

Invite your best customers and hottest prospects to the
2008 International CES®!

ORDER EXHIBITOR INVITATIONS

To order your Exhibitor Invitations, please visit **<http://cesinvites.hbp.com>**.

If you are unable to access the web site, complete this form, and send it to us via:

1. Mail: 2008 International CES Exhibitor Invitations
Attn: Shara Gibson
1919 South Eads Street
Arlington, VA 22202

2. Fax: (703) 907-7602

Avoid duplication! Please mail or fax only one copy of this order form.

Questions? E-mail us at Invitations@CE.org

Please send me _____ Exhibitor Invitations (free of charge).
(Quantity Desired)

Please order in quantities of 100. The maximum order is 10,000 invitations

COMPANY NAME _____

ATTENTION _____

ADDRESS _____

CITY _____ STATE _____ ZIP/POSTAL CODE _____

COUNTRY _____ BOOTH NUMBER/FACILITY _____

TELEPHONE _____ FAX _____ E-MAIL _____

DEADLINE:

Place your order by **November 16, 2007** to allow for delivery time. Allow three to four weeks for delivery.

Important:

Exhibitor Invitations allow admission to CES exhibits, Keynotes and SuperSessions.

The exhibitor invitation grants attendees FREE pre-registration or \$100 off on-site registration.

Exhibitor Invitations are not for exhibitor, manufacturer or manufacturer representatives' registration.

No one under 16 years of age will be admitted to the show floor.



MAXIMIZE YOUR EXHIBIT SUCCESS

Invite Your Best Customers and Hottest Prospects to the 2007 Show!

Thousands of consumer technology professionals will visit Las Vegas, Nevada for the 2008 International CES®. Make sure your VIP buyers register and plan to meet you in Las Vegas, January 7–10, 2008. Send Exhibitor Invitations to your current and prospective customers, and invite them directly to your booth.

Exhibitor Invitations allow your buyers to pre-register for the International CES exhibits, Keynotes and SuperSessions, absolutely free! That's a \$200 savings off on-site registration costs. If they decide to register on-site, they'll still save \$100 with an invitation from you.

According to the Center for Exhibition Industry Research, most attendees decide which exhibitors they will visit before they enter the exhibit hall. Invitations have proven to be an effective method to entice attendees to visit a booth!

Five Ways to Use Customer Invitations

1. Send a personal letter and Exhibitor Invitation to your top customers. Make sure to include your booth number, so your guests can easily find you at the show.
2. Utilize your sales personnel! Identify key customer prospects, and have your sales reps deliver a personal invitation to visit your booth.
3. Ask your manufacturers' reps to distribute your Exhibitor Invitations, as they service their retail and installation accounts.
4. Create a flyer or brochure to announce your new product introduction or show "special" at the 2008 International CES. Send it to customers and prospects with an Exhibitor Invitation from you.
5. Include an Exhibitor Invitation with your regular mailings to customers and prospects, with invoices, promotions, etc.

Distribute your Exhibitor Invitations in time for your customers to register before the show. The deadline to order extra invitations is **November 16, 2007**.