



## 2011 International CES® Attendee Electronic Direct Mail (EDM) Opportunities

### OPTION 1: Attendee Newsletter Sponsorships

For the International CES, we communicate with our attendees on a regular basis through our attendee newsletter, *CES Up to the Minute*. The newsletter will be sent bi-weekly late July – December and more frequently as we approach the 2011 International CES.

Each issue of *CES Up to the Minute* will reach more than 200,000 readers, including 2011 CES pre-registrants, 2010 CES verified attendees, loyal CES customers, prospects and more.

#### Marketing Investment:

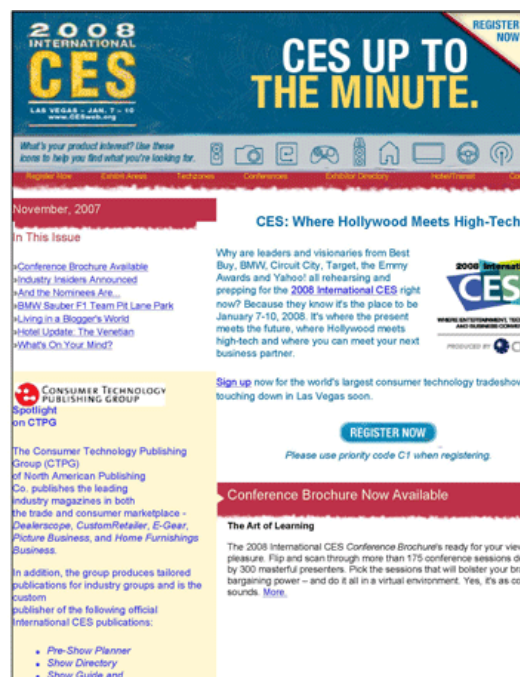
CES Exhibitors: \$5,000 for one e-mail; \$8,000 for two.

#### Specs:

50 word description, logo and URL

#### Schedule Options:

Newsletter Issue	Drop Date	50 words, logo and URL due to CEA
#2	Wednesday, August 4	Thursday, July 22
#4	Wednesday, September 1	Thursday, August 19
#6	Wednesday, September 29	Thursday, September 16
#8	Wednesday, October 27	Thursday, October 14
#10	Tuesday, November 23	Wednesday, November 10
#12	Wednesday, December 15	Thursday, December 2
#13	Wednesday, December 29	Thursday, December 16
#14	Monday, January 3	Monday, December 20
#16	Thursday, January 6	Monday, December 20
#17	Friday, January 7	Monday, December 20
#18	Sunday, January 9	Monday, December 20



## **OPTION 2: Dedicated HTML E-Mail Blasts**

You may also communicate with our CES attendees through full, dedicated HTML e-mail blasts. These blasts will be created entirely by the partner, and will be sent out directly by CES on behalf of the partner. Dedicated EDM blasts can be purchased whole, or split between two or more exhibitors.

Each dedicated EDM blast will reach more than 200,000 readers, including 2011 CES pre-registrants, 2010 CES verified attendees, loyal CES customers, prospects and more.

### Marketing Investment:

CES Exhibitors: \$15,000

### Schedule Options:

#	Dedicated Blast Drop Dates	Final Materials due to CES
1	Monday, July 12	Thursday, July 1
2	Monday, August 9	Thursday, July 29
3	Thursday, September 9	Tuesday, August 31
4	Thursday, October 18	Wednesday, October 6
5	Monday, November 15	Thursday, November 4
6	Monday, November 29	Tuesday, November 16
7	Monday, December 6	Tuesday, November 23
8	Monday, December 20	Thursday, December 9
9	Sunday, January 2	Tuesday, December 21
10	Tuesday, January 4	Tuesday, December 21
11	Saturday, January 8	Tuesday, December 21

### Specs:

Final, coded HTML file with all images housed on partner's server\*

(\*All images contained in the HTML must be housed on partner's server. CES is unable to house any files on our server due to liability reasons.)

### Terms and Conditions:

- The EDM opportunity is reserved for the purchasing exhibitor, and may not be sold, given to or promote any other party for any reason.
- The content within the EDM must relate to purchasing exhibitor's presence at the 2011 International CES and is limited to promotion of the purchasing exhibiting company and/or their brands/products which will be present at CES.
- All EDM blasts must contain the CES logo (no smaller than 1 inch x 1 inch), show dates (January 6-9, 2011) and a link to our website (CESweb.org)
- EDM blasts must not promote any outside events, displays or trade shows, except for those which have been contracted through or in conjunction with the 2011 International CES and the Consumer Electronics Association (CEA®).
- Exhibitors must include their own list remove option/information the bottom of dedicated EDM
- CES will also add our own list remove to the bottom of all dedicated EDM blasts.

## Editorial Guidelines

To ensure our attendees are receiving the same messaging, below is a list of commonly used CES terms and information. These may be helpful when producing your own promotions, or when speaking with your clients. When referring to CES, please note the following editorial items:

- The show can be listed in any of the following ways:
  - o 2011 International CES®
  - o International CES®
  - o 2011 CES
  - o CES
  - o ((NOT CES 2011 or CES show or Consumer Electronics Show))
- When using the CES logo, it must not be smaller than 1 inch x 1 inch. Below is a list of the only available logo options:

Horizontal Version



Vertical Version



- The show dates of the 2011 International CES are January 6-9, 2011.
- The 2011 CES will once again run on a Thursday – Sunday schedule.
- The two official show locations are:
  - o Las Vegas Convention Center (LVCC) and the Las Vegas Hilton (Hilton)
  - o The Venetian (Venetian)
- When referring to booths in the Las Vegas Convention Center, we generally list them as follows:
  - o LVCC, North Hall, ((booth #))
  - o LVCC, Central Hall, ((booth #))
  - o LVCC, CES Central Plaza, ((booth #))
  - o LVCC, South Hall 1, Ground Level, ((booth #))
  - o LVCC, South Hall 2, Ground Level, ((booth #))
  - o LVCC, South Hall 3, Upper Level, ((booth #))
  - o LVCC, South Hall 4, Upper Level, ((booth #))
- The International CES is produced by the Consumer Electronics Association (CEA)®