Thank you for your interest in the 2023 Broadband Communities Summit

The Broadband Communities Summit is the leading event for community leaders, multifamily property owners and network builders and deployers interested in the building, managing, marketing and monetizing of high-speed broadband technologies and services. It is focused on the successful delivery of high-speed broadband networks to communities – from multifamily properties to ultra-connected master-planned developments to the city or town where you live. The Summit’s extraordinary program offers cutting-edge presentations by outstanding speakers with a finger on the pulse of what’s new and what’s coming, what works and what doesn’t. From the first day of the Summit to the last, our goal is to send you home with information you can put to immediate use.

No One Covers It Like We Do!

• Unique opportunity to network with community leaders, multifamily property owners and network builders and deployers
• Extensive 3-day multitrack agenda plus free deep-dive workshops, packed with insights from the leading players in the market
• Expanded program addressing the booming Multifamily Housing segment
• Exclusive closed-door sharing session in Owners’ forums
• Insight into evolving business models – identify your next opportunity and keep ahead of your competition
• Extensive coverage of Hot Topic issues: funding sources, navigating the regulations, managed Wi-Fi, using broadband to create jobs and expand businesses, guide to MDU brownfield development and more
Look Who You’ll Meet at the Summit

Overview of the 2022 Summit

**SUMMIT 2022 DEMOGRAPHICS**

- **Broadband Systems Operators**  
  *Includes Telcos - Private, CLECs, ILECs; Cable Operators; Wireless Broadband Operators, Property Managers, Developers, Owners, REITs, Universities, Colleges*
  - 35%
- **System Installers, Service Providers**
  - 23%
- **Consultants, Contractors**
  - 15%
- **Equipment Manufacturers, Suppliers, Distributors**
  - 14%
- **Government/Legal**
  - 10%
- **Financial Advisers, Institutions, Investors**
  - 3%

**SUMMIT 2022 OVERVIEW**

- **Corporate Management**
  - 44%
- **Sales & Marketing**
  - 19%
- **Professionals/Attorneys/Government Officials**
  - 17%
- **Consultants**
  - 9%
- **System Management**
  - 6%
- **Engineers/Technicians/Installers**
  - 5%

“I had many conversations with subject matter experts representing the largest broadband companies and some of the smallest rural providers. I was blown away by the amazing conversations people were willing to have with me as an outsider.”

- William Aderholdt, Director, Program Management Office, Grand Farm
As a Summit exhibitor or sponsor, you have exclusive exhibit hours and multiple networking opportunities PLUS the entire BBC staff standing ready to help you:

- Meet leads, expand your customer base and close sales
- Showcase new products and services and highlight new solutions to a captive crowd
- Take advantage of face-to-face marketing opportunities on the exhibit floor
- Seize the opportunity to learn what's happening in the industry, including what your competition is doing
- Experience a great way to receive real-time feedback on your products and services from attendees
- Enhance your relationship with existing clients and partnering companies
- Confirm that you are a serious player in the industry
- Build your brand within the industry
- Build lasting relationships within the industry

2022 SPONSORS

AT&T fiber  Calix  dish fiber  Frontier  Quantum Fiber
Plume  Spectrum COMMUNITY SOLUTIONS  xfinity communities
3-GIS  BlueStream fiber  DIRECTV  FUJITSU  STRATIS  Ubiquity
A10  COX | Communities  HEXATRONIC  Magellan
mears  We Are Quanta  Radisys  Render  ribbon  verizon
CLIC  BROADBAND BREAKFAST  Fiber Broadband Association  INCOMPAS  NMHC
Harrison Edwards  NTCA The Rural Broadband Association  Parks Associates
SPONSORSHIP PACKAGES
For more information or customized packages, contact Irene Prescott at irene@bbcmag.com or 505-867-3299.

## TITLE SPONSORSHIPS

**OFFICIAL CORPORATE HOST**
The Corporate Host is a key partner who will collaborate in the planning, positioning, and marketing of the conference. Most importantly, this sponsor will be in a unique position to take advantage of every benefit the event has to offer. This package is specifically designed and customized to help the Official Corporate Host achieve a maximum ROI. (Complete details available upon request)

<table>
<thead>
<tr>
<th>Cost</th>
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<tbody>
<tr>
<td>Corporate Host Sponsorship</td>
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<tr>
<td>Corporate Host Sponsorship with Tuesday Reception</td>
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**DIAMOND SPONSOR**
Top-level sponsor with outstanding visibility and a choice of customized activities.

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<thead>
<tr>
<th>Cost</th>
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<tr>
<td>Diamond Sponsorship</td>
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**PLATINUM SPONSOR**
Top-level sponsor with extensive benefits including sponsorship of a major event.

