

Welcome to

# Cable Next-Gen Technologies & Strategies

# Tabletop Guidelines

- WHAT IS INCLUDED?
- WHAT CAN I BRING?
- IS THIS THE SAME AS AN EXPO?

YOUR QUESTIONS ANSWERED WITH PHOTO  
EXAMPLES

# What Does the Tabletop Include?

- One 6' long x 2' wide table – table is mandatory, you can not opt for just the 6' x 2' space (sorry!)
- Hotel will provide table skirt
- Approximately 2' space off to the side of your booth for a free-standing banner or poster
- Easel stand available upon request
- Power outlet available upon request
- AV rental available upon request

# Additional Suggestions

- Company pamphlets, CDs, USBs to share with attendees
- Custom table skirt
- Giveaways! Everyone loves swag. Low budgets? Bring leftovers from previous events to share with your key prospects
- Equipment, boxes, components – this MUST fit ON your tabletop
- Laptop with demonstration, videos, or slides • An I-banner (pop-up banner) or poster to stand on an easel (approx 30" x 42") or tri-fold that stands on top of the table – remember to request the easel ahead of time

The following slides have examples of what is and is NOT permitted

## APPROVED – Tabletop Tri-Fold



## APPROVED – Table Skirt, Giveaways & Pamphlets



## APPROVED – Table Skirt, Poster on Easel & Pamphlets



## APPROVED – Table Skirt, Poster & Pamphlets





## APPROVED – Tri-Fold on Top of Table, Company Equipment



# NOT APPROVED – Pop-Up Booths



# NOT APPROVED – Not Using Tabletop

