

Gateway to the Future

SEPTEMBER
12-13

★ ★ ★ ★ ★

Hilton at the Ballpark
Budweiser Brew House at Ballpark Village
St. Louis, Missouri

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ATTENDEE BROCHURE



2016 MACS SHOW

KNOCK IT OUT OF THE PARK WITH MACS!

For years the Mid-America Cable Show has been an essential event for networking and relationship building among cable operators and partners in the Midwest, and this year will be no different. The Mid-America Cable Show (MACS) takes place September 12-13 in St. Louis, MO. The MACS kicks off with a festive evening on Monday, September 12 at the Ballpark Village, adjacent to Busch Stadium, where the St. Louis Cardinals will be hosting a 7:15 p.m. game against the Chicago Cubs.

On Tuesday, September 13, educational sessions will take place at the Hilton, followed by table top exhibits. Later in the evening expect a Silent Auction and Awards Dinner, during which the 2016 Pathfinders will be inducted, Weary Scholarships will be awarded, and the winners of the Customer Service Excellence and MIDI Awards will be announced. There will be many opportunities throughout both days to network with key decision makers and industry influencers, so join us in St. Louis!



OPENING NIGHT
EVENT:
Cubs v.
Cardinals!

Play Ball!

Registration now open!

REGISTRATION CLOSSES SEPTEMBER 6, 2016

HILTON ST. LOUIS AT THE BALLPARK

1 South Broadway
St. Louis, MO 63102
TEL: +1-314-421-1776
FAX: +1-402-998-4242

ROOM DETAILS: The MACS Show room rate is \$149.00/night and must be reserved by August 15, 2016. Follow this link http://www.hilton.com/en/hi/groups/personalized/S/STLBVHF-MAC-20160909/index.jhtml?WT.mc_id=POG to reserve your room.

Over flow hotel information : <http://bit.ly/2bJCSRm>

TRANSPORTATION: Call the Hilton St. Louis for more information at +1-314-421-1776.

Opening Night Event

BUDWEISER BREW HOUSE

601 Clark Ave Unit #101

Attendee Information

Join us for our Opening Night event on Monday night! The event includes drinks, food, and access to the Brew House and an exclusive view of the Cubs v. Cardinals from a Brew House balcony into Busch Stadium.

The Budweiser Brew House is a three-level, 26,000-square-foot venue that offers an unparalleled beer and dining experience for baseball fans and visitors in St. Louis. The destination includes an outdoor beer garden, an interior inspired by Anheuser-Busch and Budweiser's rich heritage and commitment to quality, and a rooftop deck that puts St. Louis Cardinals fans within reach of baseball heaven.

The Budweiser Brew House offers 239 beer taps, from Budweiser—proudly brewed in St. Louis since 1876—to new and exciting beers you've yet to try. A unique, self-serve 21-foot tap wall featuring a variety of brews allows guests to pour and explore new beers or old favorites. With the help of an in-house beer ambassador, adults 21 and older can visit our tap wall, and watch as their chosen tap dispenses a perfectly chilled beer.



2016 MACS SHOW



CONFERENCE AGENDA

MONDAY SEPTEMBER 12, 2016

2:00 - 7:00 p.m. Registration, *Hilton St. Louis at the Ballpark*

5:30 p.m. Opening Night Event, *Budweiser Brew House at Ballpark Village*

TUESDAY SEPTEMBER 13, 2016

7:00 a.m. Registration, *Grand Suites Foyer*

8:00 a.m. Opening Remarks: Larry Foland and Andy Davis, Mid-America Co-Chairs

8:15 a.m. Keynote Address, *Salons D-G*
LAURA MARTIN, Senior Analyst, *Needham and Company*

9:05 a.m. Executive Insights; State of the Industry
Salons D-G

Moderator: Laura Martin, Senior Analyst, Needham and Company
Confirmed Panelists: Rich Fickle, President, NCTC, Matt Polka, President, ACA, Robert Stoddard, SVP, Communications and Public Affairs, NCTA

Industry executives from key associations will discuss opportunities and challenges they see ahead for the cable industry, including how consolidation may impact business. They will share best practices and insights on how to navigate the current demands and what should be considered in their near future.