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<th>Cost</th>
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<tbody>
<tr>
<td>Platinum Sponsorship</td>
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**ENHANCED GOLD SPONSOR**
Includes all the benefits of a Gold Sponsorship plus additional benefits, added complimentary registrations, and special customization as per client’s request.

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<tr>
<th>Cost</th>
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<tbody>
<tr>
<td>With Double Booth</td>
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<tr>
<td>With Single Booth</td>
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<tr>
<td>Without Booth</td>
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</table>

**GOLD SPONSOR**
- Featured placement of company logo and description on major mailings and emails
- Featured placement of company logo on major magazine ads and gatefolds
- Special high-visibility signage at Summit
- Logo and link prominently displayed on BBC website promoting sponsorship
- 7 complimentary full registrations for staff and VIP guests
- 10’x10’ display space – premium location!
- One-page ad in the Program Guide
- Inclusion of company literature in tote bag
- Gold Sponsor medallions in electronic and print format for use on your websites, ads, emails, and other high-impact communications
- One or more emails sent to full conference and prospect list showcasing company logo with concise message
- Special discounted pricing for tie-ins with function sponsorships
- First option for Gold Sponsorship for 2024

<table>
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<tr>
<th>Cost</th>
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<tr>
<td>With Single Booth</td>
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“BBC Summit 2022 was AWESOME. I have pages of notes and long lists of action items. Exciting times!”

– Pete Hofswell
Broadband Services Manager
Holland Board of Public Works

www.bbcmag.com | 877.588.1649
### SPONSORSHIP PACKAGES

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### TITLE SPONSORSHIPS

**SPECIAL EVENT SPONSOR**

This is a customized program tailored to the needs of the sponsor. Benefits include activities and events specifically designed for the sponsor’s clients and the use of the Summit as a venue to reach potential clients.

- Prominent placement of company logo in major mailings and emails
- Logo and link prominently displayed on BBC website acknowledging sponsorship

**Cost**

*Customized Based on Event*  
*TBA*

### SILVER SPONSORS

- Placement of company logo and description on major mailings and emails
- 10’ x 10’ display space – prime location!
- Logo and link prominently displayed on BBC website promoting sponsorship
- 4 complimentary full registrations for staff and VIP guests
- One-page ad in the Program Guide
- First option for Silver Sponsorship for 2024

**Cost**

*With Single Booth*  
*$14,000*

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“Kudos for organizing one of the best conferences I have ever attended. I received so much feedback on the amazing panels and the attendees. Let’s do this again next year.”

– Kim McKinley, Chief Marketing Officer, Utopia Fiber
SPONSORSHIP PACKAGES
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FUNCTION SPONSORSHIPS
First Day Sponsorships – Tuesday, May 2

CONTINENTAL BREAKFAST
Kick-Start The Day – And Your Brand – Get everyone off to a high-powered start while you kick-start awareness of your company and brand. Let us put our imaginative signage, promotional skills, and visibility-building expertise to work on your behalf. This is one important meal you won’t want to skip. Cost of breakfast included in package.

- 2 complimentary registrations
- Extensive placement of company logo on all marketing materials
- Signage promoting sponsorship at event and throughout conference area
- Company logo and direct banner link on BBC website

Cost

| Continental Breakfast | $7,500 |

TUESDAY LUNCH
Extend A Welcome – Capitalize on the lasting power of first impressions. As sponsor of the lunch for enthusiastic, newly arrived attendees, you will make your brand the first dish and the main offering of the occasion. Lunch is for all attendees, served in the foyer outside meeting rooms.

Cost

| Tuesday Lunch | $13,500 |
| Tuesday Breakfast/Lunch Combo | $17,500 |

TUESDAY BREAK
Inaugurate The Exhibit Hall – This event has great new promotional possibilities for positioning your brand in front of attendees as they flock to the opening of exhibits. Our extensive signage, video displays of your logo and message, and elegant printed flyers highlighting the break (and distributed to every attendee) will create excitement and heighten awareness at this new, expanded, turbo-charged opportunity. Plus, you will receive ongoing visibility in print and online as an event sponsor months before the event.

Cost

| Tuesday Break | $7,500 |

OPENING NIGHT RECEPTION PARTY
Host A Guaranteed Success – Excellent food and drink, great networking. A smash hit at every Summit. Benefits to Sponsor include recognition and prominent placement of your logo in all print and online marketing materials, plus:

- A two-hour reception, held on Tuesday night, kicking off the conference
- Theme to be selected between both the sponsor and BBC team. Examples from the past have included a luau, country and western, Mardi Gras, Cinco de Mayo, “It’s 5 O’Clock Somewhere” Jimmy Buffet-style event and “Boots and Bling.”
- 50 drink tickets for Corporate Host to give to clients, featuring a “themed drink” of the evening
- Hors d’oeuvres or themed food selection and open bar serving beer and wine
- Attractive signage near bar setups noting “Beer and Wine Compliments of Corporate Host”
- Multiple signs highlighting sponsorship throughout venue
- Extensive promotional support including email blasts, on-site emails and company logo and banner link on bbcmag.com
- Live entertainment such as a band and other activities for attendees. BBC will work with sponsor on what type of entertainment should be secured.

