



A New Event for the Satellite Communications Industry

Wednesday, November 18, 2009

11 am to 7 pm (EST)

www.skyforumsbca.com

SkyFORUM Virtual Tradeshow Exhibitors FAQ's

What is a virtual tradeshow?

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

What other industry's have conducted virtual trade shows

- The vendor selected by SBCA (UNISFAIR) has conducted over 700 shows since 2004
- Many high tech industries are using this format as a way to reach a wider audience in a cost effective manner.

What is the benefit of a virtual show over a brick and mortar show?

- Low cost to display
- No cost to attend
- Organizations can have large number of employees attend to gain first hand product and session information
- All information on attendees and booth visits is captured and provided to exhibitors for timely follow up

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).

What is the date the event will be held?

- SkyFORUM will be held on November 18, 2009
- Add SkyFORUM to your Outlook calendar

What are the hours of the event?

- SkyFORUM takes place between 11am and 7pm EST

Why should my company exhibit at SkyFORUM?

- SkyFORUM offers you a unique and inexpensive platform to reach potential customers.
- The online brings together more decision makers who might not attend a traditional trade show.
- SkyFORUM is free to all attendees!
- SkyFORUM appeals to new industry segments that would not take the time to travel to a physical event. New industry segments equal new customers!
- It will reach a worldwide audience.
- SkyFORUM will be available on demand for 30 days after the show ends. This will mean more people can attend and more leads for you.
- Save money and time! No shipping costs, no travel costs, no printed materials!
- Lower exhibit costs than a physical event.
- Customize your booth as much or as little as you want.
- Hand out and collect business cards.
- Distribute brochures and sales collateral.
- Host training or product seminars via webcasts.
- Interact with customers via secure chat areas at your booth.
- Conduct giveaways or other promotional activities during the show.
- Multi-lingual translations available (at an additional expense to exhibitors).
- Receive extensive reports on everyone who attends the show and comes to your booth. No more anonymous visitors.
- There will be separate exhibit halls for both DISH and DIRECTV.
- All SkyFORUM exhibitors and sponsors will receive a list of all registrants
- Exhibitors and Sponsors will receive full contact information for all attendees that visit their booth.
- Distributors who exclusively sell to a single platform will have their booth located in their affiliated hall. Those who register through an exclusive distributor will be directed to the exhibit hall of the distributor's affiliation.
- SBICA will create a registration link for each distributor which will enable students to register directly through them. This will in turn enable the distributor to track which of their retailers have registered.
- **SkyFORUM is free to all attendees!**

How much does it cost to exhibit?

- Exhibit space starts at \$1,000 and is being sold now along with sponsorships.
- Please contact **Steve Hill** today at shill@sbca.org or 703-963-0350 before the best exhibit space and sponsorship opportunities are gone.

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.

Will my staff be able to network directly with attendees?

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

Do booths have to be staffed?

- While we encourage you to staff your booths to facilitate live chat it is not a requirement

Will we be able to identify attendees when they are chatting with us in our booth?

- Yes, you will be able to see the name, title and company of who you are speaking with.

Won't all the exhibits look the same?

- All exhibitors will be able to customize their booths

What type of exhibitors will be at the event?

- Manufacturers, distributors, business services, platform providers, etc
- Current exhibitor commitments include – DIRECTV, Dish Network, Clearwire, PPC, Pace International, Installs, Inc., DSI, OnForce, Benefit Alternative, Superfleet, Case-SRS, and PDI-Sat.

Will I be able to get a list of attendees from the event? And what type of contact information will be provided?

- Exhibitors will receive a report on all attendees who have visited their booth or attended an event that they sponsored.
- Attendees name, address, title, company type of business, contact number and e-mail address will be provided

Can we offer show specials?

- We encourage exhibitors to offer show specials.

What type of marketing is being planned?

- The SBCA will be promoting the event through a variety of print, online and email channels including SBCA, platform provider and member lists plus SkyREPORT.

Will people be able to visit the show floor after 11/18/09?

- SkyFORUM will be available on demand for at least 30 days after the show ends.
- Attendees will be able to access the entire show with the exception of live chat. They will still be able to send e-mails to you. In addition all their information will continue to be captured and provided to you.

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.
- If you have a suggestion for a conference session let us know!

Who will be speaking at the event?

- While the final event speakers have not been finalized there will be senior executives from the satellite, entertainment, financial and regulatory industry's speaking on a number of topics.

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 are the benefits of sponsoring a presentation?

- Sponsors will receive extra recognition at the event and throughout the marketing campaign. At the end of the presentation all attendees can be automatically directed back to your booth.
- Sponsors will receive a list of all attendees who attended their sponsored event.

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.

Who is Unisfair?

Unisfair is a leading provider of virtual events. SkyFORUM will take place on the Unisfair virtual trade show platform.

How do I learn more about SkyFORUM?

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