmian
REELEX Packaging Solutions, Inc.
Roblon US, Inc.
Rogers Corp.
Rosendahl Nextrom
Runaya Private Limited*
SABIC
Saint-Gobain Tape Solutions

Service Thread
Shaowu Yonghe Jintang New Materials Co., Ltd.
Shresht Composites Inc.
SIKORA
Submarine Telecoms Forum
Superior Essex
Syensqo
Syscom Advanced Materials
TDC
Teknor Apex*
Tensor Machinery Ltd.
TESTMACH INTECH LLP
The MGS Group
Thermoplastics Engineering Corp.
UL Solutions*
WACKER Chemical Corporation
Wardwell Braiding Co.
Web Industries
Wire & Cable Technology International (WCTI)
Wire & Cable ASIA Magazine
Wire & Plastic Machinery Corp.
Wire Association International / Wire Journal
Wonderful Hi-Tech Co., Ltd.
Yangtze Optical Fiber and Cable Joint Stock Limited Company (YOFC)
Zumbach Electronics Corp.

2024 Sponsor *2024 Sponsor and Exhibitor