10:05 a.m. Video is NOT Dead

Moderator: Robert Shema, Executive Vice President, Member Services & Finance and Chief of Staff, ACA

Panelists: Eric L. Claytor, SVP, Affiliate Distribution and Marketing, Entertainment Studios, Inc. Bruce Levinson, Vice President, Content Distribution, The Blaze
Melanie McMullen, Partner, Cinnamon Muller

Jaime Montes, Manager III, Content Acquisition and Digital TV Services, Consolidated Communications Cheryl Summers, Principal and Partner, Leverage Consulting

Subscribers are getting their video appetite met through a variety of online options, making the traditional model of channel tiers and bundling less attractive to consumers. Programmers and cable operators have had to evolve to meet consumer expectations on price and convenience. This Panel of industry executives and independent programmers discusses market impact and best practices when navigating the new world of video distribution.

11:30 a.m. Luncheon with Guest Speaker, Bob Kendrick, President, Negro League Baseball Museum
Arch View Ballroom

1:05 p.m. Future Trends and Technologies of the Industry *Salons D-G*

Moderator: Dale Fox, Endeavor Advisors, LLC

Confirmed Panelist: Sanday Howe, ARRIS, Garry Bowman, Suddenlink, Stewart Schley, Stewart Schley Content, LLC, Rich Schultz, Charter Communications, Phil Spencer, Rural Broadband Investments

A discussion among industry thought leaders about the trends, opportunities, and risks facing the industry in the coming years. Topics will include Over the Top video and skinny bundles, industry consolidation, Gigabit bandwidth, wireless technologies, in-home equipment, uses of social media, the Internet of Things, and other topics.

2:00 p.m. Cable Tec Games Begin
Gateway 4 & 5

2:05 p.m. The Three M's: Mobile, Millennial, and Multi-Cultural: Can't Have One Without the Other

Moderators: Howard Horowitz, and Adriana Waterston, Horowitz Research

Confirmed Panelist: Kathy Hoetle, Mediacom
Salons D-G

3:00 p.m. Round Robin Panel, *Salons D-G*

ATTENDEE REGISTRATION FORM
2016 Mid-America Cable Show
Hilton at the Ballpark - St. Louis, MO • September 12-13, 2016

Name (as you want it to appear on the badge) _____
 Title _____
 Company Name _____
 Address _____
 City/State/Zip _____
 Telephone _____ Fax _____
 Company Web Page _____
 Contact Email Address _____

REGISTRATION AND MEMBERSHIP OPTIONS

TYPE	COST	QUANTITY	AMOUNT
Cable Operator Full Registration <i>(Includes access to opening night, sessions, lunch & awards dinner)</i>	\$300.00	_____	\$_____.00
Additional Cable Operator Full Registration <i>(Includes access to opening night, sessions, lunch & awards dinner)</i>	\$225.00	_____	\$_____.00
Exhibitor Registration <i>(Includes access to opening night, sessions, lunch & awards dinner)</i>	\$375.00	_____	\$_____.00
Additional Exhibitor Registration <i>(Includes access to opening night, sessions, lunch & awards dinner)</i>	\$225.00	_____	\$_____.00
*Associate Membership Dues <i>(First Company Member)</i>	\$250.00	_____	\$_____.00
Associate Membership Dues <i>(Additional Company Member)</i>	\$50.00	_____	\$_____.00
Additional Awards Dinner Ticket <i>(Additional Ticket)</i>	\$100.00	_____	\$_____.00
Additional Luncheon Ticket <i>(Additional Ticket)</i>	\$40.00	_____	\$_____.00
Brew House Opening Night Event <i>(opening night only)</i>	\$50.00	_____	\$_____.00

**Vendors must pay the MACTA Membership Dues to attend the show.*

TOTAL \$_____.00

Payment Method	
<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Check <i>(Payable to MACTA)</i>	
Name as it appears on credit card _____	
Account # _____	Exp. Date: ____/____
Signature _____	

When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day we receive your payment, and you will not receive your check back from your financial institution.

2 WAYS TO REGISTER:

FAX: Complete form and fax both sides to 402.761.2224

MAIL: Complete the form and mail with payment to:

2016 Mid-America Cable Show, 521 First Street, PO Box 10, Milford, NE 68405