



A New Event for the Satellite Communications Industry
Wednesday, November 18, 2009
11 am to 7 pm (EST)
www.skyforumsbca.com

SkyFORUM Virtual Tradeshow Attendee FAQ's

What is a virtual tradeshow?

- A virtual trade show is an online event that uses your computer and broadband connection to explore exhibits, participate in sessions and network with peers.
- SkyFORUM® (a virtual trade show), gives you all of the benefits of a physical trade show but without the hassles and expenses of travel.

What do I need to attend SkyFORUM?

- You will need a broadband connection, a computer, any Internet browser (such as Internet Explorer), a sound card so you can hear the presentations and Adobe Flash Player (which easily can be downloaded for free from the Adobe web site or it will also be available on the SkyFORUM site).
- You can also connect your computer to a projector in a conference room and have your staff participate in SkyFORUM.

What are the date and hours of SkyFORUM?

- SkyFORUM takes place on Wednesday, November 18 from 11:00 AM to 7:00 PM (ET).
- You can enter and leave the SkyFORUM website when you want and as often as you want.

What does it cost to attend?

- There is no registration fee for SkyFORUM.
- Since this is a virtual event you also have no travel costs.

How do I register for SkyFORUM?

- Just visit www.skyforumsbca.com and complete the registration form.
- You will automatically receive email reminders before the virtual tradeshow begins.

Can my coworkers and contractors attend?

- Definitely. We encourage you to invite your entire team so that they also gain insight into how to improve your business including new revenue opportunities.

Are there educational sessions at SkyFORUM?

- Yes. Sessions – or webcasts in the virtual world - will be held throughout the day and they will be available for on-demand viewing until December 18th.
- Hear from keynote speakers and industry experts to learn about new products, revenue streams, business channels, techniques and skills.

What topics will be discussed in the sessions?

- Session topics include new business opportunities, future of satellite, WiMAX, improving customer relations, and maximizing your training dollars.
- Also, there will be product and technology training.

Will there be handouts in the sessions?

Yes. Many of the sessions will have handouts that you can easily download and print at your convenience.

What type of exhibitors will be at the event?

- Manufacturers, distributors, business services, platform providers including DIRECTV, WildBlue and Clearwire.

Will I be able to see equipment demonstrations?

- Yes. You will be able to view demonstrations of exhibitors' equipment and services.

Will I be able to speak with vendors?

- Yes all of the booths will have the ability to chat with you during the event.

Can I talk with other attendees?

- Yes. There is a networking lounge where you can chat, ask questions, and exchange virtual business cards with your peers from around the country.

What is the SBCA?

The Satellite Broadcasting and Communications Association of America (SBCA) is the national trade organization representing all segments of the consumer satellite industry including video and data satellite providers, distributors, manufacturers, retailers, installers and individual satellite professionals. Learn more at www.sbca.org.