



CES Exhibitor Manual

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Publicity Tips

At the 2007 International CES, expect live broadcasts from all the major channels. Look for more than 4,500 journalists generating an unprecedented number of newspaper and magazine articles, television and radio reports and online stories. Follow these tips to garner the publicity you deserve.

1) Media Positioning

The International CES defines innovation. Develop press materials that capture that innovative spirit and reflect how your company's brand or products portray forward thinking.

2) Announce New Products at the International CES

Debut your new products at the show to generate extensive global publicity, including television coverage. Will your product be the hot talk of the show?

3) Name Drop: The International CES

Use your exhibitor status in your announcements and benefit from CES branding. List your CES booth number so media can find you.

4) Use the Web

Post your releases on Virtual Press Office and Business Wire through www.CESweb.org for extreme exposure. CESweb garnered more than 10 million page views during the 2006 International CES. Don't miss the coverage!

5) Press/Analyst Materials

CES continues to be the showcase for the consumer technology industry, with the most anticipated product launches and OEM deals. Make sure your materials stand out from the competition.

6) New Product Listing and Contact Details

Update your exhibitor directory listing by **October 20, 2006**. List announcements and product launches you plan to make,

identify which company reps will be available for interviews. Make it easy for reporters to find your booth during the show

7) Think TV

Be prepared to present your products to television journalists. Television coverage of the International CES increases annually, with more programs reporting directly from the show floor. Make your presentation visually interesting and be prepared to do television interviews.

8) Tell Your Local Media

Announce to your local media that you'll be at the 2007 International CES. Local newspapers and business publications are likely to be interested in your CES exhibit plans. For maximum coverage, consider participating in our regional media outreach campaign.

9) Call the International CES for Help

The International CES wants to keep your company's name in front of key industry decision makers. CEA promotes the consumer technology industry and the International CES all year long through industry-specific events and international media tours. Contact Wendy Hudak at (770) 643-7144 or whudak@CE.org for promotion assistance.

10) Host a Special Event or a Celebrity

Want the media to flock to your booth? There's no better way to draw attention to your product than with a special event or celebrity appearance. If you've got something special planned, fill out the celebrity appearance form and let us know.



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Welcome First-Time International CES Exhibitors

With so many opportunities and deadlines, we know your first CES experience may appear intimidating. Rest assured that we are here to help your company take full advantage of all of the public and investor relations prospects the 2007 International CES has to offer.

Here are a few initial tips on navigating this kit:

Key Contacts and Deadlines

This section supplies you with contact information for anyone you might need to get in touch with between now and January. It also highlights the important show deadlines. We suggest posting this list by your desk to ensure you don't miss a single opportunity.

Publicity Information

Find out how to get the most media exposure for your CES investment; pay special attention to all of the free publicity opportunities.

Press Center and Interview Room Information

See details about CES' on-site press rooms and how to schedule one of our on-site interview rooms to meet with press or analysts.

Press Kits and Press Releases

Learn the specifics of how and when to get your press kits to us. We have specific guidelines for press kit delivery, so make sure you read this section carefully. You also will find tips on writing releases and distributing them via various services.

Press Conference Information

As always, we want to assist you in making all of your company's important announcements at the 2007 International CES. This section will provide you with valuable information about hosting a press conference at the show.

Investor Relations Information

This section will help guide your efforts to reach the numerous financial/industry analysts at the show.

Awards Information

Find important information/deadlines about CES awards programs in this section.

Now that you know how to use the Exhibitor Public Relations/Investor Relations kit, you should be well prepared to implement a dynamic PR/IR campaign around your company's presence at the 2007 International CES.



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2007 International CES Key Deadlines

ASAP

- Submit your internal and external PR contacts directly by visiting www.CESweb.org/DirectoryUpdates. Providing this information will ensure that you receive updates on key media opportunities.
- Complete your entire *2007 International CES Directory* Listing at www.CESweb.org/DirectoryUpdates.
- Select pre-show and on-site sponsorship opportunities
- Confirm on-site advertising, while supplies last

July 2006

- Make a press conference room reservation by faxing in the Press Conference Facility Reservation Form found in the 2007 Exhibitor PR/IR Kit, or at www.CESweb.org.

