

**Cable & Connectivity
Industry Forum**

by **IWCS**

2024 Supplier Exhibition™ & Sponsorship Prospectus



2024 IWCS Cable & Connectivity Industry Forum
October 14–17, 2024 | Providence, Rhode Island, USA



Overview

Annual Sponsorship

Supplier Exhibition™

Additional Brand Exposure

Demographics

How to Apply

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 72 years. In addition to the annual Cable & Connectivity Industry Forum, IWCS hosts educational webinars, publishes research, and awards scholarships.

Cable & Connectivity Industry Forum

The 73rd annual IWCS event will take place Monday, October 14–Thursday, October 17, 2024 at the Rhode Island Convention Center in Providence, Rhode Island, 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 This annual event includes a Technical Symposium featuring previously unpublished Technical Papers and Executive Session presentations, Supplier Exhibition™, Panel Discussions on relevant industry topics, Plenary Session with influential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™.



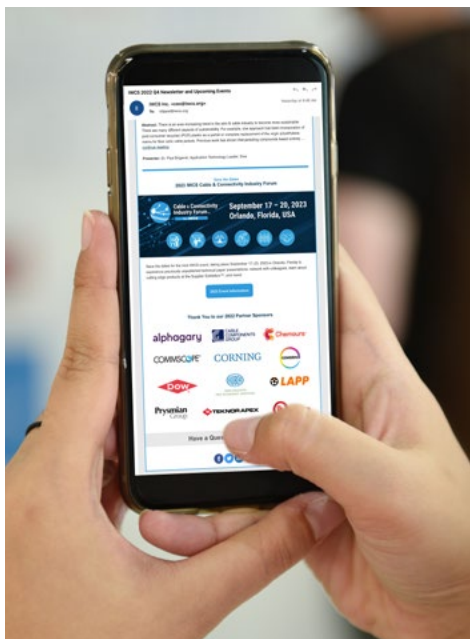
DEMONSTRATE INDUSTRY LEADERSHIP
Be recognized alongside other industry-leading suppliers during the Supplier Exhibition™ and in sponsor promotions.



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. Please note IWCS is offering a **new and improved schedule***, resulting in less program conflicts with the Supplier Exhibition™.

- **Tuesday, October 15, 12:30pm–6:00pm**
- **Wednesday, October 16, 10:00am–2:00pm**

REFER TO PAGE 5

*Schedule is subject to change. Visit iwcs.org/2024-schedule for the most up-to-date event schedule.

SHOWCASE YOUR BRAND: ON-SITE BRAND PROMOTION OPPORTUNITIES

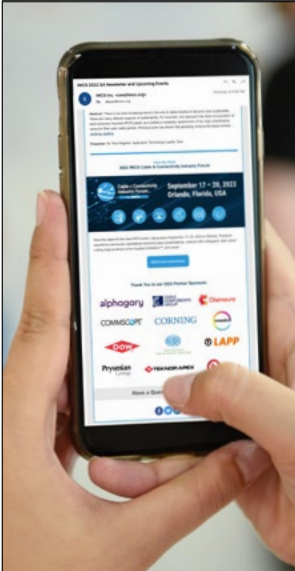
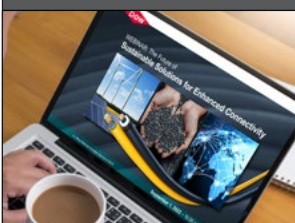



Sponsors and exhibitors have the opportunity to gain **additional** exposure for your company at the IWCS Cable & Connectivity Industry Forum by sponsoring a promotional item, event component, custom signs, entertainment, etc.

