



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY CEA

# REMEMBER THIS AS THE MOMENT YOU LOOKED FORWARD.

## 2010 INTERNATIONAL CES® PRE-AUDIT ATTENDEE HIGHLIGHTS

The 2010 International CES delivered the quality attendees exhibitors expect, and we have the numbers to prove it. No other event gives your company this depth of exposure and reach, because there's no other marketing experience like CES. These numbers are subject to change. Final audited numbers will be available in May 2010.

### CES ATTENDANCE HIGHLIGHTS

Exhibits Only Attendees	78,920
Exhibitors	41,255
Conference Attendees	2,345
Press	4,877
Bloggers	585
Financial and Market Analysts	967
<b>Total</b>	<b>128,949</b>

### CES INTERNATIONAL ATTENDANCE

	Total Number	Percent of Attendees (128,949)
International Exhibits-Only Attendees	16,179	12%
International Exhibitors	6,390	5%
International Conference Attendees	609	<1%
International Press	1,171	1%
International Bloggers	90	<1%
International Financial and Market Analysts	136	<1%
<b>Total</b>	<b>24,575</b>	<b>19%</b>

### CES ATTRACTS INDUSTRY LEADERS

Job Title	Total Number	Percent of Attendance*
President/CEO/Owner	15,966	20%
CFO	978	1%
COO	833	1%
CIO/CTO	1,440	2%
CMO	346	<1%
CXO	271	<1%
Vice President	6,374	8%
Director	7,986	10%
General Manager	2,311	3%
<b>Total</b>	<b>36,505</b>	<b>45%</b>

\*Attendance = 78,920 + 2,345 = 81,265

### TOP 20 PRODUCT INTEREST AREAS

Product Category	Number of Attendees	Rank
Computer Hardware and Software	19,620	1
Wireless Communications	17,915	2
Audio	16,781	3
Other Consumer Electronics	16,646	4
Personal Electronics	15,606	5
Home Theater	15,208	6
Video	14,140	7
Mobile Applications	13,721	8
Accessories	12,799	9
WiFi	11,985	10
Audio, High-Performance	11,964	11
Online/Internet	11,557	12
Electronic Gaming	10,453	13
Automotive Electronics	9,320	14
Emerging Technology/Engineering	9,259	15
Entertainment/Content	9,198	16
Integrated Home Systems	9,140	17
Telephones	8,441	18
Voice Over IP (VoIP) Hardware and Software	7,772	19
Mobile Office	7,469	20

### CES PRESS COVERAGE

Many press analysts and bloggers traveled to the 2010 CES, including representatives from top media outlets like ABC, BBC, CBS, CNN, NBC Universal, *The New York Times*, NPR, *USA Today* and *The Wall Street Journal*.

Countries Represented	63
Print Press	30%
Online/Wire Press	52%
Broadcast Press	18%