August

August 4

- CES Speaking Opportunities deadline

September

September 1

- CE Hall of Fame nomination deadline

October

October 2

- Innovations Award nomination deadline

October 20

- *2007 International CES Directory* Updates/Company Logos deadline (print edition)

October 27

- *2007 International CES Pre-Show Planner* Ad deadline

November

November 1

- Pre-registered press/analyst list available on CESweb.org

November 6

- *2007 International CES Directory* Tab Ad deadline

November 8

- Pre-CES New York Press Event



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November 9

- *2007 International CES Directory* Ad deadline

November 20

- Regional media outreach campaign deadline
- *CES Show Daily* Editorial deadline
- *2007 International CES Show Guide* Ad deadline

November 24

- *CES Show Daily* Ad deadline

December

December 13

- *2007 International CES Directory Addendum* Ad deadline

January 2007

January 1

- Exhibitor press kit delivery begins (press kits may be shipped to arrive starting at this date)

January 2

- Exhibitor Profile distributed via Business Wire deadline

January 6

- Exhibitor press/analyst kit distribution deadline (all kits must be delivered to the LVCC and Sands press rooms by this date, both shipped and hand delivered kits)

Ongoing

- VPO news release posting to CESweb.org



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2007 International CES Key Contacts

Public Relations

Exhibitor Public Relations

Sarah Szabo, Manager, Event PR

2500 Wilson Blvd.

Arlington, VA 22201

Phone: (703) 907-4368

Fax: (703) 907-7690

sszabo@CE.org

Sarah serves as the liaison for exhibitor public relations activities.

Tara Dunion, Director, Communications

2500 Wilson Blvd.

Arlington, VA 22201

Phone: (703) 907-7419

Fax: (703) 907-7690

tdunion@CE.org

Tara oversees all CES communications, press relations and press rooms for CES.

Jeff Joseph, Vice President, Communications and Strategic Relationships

2500 Wilson Blvd.

Arlington, VA 22201

Phone: (703) 907-7664

Fax: (703) 907-7690

jjoseph@CE.org

Jeff oversees all media relations for CEA.

Matt Swanston, Director, Emerging Technologies

2500 Wilson Blvd.

Arlington, VA 22201

Phone: (703) 907-7665

Fax: (703) 907-7030

mswanston@CE.org

Matt collects information from exhibitors on hot new products to discuss with media before and during CES.

Speaking Opportunities

Natasha McKee, Senior Conferences Coordinator

2500 Wilson Blvd.

Arlington, VA 22201

Phone: (703) 907-7636

Fax: (703) 907-7030

nmckee@CE.org



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Promotional Opportunities and Advertising

Wendy Hudak

Promotional Opportunities Manager

Phone: (770) 643-7144

whudak@CE.org

Liz Tardif

On-Site Advertising Manager

Phone: (401) 849-9300

liztardif1@aol.com

Show Publications and Broadcasts

International CES Show Daily

Editorial Contact

Steve Smith

Editor-in-Chief, *TWICE*

360 Park Ave., S.

New York, NY 10010

Phone: (646) 746-6987

ssmith@reedbusiness.com

Advertising Contact

Toni Ingenito

Account Executive, *TWICE*

360 Park Ave., S.

New York, NY 10010

Phone: (646) 746-7005

aingenito@reedbusiness.com

International CES Pre-Show Planner, Show Guide & Directory

Vicki Manucci

Production Manager, CES Publications

Phone: (215) 238-5432

vmanucci@napco.com

Exhibitor Services - Broadcast Services

Gourvitz Communications

Paul Gourvitz and Dan McEnroe

Worldwide Communications Specialists

729 Seventh Ave.

New York, NY 10019

Phone: (212) 730-4806

Fax: (212) 730-4811

NewsWire Services & Online Media Center

Virtual Press Office

Scott Valenz

Phone: (973) 783-7787

Fax: (973) 783-1187

scott@virtualpressoffice.com

Business Wire

Leon Harbar

Phone: (800) 237-8212

Fax: (310) 820-7303

tradeshow@businesswire.com



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Exhibitor Public Relations/Investor Relations Contact Information

The 2007 International CES is about more than your booth. It is a chance to brand your company name and maximize your opportunities before, during and after CES. To assist your public relations staff with your CES investment, we send information throughout the year about promotional opportunities as part of your CES Exhibitor Package.

The contacts you list will be individuals to whom we will direct any inquiries we receive regarding your company or products. The contact information will be posted on CESweb.org for access by the media and other visitors to the CES website. If your public relations contact information has changed please visit, www.CESweb.org/DirectoryUpdates to update your information.

Special Events or Celebrity Appearance Information

Is your company planning a special concert with a popular chart-topper? How about an autograph session with Hollywood royalty or a product demonstration with a sports legend?

If so, please let us know. We can assist you with special security arrangements, staging requirements, catering requests or anything else you need to make your event a success. We'll even help you publicize it by including event details on CESweb.org, in news releases and in the press room.

Many exhibitors that host special events or celebrities choose not to announce the event until closer to the show or not at all, and we will certainly accommodate those requests. Your secret is safe with us. In addition, we will also be happy to designate it as a strict invitation-only event should you want to publicize it, but set attendance limits.



