

2011 International CES Attendee Mailing List Rental Order Form



The International CES is the world's largest tradeshow for consumer technology and represents the growing consumer electronics marketplace. Beat the competition! Use the International CES attendee mailing lists to get your company's name and booth number in the hands of your target audience. Call today, and order your postal mailing list. Request sorts by product category, primary function, job title and by geographic location, to zero-in on the audience you want to reach the most. **Contact us today!** Phone: 703-907-4324 Fax: 703-907-7691 byb@CE.org

Requestor's Name			
Business Title		Exhibiting Company	
Address			
City	State/Province	Zip/Postal Code	Country
Phone	Fax	E-mail	

1. COMPANY'S PRIMARY FUNCTION

Attendees select company's ONE primary function in the CE industry.

Buying Organization

- ☐ Corporate, Non-Retail
- ☐ Distribution
- ☐ Institutional
- ☐ Retail
- ☐ Specialty Retail
- ☐ Systems Integrator/Installation
- ☐ VAR/Dealer

Government

- ☐ Procurement
- ☐ Public Policy
- ☐ Government Agency

Services

- ☐ Service Provider (Non-retail)
- ☐ Manufacturer's Rep.
- ☐ Consulting
- ☐ Advertising
- ☐ Marketing
- ☐ Market Research
- ☐ Education/Training
- ☐ Packaging

Industry Organization

- ☐ Architecture/Building/Construction
- ☐ Business Development/Sales
- ☐ Business Services
- ☐ Carrier/Provider
- ☐ Content Development
- ☐ Distribution (Non-Buyer)
- ☐ Electronic Components
- ☐ Engineering
- ☐ Entertainment
- ☐ IT/MIS
- ☐ Manufacturing (Non-Exhibitor)
- ☐ Media/New Media
- ☐ Software Development/Publishing
- ☐ Trade Association
- ☐ Travel & Hospitality

Finance & Investment Company

- ☐ Financial Analysis/Equity Analysis
- ☐ VC/Private Equity/Investing
- ☐ Financial Services
- ☐ Insurance

Other

- ☐ Other: _____

2. PRODUCT CATEGORIES

Attendees select all categories their company represent, or plans to represent.

- ☐ 3D
- ☐ Accessories
- ☐ Audio
- ☐ Audio, High-Performance
- ☐ Automotive Electronics
- ☐ Biometrics
- ☐ Biotech
- ☐ Broadband
- ☐ Broadcast & Cable
- ☐ Computer Hardware and Software
- ☐ Content Development
- ☐ Connected Home
- ☐ Digital Health and Fitness
- ☐ Digital Imaging
- ☐ E-Books
- ☐ Electronic Gaming
- ☐ Embedded Technology
- ☐ Emerging Technology/Engineering
- ☐ Entertainment/Content
- ☐ Film/Video Production (Professional Grade)
- ☐ Fitness
- ☐ Home Appliances
- ☐ Home Data Networking
- ☐ Home Healthcare Products
- ☐ Integrated Home Systems
- ☐ Internet-Based Multimedia Services
- ☐ Internet Protocol TV (IPTV)
- ☐ Landline Telephones
- ☐ Lifestyle Electronics
- ☐ Mobile Applications
- ☐ Nanotechnology
- ☐ Online Commerce Products & Services
- ☐ Online/Internet
- ☐ Personal Safety & Security Products
- ☐ Photographic Equipment
- ☐ Portable Audio Players
- ☐ Robotics
- ☐ Satellite Systems
- ☐ Small Office / Home Office
- ☐ Social Networking
- ☐ Tablet PCs/Netbooks
- ☐ Telecommunications/Infrastructure
- ☐ Video
- ☐ Video Editing
- ☐ VoIP Hardware & Software
- ☐ Wi-Fi
- ☐ Wireless & Wireless Devices

3. JOB TITLES

Attendees check ONE of the following terms that best describe their job title.

- ☐ Administrator
- ☐ Analyst
- ☐ Buyer
- ☐ Consultant
- ☐ Content Developer
- ☐ CFO
- ☐ CIO/CTO
- ☐ C-Level Executive
- ☐ Creative Designer
- ☐ Customer/Account Management
- ☐ Director/Senior Manager
- ☐ Distributor
- ☐ Engineer
- ☐ General Manager
- ☐ Government / Public Policy Professional
- ☐ IT / MIS Professional
- ☐ Manager
- ☐ Manufacturers Representative
- ☐ President / CEO / Owner
- ☐ Producer
- ☐ Product Manager
- ☐ Service Technician
- ☐ Store Manager
- ☐ Systems Installer / Integrator
- ☐ Trainer / Educator
- ☐ Vice President
- ☐ Writer

4. GEOGRAPHIC SELECTION

Please select the geographic location(s) where you would like to reach attendees.

