



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

# 2022 PROSPECTUS

**SPONSORSHIP & SUPPLIER EXHIBITION™ OPPORTUNITIES**

## 2022 IWCS CABLE & CONNECTIVITY INDUSTRY FORUM

*Rebooting the future of our  
industry and communities*

**October 10 – 13, 2022  
Providence, Rhode Island, USA**

Overview (page 2)

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# TWO UNIQUE WAYS TO GET INVOLVED

## 1. ANNUAL SPONSORSHIP

### Support IWCS Throughout the Year

IWCS would not be possible without the support of its generous sponsors. Gain exposure for your business and demonstrate leadership to unite the Cable & Connectivity Industry by becoming a sponsor. View sponsorship opportunities on [pages 3-4](#).

## 2. EXHIBIT AT THE SUPPLIER EXHIBITION

### Event Overview: October 10 – 13, 2022

The IWCS Cable & Connectivity Forum is the premier venue for new technologies in cable and connectivity products, processes and applications. In addition to the Supplier Exhibition featuring some of the industry's best technologies, the event also includes a Technical Symposium of new and previously unpublished papers on industry research and development. The conference also includes Networking Opportunities, a Plenary Keynote, Sponsored Roundtable Discussions, and more.

### In-Person Once Again

With perseverance and confidence, we are planning to return to our traditional in-person Forum experience, which was adapted to a virtual format for the prior two years. We hope you will join us in Providence, Rhode Island, USA for an in-person gathering, while taking health and safety precautions.

## BENEFITS-AT-A-GLANCE

*Exclusive for 2022 Sponsors and Supplier Exhibition Participants*



**Industry Leadership**



**Promotion**



**Lead Generation**



**Innovation**

# SPONSORSHIP OPTIONS

**TO BECOME A SPONSOR, COMPLETE THE APPLICATION ONLINE AT [IWCS.ORG/APPLICATION](http://IWCS.ORG/APPLICATION)**

Questions about becoming a sponsor? Contact Michelle Melsop: [mmelsop@iwcs.org](mailto:mmelsop@iwcs.org), +1.571.265.3657

Contact IWCS to learn about multi-year incentives	Partner \$10,000	Platinum \$6,000	Gold \$3,000	Donor \$1,000
<b>Online &amp; Communication Promotions</b>				
Logo recognition included in IWCS email newsletter throughout the year	✓			
Logo recognition on homepage of <b>new and improved</b> 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 <b>new and improved</b> 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	2 included	1 included	\$1,000	
<b>Webinar Series</b>				
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 included	\$1,000	\$1,000
Logo recognition during IWCS webinars throughout the year	✓			
<b>Promotional Opportunities at the Cable &amp; Connectivity Forum</b>				
Recognition during Plenary Keynote and Executive Session	✓			
Logo recognition throughout event signage	✓	✓		
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	✓	✓	✓	✓
Sponsor-identified topic delivered as a Panel Discussion or Roundtable	\$1,000	\$2,000		
<b>A la Carte Add-Ons (Available to sponsors only)*</b>				
Sponsor a technical session during the event (Ex: Materials; Copper or Fiber Optic Cable; Fiber; Connectivity, etc)			\$1,000	
Sponsored entertainment break <i>Examples: coffee break, magician, cocktails, musician.</i>			\$400+ cost	
Event Wi-Fi with recognition of your brand			\$1,000+ cost	