SPECIAL EVENT/CELEBRITY APPEARANCE FORM

Please return this form by either **FAX:** (703) 907-7690 or **E-mail:** prcontacts@CE.org

Monday, January 8 - Thursday, January 11, 2007
Las Vegas, Nevada USA

EXHIBITOR INFORMATION

Please print or type clearly

Exhibitor Company Name (as listed in the Show Directory)

(we must have a company contact)

First Name

Last Name

Exhibitor PR Contact Name

Exhibitor PR Contact Title

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

SPECIAL EVENT INFORMATION

Please print or type clearly

Type of Event ☐ MEDIA RECEPTION ☐ CELEBRITY AUTOGRAPH SESSION ☐ OTHER (please specify)

Name of Celebrity

Time and Location

Celebrity Publicist/Manager or Event Contact Name

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

Do you want your event publicized? Is it invitation only?

☐ YES

☐ NO

Additional Information



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Registered Press and Analyst List Information

The pre-registered press and analyst list contains contact information for the media and analysts that have registered for the 2007 International CES. For your convenience, the list will be accessible via the CES website starting November 1, 2006.

Simply go to www.CESweb.org and click on the “Exhibitor Services” tab across the top of the page. Then click on “PR Help” and you will see a link for the CES press and analyst list. To download the list you will need to enter your company name and exhibitor ID number, which may be found on your show invoice. Please contact your sales representative or send an email to prcontacts@CE.org. **Remember this link will not be available until November 1, 2006.**

The ASCII-formatted list will be updated every Tuesday as the number of registered press and analyst attendees grows. There is also a Word document to download that explains the system of demographic codes in the press and analyst list. Press and analysts choose whether or not to list their phone, fax and e-mail contacts on the list, however titles, company names and addresses automatically are incorporated.

NOTE: If no phone number or e-mail address is provided on the list, CES cannot divulge that information due to privacy concerns. We apologize for any inconvenience this may cause.



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Pre-CES Press Events

CESUnveiled@NY: The Official Press Preview of the International CES

Jumpstart your CES success early at the annual New York CES Press Preview - a kick off to the 2007 International CES promotion season. Debut your company's new products to more than 250 trade and consumer media, as well as market and financial analysts. Don't miss your chance to stand out in the crowd and network with the hottest media in the key weeks leading up to the 2007 International CES.

The CES Unveiled@NY press preview will be held Wednesday, November 8, 2006, at the Metropolitan Pavilion Center.

Tabletop exhibitors at CESUnveiled@NY receive:

- Demonstration and networking opportunities
- Pre-event promotion of all Event exhibitors and sponsors to CES' worldwide media list
- One hundred fifty (150) word product description in the *CES Unveiled Program Guide*, subject to print deadline
- One (1) six-foot draped exhibit table
- Four (4) exhibitor passes to the Event
- One (1) 22' x 26" pole sign
- 500 watts of electrical service
- Free high-speed Internet service
- One (1) telephone line
- Placement of Tabletop Exhibitor-supplied press kits in dedicated location within Event area
- Use of the contact list of press who pre-registered for the Event and the list of press who attend the Event

CES Unveiled Vegas: The Official Press Event of the International CES

Grab the media's attention before the world's largest consumer technology tradeshow even starts. CES Unveiled gives exhibitors the exclusive opportunity to display their hot new products to more than 600 media and analysts from around the world, including more than 130 international media from 20 countries, two days before the show! Media look to CES Unveiled exhibitors to preview what will be the hot and exciting products at the 2007 International CES.

CES Unveiled Vegas will be held Saturday, January 6, 2007, at the Sands Expo and Convention Center/The Venetian.



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Tabletop exhibitors at CES Unveiled Vegas receive:

- Demonstration and networking opportunities to more than 600 credentialed media and analysts
- Pre-event promotion of all Event exhibitors and sponsors to CES' worldwide media list
- One hundred fifty (150) word product description in the *CES Unveiled Program Guide*, subject to print deadline
- The opportunity to exhibit with the Innovations Design and Engineering Showcase honorees
- One (1) six-foot draped exhibit table
- Four (4) exhibitor passes to the Event
- One (1) 22' x 26" pole sign
- 500 watts of electrical service
- Free high-speed Internet service
- One (1) telephone line
- Placement of Tabletop Exhibitor-supplied press kits in dedicated location within Event area
- Use of the contact list of press who pre-registered for the Event and the list of press who attend the Event

For more information on CESUnveiled@NY and/or CES Unveiled Vegas, including tabletop and sponsorship opportunities, package pricing and discounts for Innovations honorees, please contact Ryan Strowger at (703) 907-7679, or CESUnveiled@CE.org. For more information, visit www.CESweb.org/Unveiled.