- ☐ Domestic Names (U.S.)
- ☐ Canadian Names
- ☐ International Names

5. DATABASE SELECTION

Please select the database(s) from which you'd like your list to be pulled.

- ☐ All Registered 2010 CES Attendees
- ☐ All Verified 2010 CES Attendees
- ☐ Pre-Registered 2011 CES Attendees

6. OUTPUT FORMAT

Please select how you would like to receive your mail list.

- ☐ Load to FTP Site
- ☐ Send via e-mail

7. LIST QUANTITY

Enter the quantity of names on your order, per the count estimate provided by CEA quote. There is a minimum order charge of 5,000 names. Maximum list rental is 20,000

8. LIST RENTAL PRICING

$$\begin{array}{r} \$ \text{_____} \\ \text{List Rental Rate} \end{array} \downarrow + \begin{array}{r} \$50 \\ \text{Processing Fee} \end{array} = \$ \text{_____} \\ \text{Total Cost}$$

CEA Member = \$200/m (Min. \$1,000)
Non-Member = \$300/m (Min. \$1,500)

9. PAYMENT INFORMATION

Payment in full is required with each order.

Credit Card:
Please circle one of the options:
Visa
MasterCard
American Express

Card Holder's Name

Card Number

Expiration Date

Cardholder's Signature

Check:
Make checks payable and send to:
International CES
Accounts Payable: List Rental
1919 S. Eads Street
Arlington, VA 22202
USA

TERMS AND CONDITIONS OF INTERNATIONAL CES ATTENDEE LIST RENTAL

Availability

- CES attendee mailing lists are available to 2011 International CES exhibitors only.
- Use of CES attendee mail list is limited to one-time use only.
- Attendee e-mail addresses are not available.
- List may only be used to promote exhibitor's presence at the 2011 International CES. No outside trade show, competitive offers, research or personnel search is permitted.
- The list may not be used for any other purpose nor may it be sold to, distributed or given to any other party for any reason.
- Misuse of the rented lists will result in forfeiture of exhibitor priority points.
- List Rental Agreements must be signed and returned in order for mail list to be released.
- Payment in full is required in order for mail list to be released
- List will be mailed to third-party mailhouse within one week from date mail piece is given approval and List Rental Agreement as well as full payment are received.

Third Party, Bonded Mailhouse

- All lists must be sent and processed through a third party, bonded mailhouse. Absolutely no lists will be sent directly to exhibitors.
- CEA may provide their mailhouse information for all list rentals.
- If exhibitor chooses to select his/her own mail house the terms of agreement of CES attendee list rental must also be signed by that third-party bonded mailhouse. Third-party mailhouse will be required to erase and destroy list after the one-time use.

CEA Review/Approval of Promotional Piece

- CEA must review/approve the piece before it can be sent to print and before mail list will be released. A minimum of 48-hours review time is required by CEA.
- The International CES logo must be prominently displayed on the mail piece, no smaller than 1 inch x 1 inch.

I understand and agree that the names and addresses you provide are a valuable property of the International CES and that my company is renting these names for a one-time mailing only. My company guarantees that the International CES list will not be copied or reproduced in any way, sold, or otherwise used by anyone other than ourselves; that no information or data will be transferred from your list to our house files; and that the person(s)/mailhouse in charge of our mailing operations also understand and agree to each of these rental conditions.

Print Authorized Name

Title

Authorized Signature

Date

**2011 International CES
Attendee Mailing List Rental Agreement
For Third Party, Bonded Mailhouse**



All lists must be sent through a third party, bonded mailhouse. Lists may not be provided any other way.

☐ Check here if you would like CEA to supply information for a third party mailhouse

☐ Information on the mailhouse to be used is listed below

Mailhouse

Name

Title

Address

City

State/Province

Zip/Postal Code

Country

Phone

E-mail

OUTPUT FORMAT

☐ Please upload the mail file to the following FTP site:

☐ Please send mail file to the following e-mail address:

I understand and agree that the names and addresses you provide are a valuable property of the International CES and that my company handling these names for a one-time mailing only. My company guarantees that the International CES list will not be copied or reproduced in any way, sold, or otherwise used by anyone other than ourselves; that no information or data will be transferred from your list to our house files; and that the person(s)/mailhouse in charge of our mailing operations also understand and agree to each of these rental conditions.

Authorized Signature from Mailhouse

Date