Cost

| Opening Night Reception | $45,000 |
FUNCTION SPONSORSHIPS
Second Day Sponsorships – Wednesday, May 3

**CONTINENTAL BREAKFAST**
Kick-Start The Day – And Your Brand – Get everyone off to a high-powered start while you kick-start awareness of your company and brand. Let us put our imaginative signage, promotional skills, and visibility-building expertise to work on your behalf. This is one important meal you won’t want to skip. Cost of breakfast included in package.

- 2 complimentary registrations
- Extensive placement of company logo on all marketing materials
- Signage promoting sponsorship at event and throughout conference area
- Company logo and direct banner link on BBC website

**Cost**

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
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<tbody>
<tr>
<td>Continental Breakfast</td>
<td>$7,500</td>
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</table>

**WEDNESDAY EXHIBIT HALL NETWORKING BREAK**
Refresh The Crowd – Provide snacks and beverages on the afternoon of the second day – and gain visibility from our extensive array of signage and promotional initiatives on your behalf.

**Cost**

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Exhibit Hall AM Networking Break</td>
<td>$7,500</td>
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</table>

**KEYNOTE AWARDS LUNCHEON**
Take Center Stage At This Event – Your brand is onstage and in the public eye from start to finish of this exciting production, our annual Cornerstone Awards ceremony. Our huge screens display your logo and your messaging, complete with exciting graphics, on numerous occasions from sit-down to dessert.

**Cost**

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Keynote Awards Luncheon</td>
<td>$40,000</td>
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</table>

**WEDNESDAY BREAK**
Refresh Their Awareness – This event has new, expanded promotional possibilities for making an impact on attendees. As an event sponsor, you’ll start making an impact on attendees in print and online long before they begin enjoying your delicious snacks. We’ve also added extensive signage, video displays of your logo and message, and elegant printed flyers highlighting the break (and distributed to every attendee). It all adds up to greatly heightened awareness for your brand.

**Cost**

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Wednesday PM Break</td>
<td>$7,500</td>
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**EXHIBIT HALL COCKTAIL RECEPTION**
Host This Convivial Gathering – You’ll be remembered as the host of this always appreciated get-together. After a day of sessions, attendees are in a festive and receptive mood. The two evening receptions are memorable high points of the Summit, providing you the sponsor with multiple opportunities before, during, and after the conference to communicate, to shape events, and to stay at the center of the action. Prominent and extensive signage assures your brand gets imprinted on all.

**Cost**

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Exhibit Hall Cocktail Reception</td>
<td>$36,000</td>
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</table>

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FUNCTION SPONSORSHIPS
Third Day Sponsorships – Thursday, May 4

CONTINENTAL BREAKFAST
Serve Up A Customized Spread – As an event sponsor you will be a major beneficiary of our pre-show promotional activities leading up to this event – in print, online, in our Summit videos, and in material distributed at the event in the attendee tote bags as well as on the preceding day. This sponsorship also includes a sponsorship of a Thursday morning session. Includes continental breakfast and beverages the morning of the 3rd day of the conference.

• 2 complimentary registrations
• Recognition of sponsorship and prominent placement of company logo on all mailings and emails
• Signage promoting sponsorship at breakfast and around conference area
• Company logo and direct banner link on our website

Cost
Continental Breakfast $5,500

THURSDAY BREAKFAST AND LUNCH COMBINATION
A Non-Stop Lasting Impression – Keep your brand visible all day. Combine sponsoring breakfast with lunch and save $1,000 for sponsoring both events.

Cost
Thursday Combo $13,500

WORKING LUNCH
Here’s an exceptional opportunity to have a powerful impact as a sponsor of an exciting general session and working lunch. Attendees will dine on box lunches and as a sponsor you will have extensive signage, the opportunity to project slides with your branding as welcome messages, as well as being introduced as the sponsor of the luncheon.

• 3 complimentary full registrations
• Recognition of sponsorship and prominent placement of company logo on all mailings and emails
• Signage promoting sponsorship at luncheon and around conference area
• Company logo and direct banner link on our website
• Customized branding opportunities available

Cost
Working Lunch $9,500

"Just wanted to say thank you for hosting another great Broadband Summit. You did a fantastic job!"