REFER TO PAGES 6-8

ANNUAL SPONSORSHIP OPTIONS

TO BECOME A SPONSOR, COMPLETE THE APPLICATION ONLINE AT [IWCS.ORG/2024-SPONSOR](https://iwcs.org/2024-SPONSOR)
 Questions about becoming a sponsor? Contact Becky Dippel: 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	2 included	1 included	\$1,000	
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 included	\$1,000	
	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 2024 Cable & Connectivity Industry Forum, this deadline is Monday, September 2, 2024. 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/2024-APPLICATION](https://iwcs.org/2024-application)
 Please note IWCS is offering a **new and improved schedule**, resulting in less program conflicts with the Supplier Exhibition™.
 Visit iwcs.org/2024-schedule. Questions about becoming an exhibitor? Contact Becky Dippel: rdippel@iwcs.org

Select Your Preferred Booth Size	EARLY BIRD DISCOUNT Before January 20, 2024*	REGULAR PRICE
10ft x 10ft booth	\$2,600	\$3,000
10ft x 20ft booth	\$5,100	\$5,500

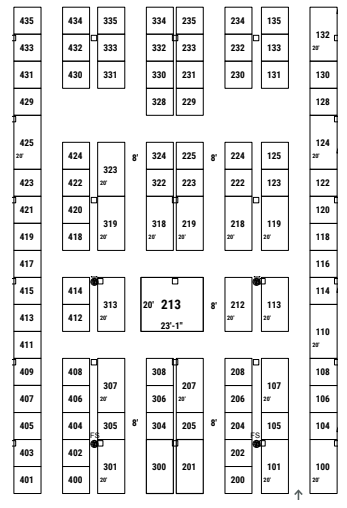
What Comes with Your Booth

Pipe and drape, skirted 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
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 on or before February 20, 2024**



View the most up-to-date floor plan and find additional information at iwcs.org/2024-exhibit.

iwcs.org/2024-exhibit

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 2024 Cable & Connectivity Industry Forum, this deadline is Monday, September 2, 2024. 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.

ENHANCE YOUR BRAND AT THE FORUM*

COMPLETE THE INTEREST FORM FOR ON-SITE PROMOTIONS ONLINE AT IWCS.ORG/2024-PROMO.

Questions? Contact Michelle Melsop at mmelsop@iwcs.org or call +1.571.265.3657

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 2023 information, final costs and options will be discussed prior to invoicing. ***Available only to annual sponsors and exhibitors**

WELCOME RECEPTION

Gain recognition as a co-sponsor of the welcome reception!

Sponsorship options start at \$2,000. Have additional ideas or interest in sponsoring a specific item? **Let us know!**



WI-FI

Exclusive event WiFi network access: name/password/landing page + signage.

At cost (\$9,000+ estimate)



PHONE/DEVICE CHARGING STATIONS

Logo recognition on 3 charging stations throughout the event.

Cost: \$5,400



BADGE LANYARDS

Attendees are required to wear the badge during the event.

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

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



0 AVAILABLE

REGISTRATION BAGS

Every attendee will be offered a bag during registration.

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

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



0 AVAILABLE

Additional brand exposure options listed on the next page.

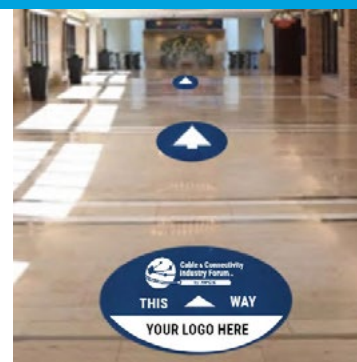
CUSTOM SIGNAGE

Display a custom message in prominent locations between the hotel rooms and the IWCS event space.

Direct attendees through the Rhode Island Convention Center while gaining recognition for your brand.

Contact Michelle Melsop at mmelsop@iwcs.org for more details.

Cost: TBD



COFFEE BREAK SPONSOR

Logo recognition on signage during coffee breaks.

Cost: \$1,000 (multiple coffee break sponsors will be accepted)

0 AVAILABLE



COFFEE SLEEVES

Logo on paper coffee cup sleeves used during coffee breaks.

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

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

0 AVAILABLE



WATER BOTTLE (REDUCE WASTE DURING THE EVENT)

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: \$2,000 (IWCS purchases)

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



PRIZE DRAWING

Announcements of Wednesday & Thursday prize drawings.

