



News & Notes

Volume 1 Issue 1 February 1, 2005

Welcome to this, the first issue, of News & Notes, an information service of Satellite Expo 2005. If you wish to continue to receive this newsletter you must email us at Info@SatelliteExpo2005.com and request to remain on the mailing list. Feel free to forward *News & Notes* to your friends as well. If there are any other features you would like to see in *News & Notes* please do not hesitate to contact us at the above email address and let us know.

IT'S ALL ABOUT THE TECHNICIAN

If you haven't noticed by now, Satellite Expo 2005 was started as a show FOR the technicians and dealers. We realize all too well the technicians and dealers are the backbone of the satellite industry. As you look at our exhibit floor, you will see many companies understand as well how important you are. We ask that you support the exhibitors at Satellite Expo 2005 since they are the one's that have made this show a reality, These companies see the same vision, the need, for this type of show and have rushed to help make the show happen.

Over the next few weeks you will notice everything we do in some way benefits the dealer/technician. That's the vision we have had from the beginning and promise to uphold. We will make this a show that you will feel a sense of pride about attending since you are the guest of honor at Satellite Expo 2005

Newest Additions

DirecTV

MCR Group

Volunteer Satellite

Pro Brand
International

DSI

WildBlue

JVI

Spaun Throws A Party!

Part 1

We are delighted that Spaun has chosen to sponsor the Dealer Appreciation Party!! Party planning has been daunting, but fun. Over the next few issues of *News & Notes*, we'll share some of the details. Today, let's talk about that all important part – the food!! The food choice was obvious, after all, this IS Memphis, and no food says Memphis better than Corky's BBQ.

Corky's BBQ combines traditional Memphis-style barbecue with exclusive ingredients and preparation techniques that gives Corky's barbecue a flavor all their own. It's the way they smoke their barbecue real slow in wood pits, basting meats with their own special sauce until that sweet, dark delicious look and flavor tells your appetite to come enjoy some Corky's BBQ.

Here's what some folks you might have heard of, had to say about Corky's:

Southern Living Magazine---Voted #1 BBQ 3 straight years

V.P. Dan Quayle: "Great Ribs! They are the best."

Former Secretary of the Navy, John Lehman: "The Best BBQ ribs I have ever tasted."

Farrah Fawcett: "Corky's, thank you for the best BBQ ever, and I'm from Texas."

PGA Great Tom Kite: "Thanks for the great BBQ."

So not only will the Dealer Appreciation Party give you the taste of Memphis, but you will get a GREAT taste of Memphis.

Event Spotlight

Technician Rodeo

Sorry, you won't find any horses, bulls or clowns at this rodeo. What you will find is some of the top technicians in the country competing and showing their skills in a head to head competition against their fellow technicians in the FIRST EVER Satellite Technicians Rodeo.

After seeing the preliminary outline for the Technician Rodeo, we are impressed. The volunteers that have put this event together for Satellite Expo 2005 have totally gone above and beyond the call of duty to present a fantastic event that will keep the industry talking long after the show closes on June 25th. There is no doubt the Technician Rodeo will be one of the most popular events at Satellite Expo 2005.

Picture, if you will, a large number of technicians competing for prizes that range from a top of the line satellite meter from Multi-Com to a laptop computer. In addition to these great prizes, the Grand Champion of the event will also receive an all-expense paid trip to Satellite Expo 2006 to "defend their title."

Technicians will compete in events ranging from basic skills tests, to written tests and their troubleshooting ability. The winner of the overall competition will be announced during Spaun's Dealer Appreciation Party to be held on Saturday Night, June 25th. If you think you are the best technician in the industry....here is your chance to prove it. Keep reading *News & Notes* each issue to learn more details about the Rodeo as they are issued.

Hotel Rooms Are Filling Fast! Be sure to book yours today at either the Park Place or Holiday Inn Select. Visit the travel section of our website for additional information.

Faces At The Expo

JR Stallings



Everyone who has attended classes held by JR sings his praises as an instructor! We are fortunate to have him hosting a Structured Writing class as well as the forum "Diversify Or Die", JR is also taking part in the Diversify! Forum hosted by Chuck Hewitt.

J.R. Stallings has been in the satellite business since 1985, starting as a part-time retailer. His firm, Dominion Electronics & Satellite (DE&S) is a satellite telecommunications and home theater firm located in central VA. DE&S provides service & installation of Full-View, Mini-Dishes and off-air/HDTV antenna systems as well as most home electronics, both residential & commercial telecommunications projects. Mr. Stallings sees convergence as the future of the satellite and home entertainment industry and is working to bring local and national retailers into this area. He also believes local and small retailers should constantly be honing and developing their technical and marketing skills to keep pace with today's changing consumer electronics industry.

We are sure that attending one of J.R.'s classes will be time well spent.

Bring Your Spouse Deal Introduced

Satellite Expo 2005 is pleased to announce the "Bring Your Spouse" deal for registration savings. With this plan you and your spouse can both attend the Expo for all three big days for the low price of only \$99.95. This entitles your spouse to attend the show with you while receiving a substantial savings over 2-3 day passes. We are trying to make Satellite Expo 2005 as "family friendly" as possible and hope this deal helps. You can find more information on the Bring Your Spouse Deal on the registration page of our website: www.SatelliteExpo2005.com

Touring The Exhibit Floor

NACE

North American Cable & Equipment, Inc., located in booths 60 & 61 is one of the most recognizable names in the building.

North American Cable Equipment, Inc. (NACE) is a leader and specialist in the distribution of satellite television infrastructure products and multimedia technology systems. Their substantial inventory of products includes satellite downlink products, headend and distribution electronics, fiber optics, video and audio mounting systems, equipment racks, tools, test equipment, cable, and passives. They offer products from leading industry manufacturers including Cabletronix. Dealers and installers can purchase high performance products by the piece or completely pre-built and tested headend systems. NACE is also a DIRECTV Master System Operator serving the Multiple Dwelling Unit (MDU) market.

Satellite Expo 2005 is proud to have North American Cable Equipment, Inc. as one of our supporters and ask that you show your support for this fantastic company.