\*Additional options to be announced for the live event in Providence

# E-BLAST SUBSCRIBER 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 to receive the IWCS e-newsletter.

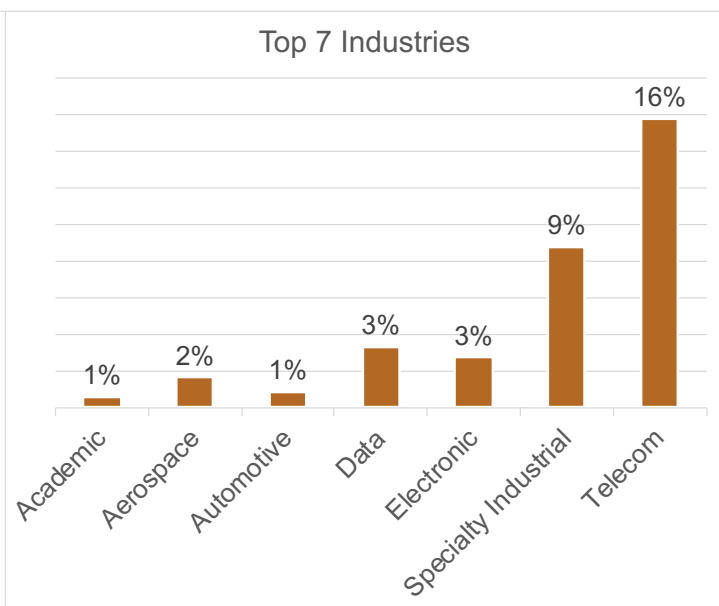
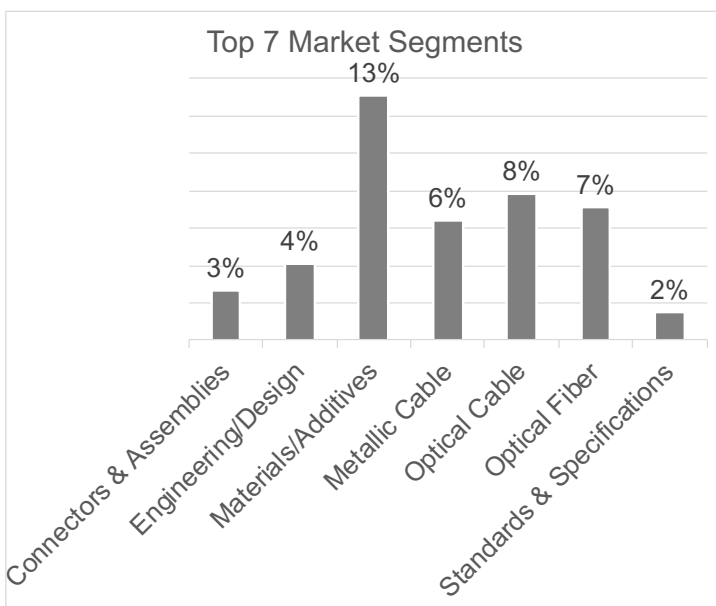
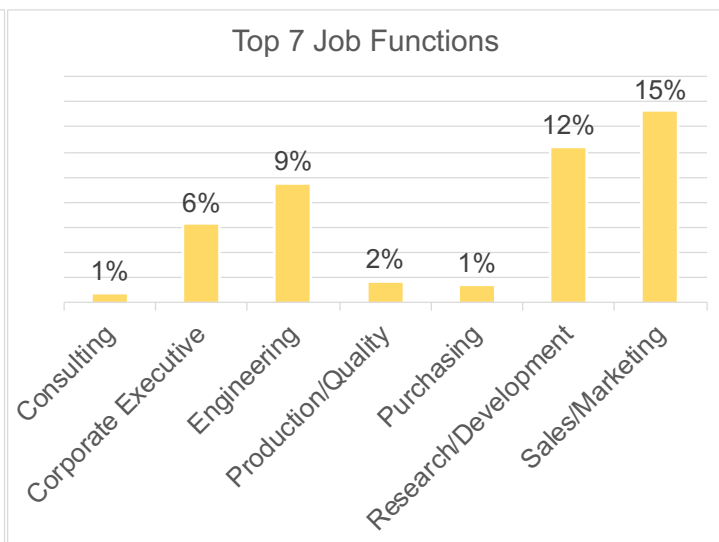
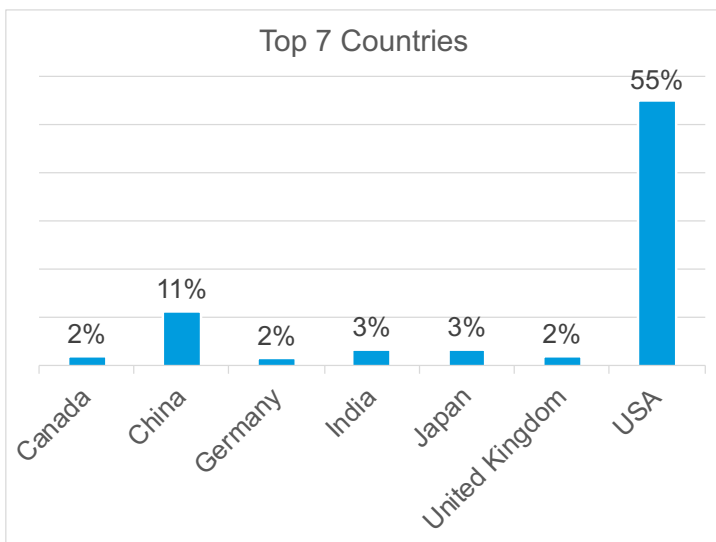
List Name (Subscribers can select from the following)	# of Contacts Delivered
IWCS Cable & Connectivity Industry Forum – details about the annual IWCS event	<b>4,880</b>
IWCS Webinar Series – details about upcoming IWCS webinars	
Newsletter – stay up-to-date with news about IWCS	
Supplier Spotlight Information – product and service announcements from IWCS sponsors	