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2007 International CES Press Room

Although exhibitor and public relations representatives are not allowed in the press room, your company's presence is visible through press kits and sponsorships. The press room is where the media and analysts come to write their stories, conduct interviews, prepare for broadcasts, make telephone calls and relax. This is also where they come to collect your press kits, press conference and events schedules, directories and public relations contact information.

There will be two official CES press rooms at CES, one in the South Hall Connector Bridge of the LVCC (room S229) and one on the lower level of the Sands (room 105).

Put your company name and logo in front of attending media and analysts by sponsoring one of the many products and services CES offers the media. Consider sponsoring a press breakfast, lunch, snack or giveaway. For information about CES press sponsorships or to have a package custom designed for your product, contact:

Liz Tardiff

Phone: (401) 849-9300

liztardiff1@aol.com

or

Wendy Hudak

Phone: (770) 643-7144

whudak@CE.org

Hours of Operation

Official press room hours are listed below, although you can drop off press kits as early as January 6, 2007, at the LVCC and Sands/Venetian. Only journalists, analysts and CES staff are allowed in the press room as a general rule.

Day	LVCC Press Room (Room S229)		Sands/Venetian Press Room (Room 105)	
	Open	Close	Open	Close
Saturday, January 6, 2007	Noon	7 p.m.	Noon	7 p.m.
Sunday, January 7, 2007	7:30 a.m.	7 p.m.	7:30 a.m.	9 p.m.
Monday, January 8, 2007	7:30 a.m.	6:30 p.m.	7:30 a.m.	5:30 p.m.
Tuesday, January 9, 2007	8 a.m.	6:30 p.m.	7:30 a.m.	5:30 p.m.
Wednesday, January 10, 2007	8:30 a.m.	6:30 p.m.	7:30 a.m.	5:30 p.m.
Thursday, January 11, 2007	8:30 a.m.	4:30 p.m.	8 a.m.	3 p.m.

Press Room Amenities

- State-of-the-art computers
- Free wireless and T-1 Internet connections
- Schedule of exhibitor press conferences and events
- Celebrity listings
- Show videos and B-roll
- Show photos
- Phones/fax machines
- Copiers
- Message boards
- Keynote speech transcripts
- Exhibitor-sponsored gifts



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Press Kit Preparation

What goes in a press kit?

Press kits are a one-stop source for the media to get information about your company and products. Information included in kits should be kept simple and to the point—journalists are not interested in slick marketing materials or brochures; they are after hard news. The best kits are enclosed neatly in a folder that is marked clearly with the company's name and CES booth number on the outside for easy reference. Loose brochures or flyers are discouraged. While creativity is key in distinguishing your kits from others, keep in mind that most kits that are not in standard-sized folders are often passed over or thrown out.

You might also consider an electronic press kit. Recent CES surveys show that the media prefer online or CD-ROM kits. These kits should contain the same information as hard copy kits. More information on online press kits can be found in the Online Media Center section of the Exhibitor PR Kit.

Most press kits typically include all or some of the following:

- Recent and relevant news releases (preferably from news at the show)
- Company/executive backgrounders
- Detailed product fact sheets/specs
- Product images
- Copies of company publications (annual reports, external magazines, etc.)
- Any special events you have scheduled during the show
- Media contact information

Press Kit Tips

1. Determine the most relevant information to include in the press kit.
2. Order online press kits through the Online Media Center's online order form.
3. For hard copy kits, make sure your company name is clearly listed on the front cover. The press prefer press kits be listed by company, not product name.
4. Send an appropriate number of printed kits. Large exhibitors and those holding important news conferences should send at least 500 kits. For smaller exhibitors and those without any news announcements, 250 should suffice. Please note that you may reduce the amount of printed kits by up to 50 percent if you order online press kits.
5. Make sure your kits arrive before the press room opens on Saturday, January 6, 2007, to ensure your kit is picked up by as many press members as possible.
6. All hard-copy press kit materials should be contained in a binder or folder. Kits on CD-ROM or single press releases are an exception.
7. Since a great deal of money is invested in these kits, take some insurance out on your investment. Send the kits through a delivery method that provides a tracking number. This number should be brought with you to CES to assist us in the event that your kits are misplaced.



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8. If you have invested in an online kit, include a brightly colored sign in your printed kit that gives the URL address.
9. Check with the CES press kit office staff during the show to determine the number or kits you have remaining. Check again on the last day of the show to collect any unused kits. Kits that are not collected will not be returned.