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

0 AVAILABLE



HOTEL KEY CARDS

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

Cost: \$1,000 + item cost (item cost estimate approximately \$2,000)



HOTEL ROOM DROP

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

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



Available to Partner and Platinum Sponsors only

SPONSOR THE NEW, FULL-DAY BREAKOUT SESSION

“Navigating the Energy Transition: Smart Grid and Broadband Connectivity”

Introducing a new breakout session fostering discussion on broad trends critical to global connectivity.

Cost: To be determined. Multiple sponsorships are available.



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

	Codes & Standards	0 AVAILABLE	Specialty Applications and Fiber Modeling
	Design, Testing, and Application for Copper Ethernet, PoE, and Energy Cables		Rural Broadband and Cable Design
	Advancements in Microduct Cable Technology		Cable Sustainability and Recycling
	Materials and Additives		Emerging Trends in Optical Connectivity
	Data Center and Edge Applications		Optical Fiber Cable Manufacturing
	Material and Design for Optical Fiber Cable		Outdoor Power Delivery and Utility Applications

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 Michelle Melsop at mmelsop@iwcs.org or call +1.571.265.3657

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 2024 Cable & Connectivity Industry Forum, this deadline is Monday, September 2, 2024. 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.

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 to receive the IWCS e-newsletter.

E-MAIL CONTACTS
(As of December 1, 2022)


6,500+

OPEN RATE
(Average past 12 months)

31%

CLICK RATE
(Average past 12 months)

15%

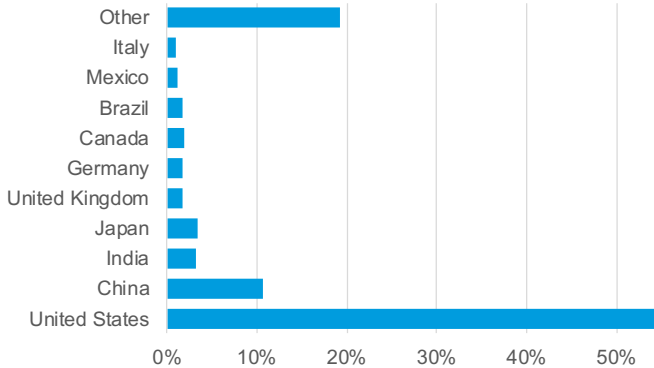


Cable & Connectivity Industry Forum™
by IWCS

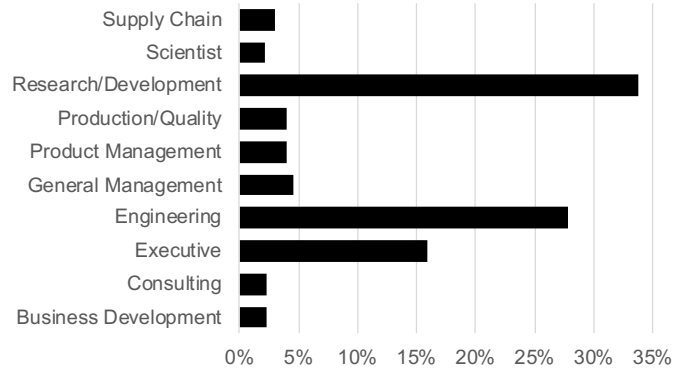
Number of Attendees at the IWCS Cable & Connectivity Industry Forum
(Average of past 3 events held in Providence)

