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News Release

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FOR IMMEDIATE RELEASE

Cabling Icon Announced as the ITS Industry's First Online Video Contest

DULLES, VA, NOVEMBER 3, 2011 – Truly an industry first, [Cabling Icon](#) is out to find the world's best Information Technology Systems (ITS) installer or technician. A dedicated website, www.cablingicon.com, instructs each contestant to submit their [2-minute video entry](#) through YouTube for each of the [four contest rounds](#). The success of each contestant throughout the Cabling Icon contest is dependent on the amount of online votes received from viewers worldwide and the panel of 3 judges.

The 2012 Cabling Icon prize package includes:

- Growing jackpot of at least \$5,000
- The coveted Golden Punch Down Award
- Embroidered 2012 Cabling Icon leather vest
- Bragging rights and the worldwide recognition of the 2012 Cabling Icon title

“Running the contest through social media, Cabling Icon allows participants a high level of exposure that—years ago—was only available from the participation in large-production TV reality game shows,” said Dennis Mazaris, President of [Concert Technologies](#) and creator of the Cabling Icon contest. “With the audience, contestants and [promotional partners](#) involved and interacting on so many levels, all participants will see a benefit to Cabling Icon, not just the winner of the contest.”

Cabling Icon is open to anyone 18 years or older who has the drive, skills and talent to compete against other competitors from around the world. Even if not currently working as a field installer or technician, those with an interest in the ITS industry are encouraged to participate and [rally their votes](#) through social media. Those interested in entering the 2012 Cabling Icon contest are asked to submit their application and 2-minute Round 1 video as soon as possible. Online [voting](#) and a panel of judges will determine which contestants will move on to the next round.

Visit www.cablingicon.com for contest rules and instructions on [how to enter](#) the 2012 Cabling Icon contest. Contestants and audience members can interact by liking Cabling Icon on [Facebook](#), viewing video entries on [YouTube](#) or joining the discussion with #CablingIcon on [Twitter](#).

About Cabling Icon

[Cabling Icon](#) was developed by the [Concert Technologies](#) team as the industry's first entirely interactive contest to find the world's best Information Technology Systems (ITS) Installer or Technician. The goal of the competition is to increase awareness of the ITS industry, camaraderie among installers/technicians and increase the opportunity for education and career advancement in the ITS industry.

www.cablingicon.com

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