



## Exhibitor Frequently Asked Questions

### What is 4Front?

4Front is a conference that brings together cable ecosystem leaders to collaborate on the future of broadband and connectivity, while allowing representatives from many industries to connect and discuss their connectivity needs for the future.

4Front event is held June 15-16, 2021 at the Gaylord Rockies Resort & Convention Center in Aurora, CO.

### Who will attend 4Front?

4Front is home to all things technology and connectivity. The event will include cable operators, vendors, startups and the general public.

CableLabs members that attend are cable operators from the list of the following companies:

<http://www.cablelabs.com/about-cablelabs/member-companies/>

### What is Innovation Hub?

Innovation Hub is the space where collaboration happens! Since 4Front is based on future technologies and applications around a broader audience, we are offering limited quantity display tables that you can use to share your companies' vision of the future.

You are encouraged to attend conference sessions, make connections and invite attendees to your display table to see your demo.

**Commitment deadline is March 13, 2021 - first come, first served. Limited number of tables available.**

### What is included with the exhibitor package?

#### 6-foot Display Table - \$11,995

Limited spaces available and first-come-first serve. Includes the following:

- 6-foot x 30" table,
- 10 amps power
- Shared event Wi-Fi
- Three (3) employee conference passes to 4Front event starting on June 15, from 5:00p-7:00p and June 16, 8:00a-7:00p. This includes attendance to all sessions, meals and networking opportunities.

## **What type of demo can I display?**

Exhibitors should display demos that share your companies' vision of the future. These are not meant to include current product and services offerings but what your company plans to do in the future.

Demonstrations must be within the confines of the contracted space.

- 6-foot table – all demo equipment must be placed on table.
  - No equipment racks are allowed.
  - Monitors – can be brought in or rented from PSAV (the Gaylord AV supplier) and be placed on rented floor stands behind table or on display table.
- Exhibitors may bring one (1) self-contained pull up banner not to exceed 2 feet wide to be placed next to display table.

## **Will you provide a sign for my table?**

CableLabs will **not** provide a sign for your table. Exhibitors can bring the following:

- A logo table cover appropriate to fit 6-foot x 30" table.
- One (1) self-contained pull up banner not to exceed 2 feet wide to be placed next to display table.

## **Can I share a display table with another company?**

Each table is an individual exhibitor commitment and is intended for the display of that exhibitor's demonstration.

## **Are there specific exhibit hours in Innovation Hub?**

Innovation Hub area is located where meals will be served and no sessions will overlap. You are encouraged to attend conference sessions, make connections and invite attendees to your display table to see your vision of the future. Exhibit hours are as follows:

June 15: 5:00p-7:00p MDT - Reception

June 16: 12:00a-1:30p MDT – Lunch

June 16: 4:30p-7:00p MDT - Reception

## **When is demo move-in and move-out?**

- Move In will be from 10:00a-3:00p on 6/15 – demos ready by 5:00p
- Move Out will be 7:00-9:00p on 6/16

## **How much power is included with my display table?**

With each display table, 10 amps of power are provided per table.

### **Can I have equipment rack or items beside my display table?**

All demo equipment must be placed on 6' foot x 30" demo tables. Equipment racks are not allowed. No equipment can be set up or stored under the table.

### **Is internet access included with my display table?**

Exhibitors share access to 4Front conference Wi-Fi Network.

### **What is the speed of the shared Wi-Fi network?**

The conference Wi-Fi is a 1 gig shared network. This is a shared network and bandwidth speed cannot be guaranteed for any exhibitor.

### **Can I purchase more bandwidth?**

Additional bandwidth is not available for purchase.

### **How do exhibitors rent AV equipment like monitors and laptops?**

All AV rental and payment will be through PSAV (Gaylord AV supplier). Forms will be available in April.

[Click here for deadlines and forms](#)

### **Are we allowed to bring our own monitor for our demo or do we have to rent through the event?**

You can bring your own monitor. If you are shipping the monitor, please use the Gaylord shipping instructions and form. Form will be available in April, 2021.

[Click here for deadlines and forms](#)

### **Can we bring logo giveaway items and collateral?**

Logo items must be distributed at your table only and shipping and storage of these items are exhibitor's responsibility.

[Click here for deadlines and forms](#)

## **How can we set up meetings with attendees?**

All attendees will have a chance to set up meetings with other conference attendees through our 4Front event app. More details will be given to all exhibitors closer to the conference.

## **Do exhibitors receive a list of attendees for 4Front?**

CableLabs does not offer a list of attendees. Exhibitor display table staff are able to connect with attendees via the mobile conference app.

4Front app details will be sent to all attendees closer to the event.

## **Where do I find the 4Front conference agenda?**

[CHECK BACK OFTEN FOR UPDATES](#)

## **How do I register for the display table?**

Registration Deadline is March 13.

Only one contact person from the sponsor company needs to register. This contact will complete registration, select sponsorship level and payment option. After registration the contact will be given access to the Sponsor Portal where payments can be processed, company logos and demo description added, and staff registrations can be uploaded.

1. Visit: <http://iplanprime.eventready.com/events/4FrontExhibitor2021/exhibitors>
2. Click "Start Exhibitor Registration"
3. Fill out all required fields including acceptance of [Exhibitor Terms and Conditions](#).
4. Select a sponsorship level.
5. Select a payment option. All payments due by March 31, 2021.