1,000+

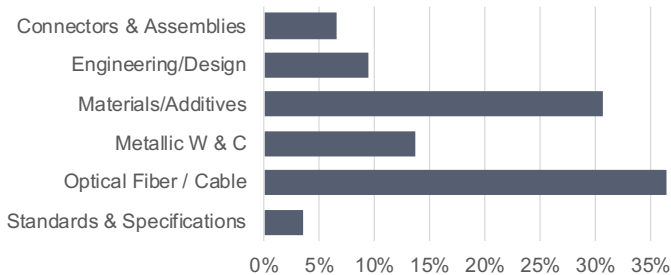
Countries Represented



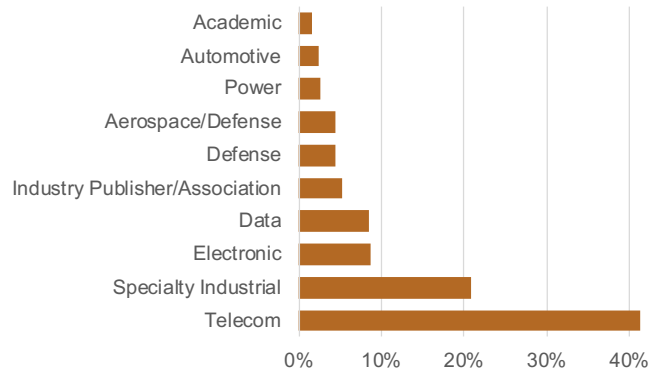
Job Functions



Market Segments



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/2024-sponsor

SUPPLIER EXHIBITION™

Use this application to reserve a booth for the 2024 Supplier Exhibition.

iwcs.org/2024-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/2024-promo

THANK YOU TO OUR 2023 SPONSORS AND EXHIBITORS

AdvanSix
ADVARIS USA , Inc.
AESA SA

***AGC Chemicals Americas, Inc.**

***Alphagary**

***Arkema Inc.**

Artofil bv
ASI Silica Machinery, LLC
Aurora Plastics, LLC
Aversion Technologies, Inc.
AW Machinery

***BASF**

Birla Cable Limited

***Cable Components Group**

Candor Sweden AB

***Carris Reels**

CBC Metals Processing
Cemanco

***Chemours**

***Cimtek by UL Solutions**

Clinton Instrument Company
Commission Brokers Inc

***Commscope**

***Copperweld**

***Corning**

***Covestro**

***Daikin**

***2023 Sponsors**

Daytone
Delesun Inc
DeWAL Industries

***Dow**

***Epic Polymer Solutions**

EuroWire Magazine
Excelitas Technologies Corp.

***Fiber Optic Center**

Fil-Tec, Inc.
Gem Gravure Company Inc

***Graham Engineering Company, LLC**

***Heraeus Noblelight America LLC**

Herkula

***Huber Advanced Materials**

Huestis Machine Corporation

***Indore**

Info-Gel
Jinhua Yonghe Fluorochemical
KN Manufacturing Solutions

***Kuraray**

***Lapp Group**

LLFlex

***Lloyd & Bouvier**

***M. Holland Company**

Madem-Moorecraft Reels USA, Inc.
Maillefer Extrusion Oy

***Masterchem Solutions**

Mathiasen Machinery, Inc.
Melos GmbH

***Mexichem Specialty Compounds, Inc.**

Miltec UV

***Nabaltec AG**

Niflon Fluoropolymers

***OFS**

Oman Fiber Optic S.A.O.C
OptEM Engineering Inc.
Orion Carbon (new)

Phoseon Technology

Photon Kinetics

***Proton Products Inc**

***Prysmian Group**

***REELEX Packaging Solutions, Inc.**

Roblon US Inc
ROSENDAHL NEXTROM
SACO AEI Polymers
Saint-Gobain
SAMP USA, Inc.
Saylor Technical Products LLC.

Service Thread

SETIC s.a.s.

Shresht Composites Inc.

***Siccet USA**

SIKORA

Submarine Telecoms Forum
Supermac Industries Ltd.
Spirka Schnellflechter GmbH
TDC

***Teijin**

***Teknor Apex**

Tektapes
Tensor Machinery Ltd

Thermoplastics Engineering Corporation

***UL Solutions**

Wacker Chemical Corporation
Wardwell Braiding Co.
WCISA®

Web Industries

Wire & Cable Technology International (WCTI)

Wire and Plastic Machinery Corp.

The Wire Association International

Wire & Cable ASIA Magazine

Wire Journal International

***Wonderful Hi-Tech**

Wyrepak

Xaloy LLC

***YOFC**

Zumbach Electronics Corp.