NOTE: CES does not have the facilities or staff to assist you with the transport of press kits from your booth to the press rooms. Contact GES, (800) 475-2098 for labor to transport heavy boxes and materials around the show floor. GES will bill you directly for any labor costs you incur. On-site service orders should be placed through your show location's Exhibitor Service Center. The following service centers will be staffed throughout move in/out and show days:

LVCC:

- Show location - Central Hall (Tunnel beneath C3 Concourse)
- Show location - North Hall (Front of North 4 Hall)
- Show location - South Hall (Rear of South 4)

Sands Expo and Convention Center/The Venetian:

- Show location – Hall B (Rear of Hall B)

Las Vegas Hilton:

- Show location - Hilton Pavilion (across from ticket booth)

After the Show

Send a follow-up release to the media who attended the show. Including:

- A recap of all activity in your booth
- Which products attracted the most attention and why
- Future expectations relating to your company's new products
- Any upgrade to information contained in your press releases during the show



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Investor Relations

More than 2,200 industry and financial analysts attended the 2006 International CES, and many more will return to Las Vegas in 2007 looking for the companies that are bringing innovative and exciting products to the market and how your company stacks up financially and competitively against the rest.

All analysts receive the same benefits as editorial media, which means access to the press room, press kits, press luncheons and press conferences, as well as free access to the CES paid conference tracks.

The pre-registered media list, posted online beginning November 1, 2006, also contains a list of all pre-registered analysts for CES.

In the months prior to CES, conduct an analyst tour to begin a face-to-face dialog with your core analysts and introduce them to your company and the products you plan on bringing to the show. Tradeshows can be very hectic environments, leaving minimal time for lengthy, one-on-one conversations about the industry, products, etc. An analyst tour will allow you to begin a working relationship with key analysts who will hopefully follow your company in the months and years to come.

Once on-site, it is important to provide the financial community with pertinent financial information about your company. To accomplish this, a number of exhibitors compile a separate investor relations kit in addition to a general press kit. While these kits are similar to press kits, they contain more tailored information including:

- Earnings announcements
- Annual reports
- Stock charts/history
- Company/executive backgrounders
- FAQs
- News releases

It is important to note that while separate investor relations kits are a valuable tool, a number of companies choose to integrate financial materials into their regular press kits since analysts are welcome in the press room.



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Press and Investor Relations Kit Distribution

Your exhibitor press and IR kits provide information about your company to the press and analysts that attend CES. All exhibitor press/IR kits will be distributed from the press room in cubicles labeled alphabetically by company name. Electronic press kits and releases are distributed to those media and analysts in attendance as well as thousands who cannot make it to the show. Only kits of exhibitors at CES are distributed from the press room. Exhibitors sharing booth space must be officially listed in the *CES directory* to have their press kits distributed.

Exhibitors at the Sands are encouraged to send their press materials to the Sands press room, while exhibitors at LVCC should send theirs to the press room at the LVCC.

Delivery Address and Timeline

Shipped press/IR kits should arrive between January 2 – January 6, 2007. Press kits may also be dropped off during press room hours throughout the show.

Electronic press kits may be ordered and set-up at any time prior to, during and even after the event.

If you plan on shipping your press kits to the press room, please mark them to arrive at the LVCC January 2-6, 2007, due to the volume of shipments arriving into the LVCC and the Sands. All shipments arrive at the same distribution center and are then delivered accordingly, which usually takes 2-3 days.

Press Kit Mailing Address

LVCC Exhibitors	Sands/Venetian Exhibitors
2007 International CES c/o GES Exposition Services Exhibitor Name Deliver To: PRESS ROOM S229 Las Vegas Convention Center 3150 Paradise Rd. Las Vegas, NV 89109 Phone: (before 1/2/07) (703) 907-4368 prcontacts@CE.org	2007 International CES c/o GES Exposition Services Exhibitor Name Deliver To: PRESS ROOM, Room 105 Sands Expo and Convention Center 201 Sands Ave. Las Vegas, NV 89109 prcontacts@CE.org



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Sample 2007 International CES Press Release

Press releases are an ideal way to keep the press up-to-date on your organization's news and activities at CES. Keep in mind that a press release is only as good as the news it announces. A release that is not noteworthy is unlikely to be read or covered no matter how eloquently written, or where it is distributed. Do not waste the time of an editor, reporter or analyst on information that can be communicated in a less formal manner. And, always remember that press releases are a reflection of your company and its executives.

Tips on Press Releases

- Unless a release date is necessary, "For Immediate Release" is acceptable.
- A contact name with title, office phone, on-site phone and e-mail must be included. The on-site contact information is imperative.
- The dateline should include the date and location (Las Vegas, if being released during the show)

FOR RELEASE

Contact: **Jane Doe**
 Company Representative
 Phone: (123) 456-7890
 On-site Phone: (456) 798-7777
 jdoe@exhibitor.com
 www.exhibitor.com

COMPANY X INTRODUCES NEW PRODUCT AT 2007 INTERNATIONAL CES

Las Vegas, Nevada, January XX, 2007 – Company X today introduced new product B that will enhance Product Y. Company X, located in CES booth #, is demonstrating the product and its enrichment of the current line throughout the 2007 International CES.