– Gail Corder
National Ancillary Services Manager
Fairfield Residential

www.bbcmag.com | 877.588.1649
ENHANCED PROMOTIONS

The Broadband Communities Summit offers a wide variety of promotional opportunities for show sponsors and exhibitors designed to maximize exposure and heighten awareness of their company at the event.

ULTRA-CUSTOMIZED PROGRAM GUIDE
Promote your brand in a personalized publication. Our magazine quality Program Guide comes with a cover wrap on heavy, elegant paper stock just for your use.

Cost
Program Guide $12,000

MOBILE APP
Be the social media platform of the conference. Promote your brand in personalized ads on the mobile app. You’ll be the source of how attendees communicate with each other and stay informed on what’s happening at the conference.

Cost
Mobile App $9,500

FOYER DISPLAY BOARDS/SPONSOR BRANDED
Make a big impression on all attendees every day throughout the conference. Sponsor up to 7 tall display boards that will line up in a heavily trafficked area of the conference. Your branding and your message.

Cost
Foyer Display $12,000

STYLISH ATTENDEE TOTE BAGS
Make your brand omnipresent. Outfit every attendee with a new high-quality bag. Sponsor may place press kits or other printed matter in bags. Cost of bags included in price. These beautiful bags are keepers.

Cost
Tote Bags $10,500

INDISPENSABLE REGISTRATION PENS
The write choice. Attendees will see your name all during the event and long after, every time they use these handsome, gleaming pens. 1,000 pens, supplied by Sponsor, placed at the registration desk and handed to all attendees. Leave an indelible impression.

Cost
Registration Pens $2,500

AD INSERTS
10 available – Take the fast track to high exposure. Get a 4-color, full-page ad in our magnificent Program Guide simply by placing your order when you sign up as a sponsor or exhibitor. What could be simpler!

Cost
Ad Insert $1,200

“I’m so excited to be attending the Broadband Communities Summit 2022. I’m gaining insight on the transformational broadband build being built in the coming months.”

– Steve Williams, Mayor, Huntington, W.Va.
ENHANCED PROMOTIONS

The Broadband Communities Summit offers a wide variety of promotional opportunities for show sponsors and exhibitors designed to maximize exposure and heighten awareness of their company at the event.

COLORFUL BADGE HOLDERS/LANYARDS
Be front and center. Attendees see your branding from point of registration, through the entire event, as participants wear your logo-imprinted badge holder.

<table>
<thead>
<tr>
<th>Cost</th>
<th>$10,500</th>
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<tbody>
<tr>
<td>Badge Holders</td>
<td></td>
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LUGGAGE HANDLE WRAP/IDENTIFIER
Your brand a prime visual. These polycanvas handle wrap/identifiers are always in high demand at events. The secure Velcro wrap withstands the bumpiest of flights, and is a quick glance identifier for attendees. Used during and well after the event.

<table>
<thead>
<tr>
<th>Cost</th>
<th>$4,500</th>
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<tbody>
<tr>
<td>Luggage Wrap</td>
<td></td>
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SPORTS WATER BOTTLE
Personalize with your brand. Everyone appreciates getting water bottles. This BPA-free bottle will go over well with each attendee and will be used well after the event. A highly demanded amenity.

<table>
<thead>
<tr>
<th>Cost</th>
<th>$5,500</th>
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<tbody>
<tr>
<td>Water Bottles</td>
<td></td>
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</table>
EXHIBITING

Exhibitor Pricing, Terms and Conditions
Review the floor plan and select your 1st, 2nd and 3rd option booth spaces. Any questions, or to receive the contract, please contact Irene Prescott at irene@bbcmag.com, or call 505-867-3299.

Exhibit Fees, Terms and Conditions
The booth rental fee is:
- $4,500 per 10’x10’ standard booth
- $6,000 per 10’x10’ premium booth
- $2,000 per tabletop
- Other non-standard booths are tied to Title Sponsorships

A 50% non-refundable deposit of the total amount is due upon application. The remaining 50% is due January 15, 2023. Payment in full is required for all applications filed after January 15, 2023.

EXHIBITOR FLOOR PLAN

- Reserved for Gold or Major Sponsor
- SOLD
- Reserved for Silver Sponsor
- SOLD
- Open to any vendor as Premium Space
- SOLD
- Available Booth
- SOLD
- Tabletops
- SOLD

Food and Refreshments

Marketplace Presentation

Main Entrances
THE LEADING EVENT FOR BUILDING THE CONNECTED FUTURE

MAY 1–4
The Woodlands Waterway Marriott Hotel & Convention Center
The Woodlands, Texas

SPONSORSHIP PROSPECTUS
June 2023