**OPEN RATE**  
(Average past 12 months)

**19%**

**CLICK RATE**  
(Average past 12 months)

**2%**



# EXHIBITOR OPTIONS

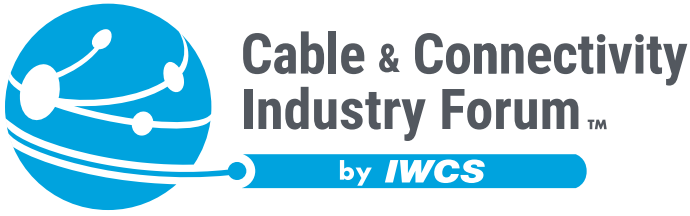
**TO BECOME AN EXHIBITOR, COMPLETE THE APPLICATION ONLINE AT [IWCS.ORG/APPLICATION](http://IWCS.ORG/APPLICATION)**

Questions about becoming an exhibitor? Contact Doug Zirkle: [dzirkle@bzsales.com](mailto:dzirkle@bzsales.com), +1.203.794.0444

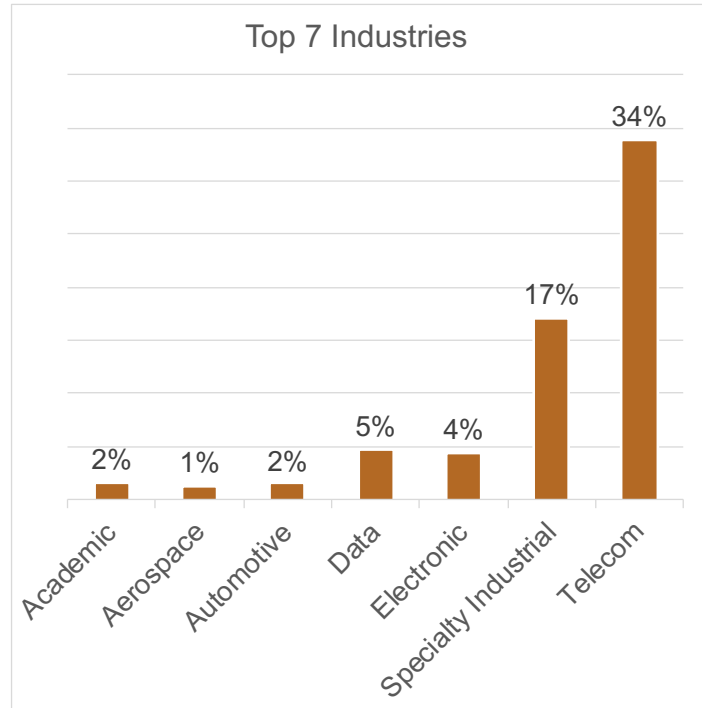
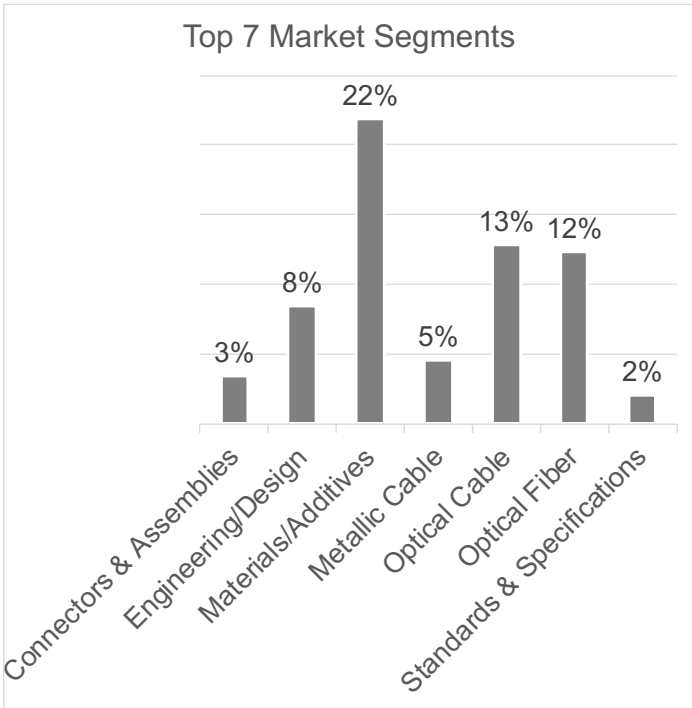
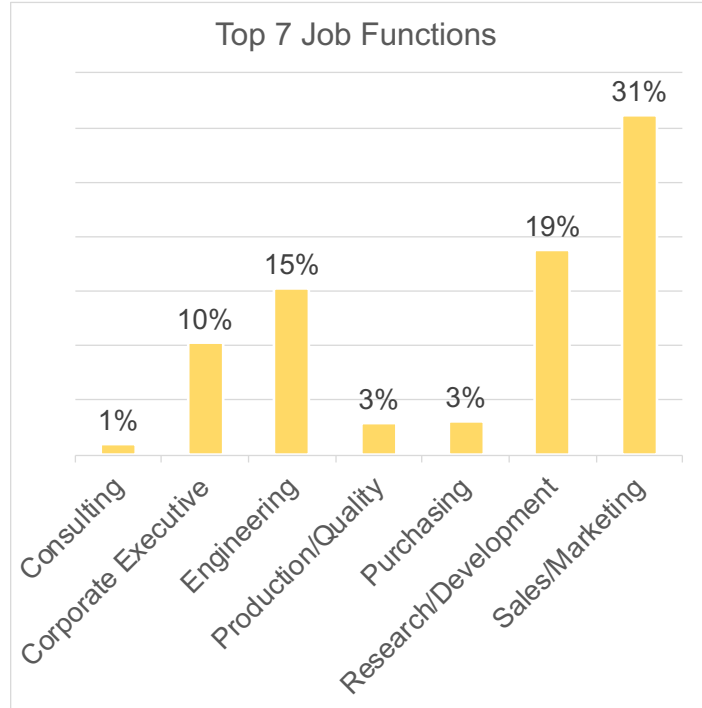
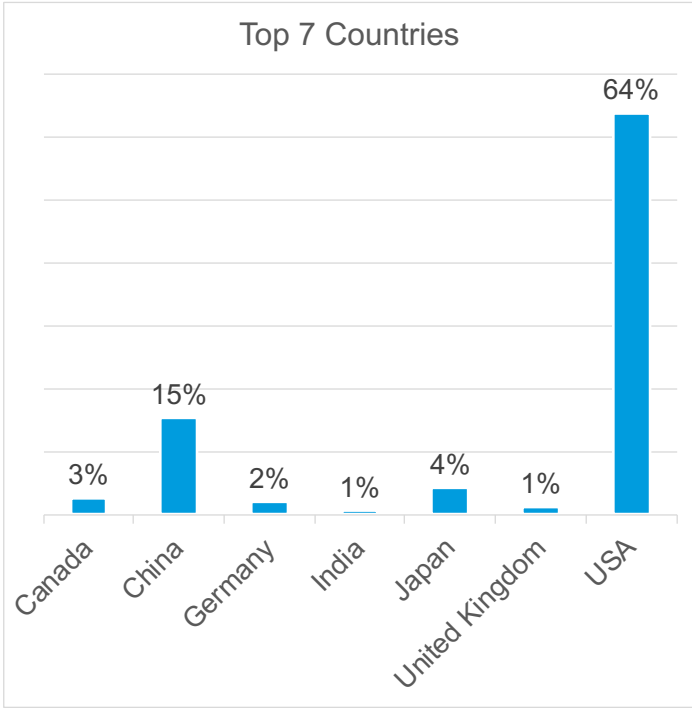
Select Your Preferred Booth Size	DISCOUNT Before January 31, 2022	REGULAR PRICE
10ft x 10ft booth	\$2,600	\$3,000
10ft x 20ft booth	\$5,100	\$5,500
What Comes with Your Booth		
Pipe and drape, skirted table, chairs, wastebasket	Included	
Three "Booth Passes" for personnel	Included	