- The lead must be complete. Include important information such as who, what, where, when and why.
- The lead should grab the attention of the reader as well as summarize the chain of events.

The second paragraph can continue to describe the product and/or include a quote about the product or service from a company executive.

- Sentence length should be less than 25 words. Technical terms should be avoided or clearly explained. Avoid acronyms or anything that might confuse the reader.
- Releases should always be kept short and informative.



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The third paragraph can be used to include unique and/or interesting details about the new product. If appropriate, price and availability can be mentioned in this paragraph.

The last paragraph should always be a description of your company and its capabilities. For example: Company Z, a Virginia-based company, focuses on delivering...

End the release with ### centered at the bottom of the page.

If a release continues on to another page, the word "more" should be centered at the end of each page.

Online Media Center

The preferred press kit format is keeping pace with technology; recent CES surveys show that the media prefer online or CD-ROM kits. To that extent, Virtual Press Office and Business Wire again will create and manage the official Online Media Center for the 2007 International CES.

Post a single release or your entire press kit to the 2007 International CES website and be listed on every computer screen in the working press room. Select one of VPO/Business Wire's custom news management packages at www.virtualpressoffice.com or www.businesswire.com.

In addition to the broadest exposure and distribution of your media materials, VPO/Business Wire will provide a media usage report, tracking who's accessed your content for analysis of your current PR campaign and to assist you in projections for future campaigns.

Press kits and news releases may be posted before, during or after the show and remain on the site for one year.

Business Wire also will electronically distribute a free 100-word profile to all registered CES media and related audiences worldwide. E-mail tradeshow@businesswire.com to receive the form before January 2, 2007.

For more information regarding the Online Media Center, please contact Virtual Press Office and Business Wire.

Virtual Press Office

Scott Valenz
Phone: (973) 783-7787
Fax: (973) 783-1187
scott@virtualpressoffice.com
www.virtualpressoffice.com

Business Wire

Leon Harbar
Phone: (800) 237-8212
Fax: (310) 820-7303
tradeshow@businesswire.com
www.businesswire.com



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Press Conferences

A press conference at CES is an excellent way to have the media as a captive audience to debut new products, make a company announcement or introduce a new member to your executive team. If a press conference is part of your marketing strategy, the information below might be of assistance.

Press Conference Tips

A press conference at CES can be a very useful public relations tool. With proper planning, a CES press event provides a forum to have a large, targeted audience at your disposal so that you may deliver news, demonstrate a new product or introduce a new company executive.

Here are some guidelines to a successful event:

1. Establish clear and precise objectives.
2. Decide on a setting that might enhance delivery. You have the option of a CES press conference room, your booth or an exhibitor paid meeting room.
3. Decide on a strategic date and time to hold the event. Then complete a Press Conference Facility Reservation Form to increase your odds of securing a room at the preferred time. Please note that first requests are rarely available. Please have additional times ready. Times are not confirmed until you receive the press conference agreement from CES.
4. Use the pre-registered media list to identify and target the media and analysts that you wish to attend your event. Try setting a goal and working to meet it.
5. Send electronic or printed invitations to the targeted media one month before CES.
6. Follow-up with phone calls two weeks prior to CES to confirm attendance and remind potential attendees of the date and time.
7. Prepare an announcement about the event to include in your press kits.
8. Make sure to notify CES staff of any changes in the date, time or location of your event—even if it is in your booth or outside the venue of CES.
9. Have a sign-in book or business card collector at the door to see who attends your conference. Send thank you letters to those who attended and include any new information.
10. For those exhibitors requesting an invitation-only event it is important to have someone stationed outside the door to ensure only those with invitations are allowed in. CES does not have the manpower to do this for you.

Can any company exhibiting at CES hold a press conference or event?

Yes, all CES exhibitors are eligible.

Where can press conferences and events be held?

They may be held in any of three locations

- 1) CES-provided press conference room
- 2) Exhibitor's booth
- 3) Exhibitor's paid meeting room



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I don't have any news to announce, but I would like to host a reception for the press. May I use one of the available rooms for that purpose?

Yes, rooms are free for press conferences and events such as receptions or breakfasts.

How do I request a press conference room?

Fill out the Press Conference Facility Reservation Form found in this kit and fax it to Sarah Szabo at (703) 907-7690. CES will contact you within three business days to finalize arrangements.

