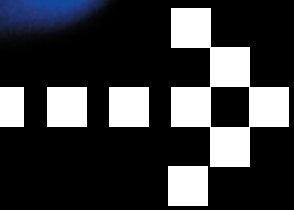


fact:

The International CES® attracts
more wireless retailers than
any other tradeshow.



buyers see wireless as the linchpin of CE sales

WIRELESS APPLICATIONS AND CONSUMER ELECTRONICS ARE INSEPARABLE. Wi-Fi, Bluetooth, IrDA, mobile computing, 2.5G and 3G are driving demand for communications, home theater, home networking, cellular and telematics.

The era of standalone devices is over.

RETAILERS AND DISTRIBUTORS, CORPORATE AND GOVERNMENT BUYERS WILL USE THE 2004 INTERNATIONAL CES to make critical business decisions about how and when to upgrade wireless products and technology. More than 250 wireless exhibitors, 25,000 attendees and 1,800 wireless-focused journalists and analysts rely on the world's largest consumer technology tradeshow to forecast, plan and purchase.



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BUYERS INCLUDE:

Accenture, American Wireless, Avnet, Bell, Best Buy, Brightpoint, Circuit City, CPD Wireless, Dow Chemical, EDS, FedEx, IBM, Ingram Micro, McKesson, Merck, Northrup Grumman, Pfizer, Radio Shack, Wal-Mart and more.

NO WIRES. NO WAITING. **nowhere but up for wireless!**

The Convergence of Wireless Devices is ranked among the 5 Technologies to Watch in 2003 by the Consumer Electronics Association.

The 2004 International CES is that junction.

directing BUSINESS YOUR WAY

The 2004 International CES steers retailers, distributors, VARs and buyers directly to you by grouping wireless technologies and products in prime locations under one roof.



- n **THE ULTIMATE WIRELESS SUPERSTORE**, new in 2003, helps your customers merchandise and sell more products—your products. This model store of the future illustrates how to help consumers understand—and demand the benefits of wireless for greater sales.
- n **WIRELESS PAVILIONS** show how Bluetooth and IrDA technologies make it easier to beam information to colleagues and connect appliances, computing and communications devices.
- n **THE NETWORKED HOME** showcases Wi-Fi technology, wireless LANs and Bluetooth applications that promise a new profit center for builders, appliance manufacturers, embedded technologies and systems integrators.
- n **HOME THEATER SYSTEMS** tap wireless technologies as the glue that connects audio, video, hardware and software for leisure and entertainment.
- n **CEA'S WIRELESS RETAIL TRAINING PROGRAM** delivers a comprehensive online training module and educates retailers on the newest wireless trends and products.

Wireless applications such as Wi-Fi and 802.11 are ubiquitous throughout the 2004 International CES. You'll find wireless applications in Mobile Electronics, Security Products, Audio/Video, Gaming—everywhere and every way technology can be enhanced.

75%

ATTENDEES, delivered to your doorstep

75 percent of attendees surveyed want to see wireless manufacturers and carriers in a central location, with displays and conference rooms at CES.

SOURCE: CES Post-Show Wireless Survey, April 2002

wireless: THE SHOW WITHIN THE SHOW

It is no coincidence that the most visible exhibitors at the International CES also are the leading brands. Wireless companies that rise above the competition use the International CES to protect market share, build brand equity and make a statement about their leadership, innovation and financial stability. A sampling:

Audiovox, CellStar, Ericsson, Kyocera, Motorola, Samsung, Sony, Sprint, T-Mobile, USA Wireless and Verizon



continued on back



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catapult your technology and brand INTO THE MARKETPLACE

Exhibitors at the International CES are more than the big, established names that dominate the industry. The International CES is the **proving ground** for all wireless technology—from startups to standards groups to market leaders—the one event with the critical mass to put wireless on the world's radar screen—and keep it there.

CONDUCT ALL OF YOUR BUSINESS in one place

Connect with carriers, buyers, distributors and boutiques. Initiate, enhance and solidify OEM relationships and B2B partnerships with established and up-and-coming wireless players.

In addition, the Consumer Electronics Association offers the **Free Wireless Certification Program**, a complete online curriculum to arm your team with industry, sales and product knowledge. It's a real-time, real-world crash course for your front-line staff.

plug into your ultimate wireless connection— THE 2004 INTERNATIONAL CES

SECURE YOUR PLACE WITHIN THE WIRELESS ARENA for the 2004 show—and sales season. Select sponsorship and promotional opportunities tailored for you, the wireless company. Speaking engagements, pavilion space, viral marketing campaigns and more.

Call the International CES Sales at (703) 907-7613 or e-mail Exhibit@CESweb.org today.



THE 2004 INTERNATIONAL CES EXHIBITOR OVERVIEW

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Tel (703) 907-7613 | Fax (703) 907-7691 | Exhibit@CESweb.org