Main contact will receive a confirmation with instructions on how to access exhibitor portal after initial registration.

## **What is included in a conference pass?**

A conference pass includes attendance to all conference sessions on June 15, from 5:00p-7:00p and June 16, 8:00a-7:00p MDT.

It also includes meals (reception on 6/15 and 6/16, breakfast 6/16 and lunch 6/16) and access to the conference app.

## **How do we add or change our employee conference attendees?**

Exhibitor Company's main contact should use their login that they created in the second step of the registration process. See instructions at end of this document. Deadline for these changes is April 30.

## **What are the rules for conference passes?**

- Only employees of the exhibitor company are allowed to use these passes.
- Badge sharing is specifically prohibited and could result in forfeiture of the shared badge.
- Attendees must show a photo ID and proof of company affiliation (i.e. Business Card) to collect their badge at the onsite CableLabs registration desk at Gaylord of the Rockies.
- Attendees must pick up their own badge individually.

## **Can I purchase additional conference passes besides what is included with my display table?**

You have the option to purchase an individual conference pass which includes access to all sessions, meals and networking opportunities: \$995/ea.

Register for general admission: <http://iplanprime.eventready.com/events/4Front21General>

## **How do I book housing?**

[Click here for housing and transportation information](#)

## **When is payment for the display table due?**

Payment of \$11,995 is due by March 31, 2021.

## **What is the policy if my company needs to cancel the display table?**

Cancellations after March 31, fees cannot be refunded or reused. Abide by CableLabs Cancellation Policy as follows:

- CableLabs must receive the cancellation notice in writing to [events@cablelabs.com](mailto:events@cablelabs.com)
- Upon CableLabs receipt of the notification of cancellation, CableLabs has the right to resell the space vacated.

### **What is the policy if CableLabs cancels the event?**

Should circumstances arise that results in CableLabs cancelling the event, CableLabs will process registration refunds or move the funds to a future commitment. CableLabs will not be responsible for reimbursement of any participant's expenses related to the cancellation of the event.

### **What are the Exhibitor Terms and Conditions?**

Your purchase of an Innovation Hub demonstration table at 4Front includes your agreement to the terms and conditions on the following document:

[Click here for Innovation Hub Exhibitor Terms and Conditions](#)

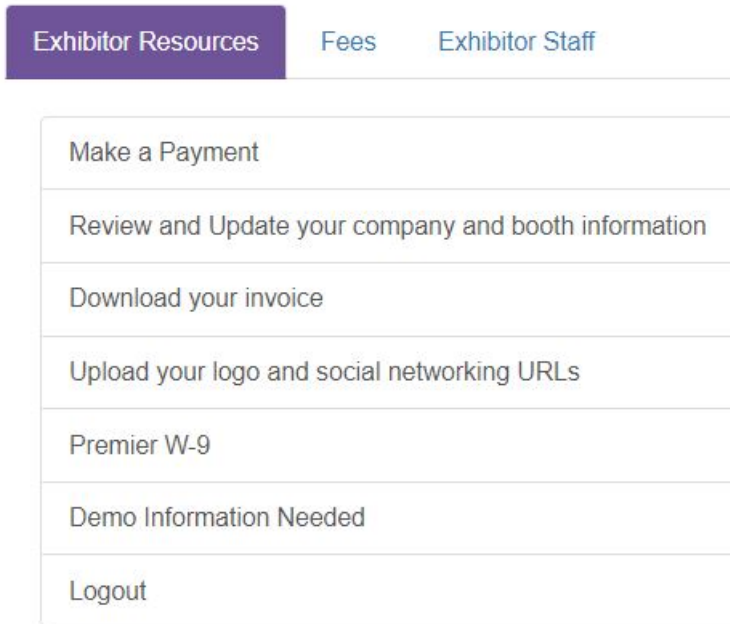
**Instructions to change registration – see next page**

Any questions – Renae Cox [r.cox@cablelabs.com](mailto:r.cox@cablelabs.com)

## Instructions to change registration information:

Exhibitor Company's main contact should use their login to make changes to registration as follows:

1. Visit: <http://iplanprime.eventready.com/events/4FrontExhibitor2021/exhibitors>
2. Under Step 2, put in Main contact user id (email) and password (will receive login information after initial registration)
3. Choose tab "Exhibitor Resources"



4. Choose option:
  - a. **Make a Payment** – pay invoice by credit card – **Due 3/31/21**
  - b. **Review and Update your company info** – change address or main contact
  - c. **Download your invoice** – print invoice - wire payment, check and ACH information listed second page of invoice
  - d. **Upload your company logo** EPS or PNG are preferred files – **Due 3/31/21**
  - e. **Demo Information Needed** – add or change the following
    - i. Demo description – **Due 3/31/21**
    - ii. List of Competitors do not want to be placed by – **Due 3/31/21**
5. **To add and change Employee Conference Attendees - Due 4/30/21**

- a. Choose tab "Exhibitor Staff" Tab



- b. Enter in each employee staff name, title and email and click "save" at the bottom.
- c. Continue adding badges based on the allocated number of badges listed.