On what dates may press conferences and events be held?

Scheduling begins Sunday, January 7 and runs until Thursday, January 11, 2007.

At what times may press conferences or events be held?

Press conferences or events may be held by written notification before, during or after show hours. However, events held on the show floor before or after show hours require advanced security forms and hired security guards. Please contact Sarah Szabo at (703) 907-4368 or sszabo@CE.org for more information or to receive the 2007 In-Booth Event Form.

Can I reserve a room for an entire day?

No. Rooms may only be reserved in two-hour increments and only one reservation per exhibitor is allowed. Time limits are strictly enforced. If you are planning a large event with complicated staging, lighting or A/V work that might exceed the two-hour limit, you might consider purchasing a meeting room for the duration you need. Contact your CES business development representative for meeting room availability.

Is there a charge for press conference rooms?

No. The rooms reserved for press conferences are provided free of charge, but exhibitors will have to pay for any additional A/V equipment or furniture not included in the standard room-set, as well as any desired catering.

What does the room typically include?

- Theater-style seating for up to 200 people
- Three draped tables for press kits, sign-in, catering, etc.
- A podium with light and microphone. (Microphone is connected to house speaker system, so no external speakers are needed)
- Ethernet line
- Two easels (one inside and one outside for signage)

Is signage for the press event provided?

No. We provide two easels, but you may contact GES customer service to request custom signage for your event.



CES Exhibitor Manual

Why doesn't CES provide a projector and screen?

We have found that no two exhibitor press conferences are the same and each exhibitor has a preference for the type of projector and screen they wish to use. Encore has several different options and it is easiest for the exhibitor to order additional A/V services directly. Other A/V equipment commonly ordered are wireless and/or lavalier microphones.

How can I make sure that the press attends my event?

The pre-registered media list is a database of media and financial analysts that have registered and are expected to attend CES. This list will be available beginning November 1, 2006 on www.CESweb.org. Use the list to send product information, event invitations and company announcements. This database allows you to identify those journalists that have an interest in your particular product category, including contact information.

How are the press events publicized?

The list of press conferences and events is posted on www.CESweb.org and is distributed in hard copy from the CES press room and lounges.

Who should I contact for catering, audio/visual, telephony and signage services?

Telephony/Internet

SES - Specialized Event Services

Order Processing Department
Sands Expo and Convention Center
201 Sands Ave.
Las Vegas, NV 89109
Phone: (702) 733-5070
Fax: (702) 733-5568

Signage/Labor

GES
Liz Burns
Phone: (702) 515-5579
Fax: (702) 515-5592
lburns@ges.com

Catering (Sands/Venetian)

The Venetian Resort Hotel Casino
Rachel Bender
Phone: (702) 414-1530
Fax: (702) 414-4808
rachel.bender@venetian.com

Audio/Visual

Encore Productions
Russ Callahan
3150 Paradise Rd., Ste. 100
Phone: (702) 943-6750
Fax: (702) 943-6781
rcallahan@encoreproductions.net

PRESS CONFERENCE FACILITY RESERVATION FORM

To request a reservation time in one of the free press conference rooms or to have an event in your booth added to our schedule, please complete this form. Press conference room reservations are limited to two hours total: 30 minutes for set-up, 30 minutes for tear down and a one-hour press event. Exceptions are sometimes made for evening or early morning events. Reservations are made on a first-come, first-serve basis. **Please fax requests to Sarah Szabo at (703) 907-7690.**

Please submit the following information:

1. Enter the name of the Exhibiting Company as it appears on your exhibit space contract or as it will appear in the CES Directory. _____

2. Exhibitor contact

FIRST NAME	LAST NAME		
TITLE			
ADDRESS			
ADDRESS			
CITY	STATE	ZIP	
PHONE	()	FAX	()
MOBILE	()	E-MAIL	

3. Event Location - Please check one

☐ CES Press Conference Room at the Sands Expo and Convention Center/The Venetian

☐ Exhibitor Booth

Booth Location Facility _____ Booth Number _____

☐ Other CES location (paid meeting/conference room, off-site hotel, etc.)

Location Facility _____ Location Room Number _____

Note: If your event is being held in your booth before or after show hours, you must complete the Booth Event Access Form.

4. Date Requested

☐ Sunday, January 7, 2007

☐ Monday, January 8, 2007

☐ Tuesday, January 9, 2007

☐ Wednesday, January 10, 2007

☐ Thursday, January 11, 2007

5. Time Requested (reservation will begin 1/2 hour before and end 1/2 hour after your chosen time)

Start time: _____ End Time: _____

7. Title of your Press Event: _____

8. Will your event include:

☐ Breakfast

☐ Lunch

☐ Dinner

☐ Snacks

☐ Cocktails

9. Description of your event as you would like it to appear online for the media. (Description should not exceed 25 words).

