

Innovations 2006 Honoree Benefits



Preshow Benefits

- 2006 International CES® New York Press Preview
Bridgewaters: The Fulton Market Building at the South Street Seaport, New York City

The highly-anticipated Innovations 2006 honoree announcement will be made on November 15, 2005 at this 2006 International CES press conference, attended by elite industry media eager to learn about this year's Innovations honorees.


To attend this event, register online at, www.CE.org/NYCESPressPreview.

Contact HeidiAnne Werner with questions at, hwerner@CE.org.

- Innovations honoree product photos and descriptions posted on www.CESweb.org/innovations, visible to CES attendees, exhibitors and media and trafficked by millions
- Best of Innovations honorees listed in the official press release
- Access to the International CES press/analyst attendee list at <http://CESweb.org/exhibitors/pr/default.asp> Invite the press to view your winning Innovations product at CES.

Onsite Benefits

-  **New in 2006!** The Scientific American Innovation People's Choice Awards offers attendees the chance to vote on the Innovations product they like most. The People's Choice winner will receive extended exposure.
- A spotlight for your product and brand in one of the most talked-about venues of the International CES: The Innovations Design and Engineering Showcase at Innovations Plus. Attendees and journalists will want to meet you.
-  **Unveiled** The opportunity to demonstrate your product at the smash hit **CES Unveiled: The Official Press Event of the International CES**, on Tuesday, January 3, 2006, 4-7 p.m. This is your entrée to press connections — before the show even opens! For details, contact Ryan Strowger at rstrowger@CE.org or (703) 907-7679.

-  The opportunity to participate in the nationally syndicated consumer electronics radio program **Into Tomorrow with Dave Graveline** live broadcast.

For details, contact Fausto Córdova at fausto@graveline.com or (305) 824-9000, ext. 10.

- An attractive Innovations 2006 award to display in your booth at the 2006 International CES or in your trophy case
- A listing in the Innovations 2006 onsite directory in the Consumer Electronics Association's *Vision* magazine
- The Innovations icon published next to your company listing in the Official International CES Show Directory (for official International CES exhibitors only)
- Innovations signage displays in your booth, acknowledging your Innovations honoree status
- Attention from key industry journalists and retailers who visit the Innovations honoree displays
- Exposure on the official website, www.CESweb.org/Innovations, where the Innovations pages are among the most-visited pages
- Opportunity to host a reception or coffee break and press conference, to promote your company and your winning Innovations design.

Postshow Benefits

- **New in 2006!** Best of Innovations Honoree products will be displayed at the other industry events.
- The right to place the coveted Innovations logo on your product's packaging and advertising
- Color product photo feature in *Innovation*, the spring quarterly of the Industrial Designers Society of America
- Lasting post-show press opportunities:
 - Send out a follow-up mailing to reporters about your product and the interest it generated at your booth.
- Continued exposure on www.CESweb.org/innovations