

THE SPOTLIGHT ON THE CONSUMER ELECTRONICS INDUSTRY



Mobile DTV TechZone

**Central Hall • Las Vegas Convention Center
Las Vegas, Nevada • January 7-10, 2010
2010 International CES®**

Mobile DTV

TechZone



For consumer electronics manufacturers and automakers, extending broadcast-quality TV to portable devices opens up a vast new market. The **Mobile DTV TechZone** features a sampling of companies that have already adopted this technology platform. Improved picture quality, access to more programming choices and local content will drive consumer interest, which makes the **Mobile DTV TechZone** a great opportunity for consumer electronics manufacturers and automakers to showcase the cool devices that will capture a major share of this market. Indeed, studies have predicted a range from 25 to 100+ million mobile broadcast end-users worldwide by 2010.

Come demonstrate how Mobile DTV can provide consumers and manufacturers with this cutting-edge technology by participating in one of the newest TechZones at the International CES, the **Mobile DTV TechZone**.

Who should exhibit?

Companies that manufacture or design:

- Mobile phones
- Portable media players
- Laptop computers
- Navigation devices
- Automobile-based DTV

A focused exhibit area draws a qualified crowd.

Retailers, media, and industry analysts will be onsite at the 2010 CES to learn about the latest technologies and product offerings – including Mobile DTV technology. This is your opportunity to be located in an area dedicated to this technology, and present your company as a leader in this burgeoning field.

When CES attendees look for mobile electronics, they'll look for the **Mobile DTV TechZone**. Exhibit in this dedicated space to make it easier for your top prospects and future partners to find you.

CES delivers incredible ROI and powerful market position!

The International CES sets the stage for the year. This TechZone gives you a prestigious presence at lower exhibit costs than most other shows. The International CES is your best venue to tap major international distribution channels, OEMs, the financial community and others. Heighten your visibility through key press coverage delivered by the International CES. Debut your CE products and meet face-to-face with more than 110,000 key industry leaders and decision makers.

2009 Attendee Highlights	They're Decision Makers!
12,000+ Retail buyers	23,000+ Final decision makers
3,500+ Institutional, Corporate (non-retail) and Government buyers	30,000+ Senior-level executives
3,000+ Engineers	22,000 International professionals from 140 countries
4,500 Media	8,000+ Manager and store managers
1,500 Financial/market analysts	700+ VAR/dealers

** Source: 2009 International CES VERIS Audit/Registration Report*

One Show. Countless Opportunities.
JANUARY 7-10, 2010 | LAS VEGAS NEVADA



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Open Booth Space

- CEA members: \$36 per square foot
- Non-members: \$41 per square foot

Plus — Exclusive CES benefits:

- Extensive show promotion for the TechZone, including:
 - Preshow publicity opportunities in print and online
 - Access to pre-registered press lists
- FREE guest tickets for your most valued customers
- Listing in the official *CES Daily*, as well as access to 5000 media, analysts and bloggers
- Access to a press conference room, ideally located near the press room (*requires advance reservations*)
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the **Mobile DTV TechZone** – and your products, services and technologies
- Las Vegas Convention Center Central Hall location – prime real estate in the main area of CES exhibits with overhead TechZone identification signage

Call today to secure your spot!

For more information contact: **Ryan Strowger, Director, Business Development**

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