



**SATELLITE BROADCASTING AND
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FOR IMMEDIATE RELEASE



SBCA Announces SkyFORUM®:

A new online event that brings together the industry without the travel and expenses of a traditional trade show

Washington, D.C., September 16, 2009 -- The Satellite Broadcasting & Communications Association (SBCA) is proud to announce SkyFORUM, a virtual event that delivers the product demos, sessions, training and networking found at traditional trade shows but without the expenses and hassles of leaving town and customers. Only a computer and a broadband connection are needed to learn, purchase products, and network with peers. Best of all there is no registration fee to attend and the cost to exhibit is much lower than an old-style trade show. Learn more, access the free registration form, and get updates at www.skyforumsbca.com.

SkyFORUM will be held online November 18, 2009 from 11:00 AM to 7:00 PM (ET) and will be available for on-demand viewing until December 18.

“SkyFORUM is a unique opportunity for the satellite industry to build an online community of like-minded colleagues,” says Joe Widoff the Executive Director of SBCA. “SkyFORUM brings together satellite professionals to explore the challenges and opportunities facing the industry but without the financial and scheduling issues that come with exhibiting and attending a tradeshow held in a convention center.”

Attendees and exhibitors at SkyFORUM can participate in sessions – or webcasts in the virtual world – to learn about new products, revenue streams, business channels, training and skills. Sessions will discuss new business opportunities, the future of satellite, MDU/SMATV, improving customer relations, broadband technologies and much more.

SBCA's [SkyFORUM](#) gives exhibitors a unique and inexpensive platform to reach potential customers. Confirmed exhibitors include DIRECTV, Applied Instruments, CEDIA, DSI, Installs Inc, Pace International, PPC and others. Industry suppliers can demonstrate products, introduce new technology, distribute literature, and network with decision makers - all without the expenses of shipping, drayage, hotels, and travel. Since it is online, SkyFORUM brings together more decision makers who might not attend a traditional trade show.

The Satellite Broadcasting and Communications Association is the national trade organization representing all segments of the consumer satellite industry. It is committed to creating value added programs to improve the long term growth and sustainability of our member companies while continuing the industry's leadership in protecting the rights of consumers and technician to access the best in satellite delivered services. Additional information can be found at www.sbca.org.

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