

STAND OUT AT

INTX

with *Cablefax*

MAY 16-18, 2016

Gain momentum heading into INTX and during the show. With a comprehensive pre-show guide, the Cablefax show daily each morning, the anticipated Cablefax 100 Magazine and Party buzz - Cablefax has you covered.

Partner with Cablefax and collect valuable leads prior to INTX and drive traffic to your booth, May 16-18.

Promote your brand and partner with Cablefax. Contact: **Rich Hauptner** at rhauptner@accessintel.com or 203-899-8460
Olivia Murray at omurray@accessintel.com or 301-354-2010 | **Jo Ben-Atar** at jbenatar@accessintel.com or 203-676-0535
www.cablefax.com

CABLEFAX DAILY 4 Special INTX Issues

Year after year, our talented Cablefax Daily editorial team brings readers unparalleled coverage of INTX, including reporting on sessions, breaking news and analysis of the most significant developments. Our special INTX issues have long been a must-read for the most influential executives, and the best inventory always sells out quickly.



Pre-Show INTX Guide: May 9

Before the industry converges on Boston, Cablefax gives readers insider access to all the hot topics, panels and speakers set to dominate discussions at INTX.

Mid-Day Bonus Distribution PLUS included in INTX attendee bags and pub bins.

Cablefax Show Daily: May 16, 17, 18

During INTX, Cablefax devotes extra pages in The Daily to bringing readers unparalleled coverage. Our national distribution means your advertising message will reach everyone on-site as well as those who can't make it to Boston.

Cablefax Daily is read first every day by our subscribers. The Daily will be available online and in the pub bins, and strategically placed for hotel room drops. By leveraging our association partnerships, we are able to offer expanded bonus distribution at events during the show.

Ad Sizes include full pages, super strip ads, strip ads, belly bands and much more.

**Drive Traffic to your Booth | Promote Your Products | Congratulate the Cablefax 100
Special packages are available with exciting add-ons!**

Unique Monthly Visitors: 55,000+

CABLEFAX.COM

Reach your target audience in the special INTX section of our website. We offer numerous opportunities beyond a web ads including – homepage takeovers, roadblocks, rich media ads, webinars, podcasts, streaming video, contests, surveys and much, much more.

As excitement builds for INTX in Boston, Cablefax will keep its audience abreast of everything from recommended sessions to special events and other news related to the hot topics of INTX.

Road to INTX eletter

Cablefax's Road to INTX includes four weekly e-letter blasts leading up to the show will give INTX attendees all they need to know as they prepare for the industry's big convention, with several opportunities to stay top of mind for prospects you'll see in Boston.

Partnering with Cablefax is a great way to:

- Increase brand exposure
- Highlight thought leadership
- Promote availability of your executives for meetings
- Wow prospects with your latest products and services.

Space is extremely limited for this unique opportunity. Exclusive packages also available.

Product Spotlight eletter

Don't let the size of INTX be an obstacle to your success. Reach key decision makers in the industry. Showcase your products with Cablefax, collect valuable leads prior to INTX and drive traffic to your booth.

Spotlight Eletter Includes:

- Product Photo
- 100-Word Count Product Description
- Hyperlinks to Your Website
- Distribution to over 65,000 Industry Executives



Want More?

Consult with Cablefax! We offer custom integrated marketing campaigns to enhance your pre-INTX buzz and maximize your leads.

Cablefax: The Magazine's 100 Issue

Book your ad space in Cablefax The Magazine: 100 Issue

The Cablefax 100 issue is the most anticipated issue of the year, generating incredible industry buzz. Our annual power players' list recognizes the top 100 industry executives. You never know who or what is going to make the cut! (And remember, those who do will show the magazine – and your ad – to everyone they know!).

The Cablefax 100 issue is written with the same zest readers have come to expect from Cablefax Daily. Cablefax 100 Magazine reaches an audience of more than 48,000 industry leaders, including the INTX attendees.

Publication Date: May 2016



Integrated Custom Marketing Opportunities

Prior to INTX, raise brand awareness, drive traffic to your booth and set up sales meetings to maximize your time in Boston.

Sponsorship Options Include:

- **Survey Sponsorships:** Gather data and insights about markets, products, ad messages and more via a survey created in coordination with Cablefax's editors. Use the survey results in sales presentations and marketing messages to establish your company as a thought-leader.
- **Webinar Sponsorships:** Utilize this interactive format to feature your executives and partners, and to demonstrate your company's expertise. Cablefax will collect and deliver contact details that we glean from registrants and attendees.
- **White Papers:** Lead gen programs are great for companies that want measurable ROI. Cablefax will promote your white paper or other content to deliver leads.
- **Custom Integrated Marketing Campaigns:** Cost efficient and highly effective programs that maximize your leads while elevating and positioning your brand. Consult with Cablefax marketing specialists to define your goals and see what we can offer.

We know our customers! Let us make OUR customers YOUR customers!

**Our marketing promotions include: banner ads, ads in Cablefax Daily, email blast promotions and social media mentions.
(Total advertising value is more than \$60,000)

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