10. All press events are listed on the CES press conference and events schedule unless otherwise requested.

Please check one of the following:

☐ Please list my event

☐ Please do **not** list my event

☐ Please list my event as **invitation only**

CES staff will accept or decline your reservation within 72 hours of receipt. If your request is declined, we will contact you to make other arrangements. You will receive detailed information regarding contacts for catering, A/V, labor/signage and Internet needs in your confirmation letter.

If you have any additional questions, please contact Sarah Szabo at sszabo@CE.org or (703) 907-4368.



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On-site Interview Rooms

Press and exhibitors can hold interviews in designated interview rooms available in both CES press rooms.

Interview rooms include a conference table for six people and a restricted single phone line for credit cards only. Request additional services, such as an Ethernet line or speaker phone, at least 48 hours in advance; these services will be billed back to the exhibitor/company making the request.

The rooms can be reserved for up to two hours at a time by contacting Jamie Lilly at jlilly@CE.org or (703) 907-7650.

On-site at CES, the rooms can be reserved by stopping by the press room and speaking with the receptionist or by calling the press room directly at (702) 943-3521.

2007 CES Regional Media Outreach Campaign

Each year, CES publicizes its exhibitors and their products and technologies to the media in their respective regions. We would like to invite you to participate in this program free of charge.

The regional press releases are a great way to get your company's news and intentions for the show publicized in your region's top news outlets in the weeks leading up to CES.

You can submit a short quote (less than 100 words) about your company's participation at CES to Sarah Szabo at sszabo@CE.org. Each release contains approximately four quotes and inclusion is first-come, first-serve. The deadline for inclusion is November 20, 2006.

The quote should be from a high-level executive involved with the show and should highlight anything new and exciting your company plans to showcase as well as why you think CES is important to your company's success.

Sample Quote

"We look forward to participating in the 2007 International CES because it offers unparalleled business opportunities and is the very best venue to launch our new products," said John Doe, president and CEO of Exhibitor X. "This year we are showcasing our latest consumer technology product and announcing several key partnerships."

The releases will be distributed to the following regions in mid-December:

- Northeast
- Mid-Atlantic
- South
- Midwest
- West
- Southwest
- Northwest
- International



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2007 CES Speaking Opportunities

More than 140,000 industry professionals from 130 countries come to Las Vegas to see the cutting edge in digital technology at the International CES, featuring four days of conference sessions, keynote speeches and exhibitors of consumer technology. It is the showcase for financial analysts, venture capitalists, developers, consumer technology manufacturers, corporate buyers and retailers. A speaker slot in the CES conference program is your opportunity to reach this audience.

The 2007 International CES will host approximately more than 175 conference sessions addressing wireless technology, home networking, mobile electronics, emerging technologies, retailing trends, e-commerce, digital content and much more.

CES strives to secure the best possible speakers for its conference program. Nominations are being accepted online through August 4, 2006.

For more information contact Natasha McKee at (703) 907-7636 or nmckee@CE.org.

2007 International CES Awards

As you prepare your exhibits for CES, don't forget the prospect of awards. The International CES awards programs bring added prestige and value to your exhibit, which in turn increases media coverage, public relations efforts and recognition.

Innovations Awards

Of the hundreds of new consumer electronics products launched each year, some seem destined for special success – and the Innovations awards program recognizes those products and their excellence in design and engineering. Innovations operates in conjunction with the International CES, and is one of the most likely places that attendees will be rubbing elbows with press and financial analysts who have come to see what the buzz is about. A panel of prominent industry experts judges the 2007 entries. Honorees will be displayed in the Innovations booth during the show and at a special press preview reception on January 6, 2007. Nominations will be accepted from August 28 – October 2, 2006 at www.CESweb.or/attendees/awards.

Innovation's People's Choice Award

Does your Innovations product stand out in the crowd? Thousands of CES attendees vote for their favorite on-site Innovations product, with only one crowned as the People's Choice for 2007.

CNET'S Best of CES Awards

For the second year in a row, CEA has chosen CNET.com to produce the Best of CES Awards program at the International CES Conference and Expo in January 2007. The awards will recognize the best new products at the show in 12 categories, plus a Best of Show and People's Voice award. Winning products will be chosen by the CNET.com expert editorial team, from those on exhibit at



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CES. CNET.com will begin accepting product submissions for review starting in October 2006. Additional information on how to submit your product will be available soon via www.bestofces.CNET.com/submit

More information regarding CES awards programs will be available in early fall. For the most up-to-date information, including deadlines and new programs, visit www.CESweb.org/Attendees/Awards.