



Investor Relations

More than 2,200 industry and financial analysts attended the 2007 International CES, and many more will return to Las Vegas in 2008 looking for the companies that are bringing innovative and exciting products to the market.

All analysts receive the same benefits as editorial media, which means access to the press room, press kits, press luncheons and press conferences, as well as free access to the CES paid conference tracks.

The pre-registered media list, posted online beginning November 1, 2007, also contains a list of all pre-registered analysts for CES.

In the months prior to CES, conduct an analyst tour to begin a face-to-face dialog with your core analysts and introduce them to your company and the products you plan on bringing to the show. Tradeshows can be very hectic environments, leaving minimal time for lengthy, one-on-one conversations. An analyst tour will allow you to begin a working relationship with key analysts.

Once on-site, it is important to provide the financial community with pertinent financial information about your company. To accomplish this, a number of exhibitors compile a separate investor relations kit in addition to a general press kit. While these kits are similar to press kits, they contain more tailored information including:

- Earnings announcements
- Annual reports
- Stock charts/history
- Company/executive background info
- FAQs
- News releases

It is important to note that while separate investor relations kits are a valuable tool, a number of companies choose to integrate financial materials into their regular press kits since analysts are welcome in the press room.