One "IWCS Technical Symposium Pass" and digital access to Conference Proceedings	Included	
Promotion in the Supplier Directory at the Forum	Included	
Promotion on our new and improved website at <a href="http://www.iwcs.org">www.iwcs.org</a>	Included	
Optional Supplier Spotlight Presentation at the Forum	Included	
Unique Networking opportunities with today's top business & technology leaders	Included	
A la Carte Add-Ons (Available to exhibitors only)*		
Premiere placement within Exhibitor Directory	\$1,000	
Host a monthly webinar with IWCS—great opportunity to present a Supplier Spotlight Presentation to the global audience	\$1,000	
Sponsored entertainment break <i>Examples: coffee break, magician, cocktails, musician</i>	\$400 + cost	
Sponsor a prize drawing during the Forum	\$400+ item cost	

\*Additional options to be announced for the 2022 live event in Providence

# ATTENDEE DEMOGRAPHICS



Number of Attendees from the IWCS Forum in Providence (Average of Past 6 Years)	
In-Person	1,060



Complete the application at [IWCS.org/application](http://IWCS.org/application)

## COMPLETE THE ONLINE APPLICATION

**Indicate your Sponsorship and/or Supplier Exhibition™ preferences by using the online application at [IWCS.org/application](http://IWCS.org/application).** Please contact Michelle Melsop at [mmelsop@iwcs.org](mailto:mmelsop@iwcs.org) if you have any trouble with the online application or would like a PDF application.

### Have questions about becoming an exhibitor?

Contact Doug Zirkle: [dzirkle@bzsales.com](mailto:dzirkle@bzsales.com), +1.203.794.0444

### Have questions about becoming a sponsor?

Contact Michelle Melsop: [mmelsop@iwcs.org](mailto:mmelsop@iwcs.org), +1.571.265.3657

## THANK YOU TO OUR RECENT SPONSORS AND EXHIBITORS

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