

2022 EDITORIAL CALENDAR

	IN-DEPTH	DESIGN/INSTALLATION	TECHNOLOGY	DATA CENTERS	SHOW DISTRIBUTION	AD CLOSE	AD MATERIALS DUE
JANUARY/FEBRUARY	PoE Applications	Passive Optical LAN	AV-over-IP/SDVoE	High-Density Fiber-Optic Connectors	BICSI Winter Jan 30 - Feb 3	12/17/2021	12/28/2021
MARCH/APRIL	Outside Plant	5G	Office Acoustics	Power Supply and Power Distribution		3/9/2022	3/17/2022
MAY/JUNE	Industrial Networks	Fiber: Reuse or Replace?	Fiber Cassettes	Fusion Splicing	Lightfair June June 21-23	5/12/2022	5/20/2022
JULY/AUGUST	AV Systems	Grounding & Bonding	WiFi	Automated Physical Layer Management	ISE Expo Aug 23-25 Lightspec West Sep 21-22 SCTE Sep 20-22 BICSI Fall Sep 25-29	7/13/2022	7/21/2022
SEPTEMBER/OCTOBER	Smart Building Systems	Fiber Testing	Finance/Trading End-Users	Ribbon Fiber		9/7/2022	9/15/2022
NOVEMBER/DECEMBER	Standards Update	Fiber in the Horizontal	PoE Lighting	Labeling and Administration		11/7/2022	11/15/2022

SPONSORED WEBINARS

EDITORIAL SHARED WEBINARS	
JANUARY	1/13 - High-Speed Data Center Networks 1/27 - Cellular and DAS in the Enterprise
FEBRUARY	2/10 - Fiber-Optic Connectivity 2/24 - Designing and Installing a Wireless LAN
MARCH	3/10 - Industrial Networks 3/24 - Edge Data Centers
APRIL	4/7 - 5G 4/21 - Standards Update
MAY	5/5 - AV Systems 5/19 - Networks in Healthcare Facilities
JUNE	6/2 - Fiber Termination Technologies 6/16 - Smart Building Infrastructure 6/20 - 6/24 JUNE DATA CENTER WEEK OF LEARNING <i>A packed-full week of engaging webinars and informative presentations dive into the data center technology market. Complete schedule will be announced soon!</i> <i>Presented by: Cabling Installation & Maintenance & Lightwave</i>
JULY	7/14 - Ultra-High-Density Fiber Systems 7/28 - PoE Applications
AUGUST	8/11 - Single-Pair Cabling 8/25 - Colocation Data Centers
SEPTEMBER	9/8 - Networking Speeds Beyond 100G 9/22 - Next-Generation WiFi Requirements
OCTOBER	10/6 - Educational Facilities and Campuses 10/20 - PoE Lighting
NOVEMBER	11/3 - Managing the Data Center Environment 11/17 - Cabling Pathways and Spaces
DECEMBER	12/5 - Cabling Plant Administration and Management 12/15 - Enterprise Wireless

SPONSORED WEBINARS

Generate High-Quality Leads

CIM's webinar sponsorships generate high-quality leads for your sales team. They are a highly effective way to align your brand with a technology-rich presentation, communicate technology advancements, build awareness of your company's technical expertise, showcase customer testimonials and explain product differentiators.

Our turnkey webinar programs include project management, production services and multi-channel promotions for generating leads.

EDITORIAL SHARED WEBINARS:

- Technology topic and date are selected by Patrick McLaughlin
- Multi-sponsor, up to four sponsoring companies
- Sponsors may present during webinar, moderated by Patrick McLaughlin
- Q&A moderated by Patrick McLaughlin

EXCLUSIVE CUSTOM WEBINARS:

- Sponsor selects the date and topic of their choice
- Patrick McLaughlin will moderate

ON-TOPIC eREPORTS

	ON-TOPIC REPORT	AD CLOSE	MATERIALS
JANUARY	REMOTE POWERING CAPABILITIES	12/10	12/22
MARCH	INFRASTRUCTURE REQUIREMENTS FOR EDUCATIONAL FACILITIES	2/4	2/18
MAY	EVOLUTION OF TEST TECHNOLOGIES	4/8	4/22
JULY	DATA CENTER NETWORKING ADVANCES	6/10	6/24
SEPTEMBER	FIBER TO THE NETWORK DEVICE	8/12	8/26
NOVEMBER	EDGE NETWORKING	10/7	10/21

ON-TOPIC eREPORTS

Align with Relevant Content and Generate Targeted Leads

On-Topic eReports are a compilation of 2-4 articles, written by technology experts and focused on one specific topic. ICT professionals trust *CIM* On-Topic eReports to help them strategize and overcome challenges. Sponsorship is limited to a maximum of four sponsors.

On-Topic eReports are posted at cablinginstall.com to generate leads not only from our audience but from online search as well. To increase exposure and maximize performance, an exclusive email is sent CIM's audience of ICT professionals.

SPONSORSHIP BENEFITS

BRAND AWARENESS

Strengthens your company image, helps define how purchase influencers perceive your company and products.

LEAD GENERATION

You receive detailed contact information (name, job function, company, email & country) from relevant professionals who download the On-Topic eReport.

THOUGHT LEADERSHIP

On-Topic eReports authenticate your position as an industry leader in the cabling industry.

As a sponsor, your company is invited to contribute an article to the On-Topic eReport. Articles must comply with editorial criteria.

SPONSORSHIP INCLUDES

- Access to all of the leads generated
- One full-page ad supplied by sponsor
- Exclusive resource page at the end of the guide that includes your company overview and links to related content and offers on your website (5 links max.)
- One exclusive e-mail promoting the guide and sponsor
- Sponsor logo on front cover of the guide