

New Digital Media Advertising Opportunity at CES



Capture the attention, lure potential customers, & leverage your brand in a full-motion, full-color ad on our 19 ft. high-resolution LED at CES.

Display Location



**Located at Highest-Traffic Area at CES
(One of the main entrances/next to registration & taxi areas)**

The high profile LED display will be positioned in one of the highest traffic areas at CES. Your message will be seen, heard, and can be interacted with via text messaging to communicate to the attendees of CES.

For availability and more info:
Spot Focus at 408.859.1003 or
ces@spotfocus.com

Digital Display Availability

There are four time segments available for your digital advertisement. Each digital message will be included in a loop of content that repeats at least every 6 minutes from 7am-9pm all days of CES. Available time segments are as follows:

- ☐ 10 second video ad = \$3,350 ☐ 15 second video ad = \$4,950
☐ 20 second video ad = \$6,650 ☐ 30 second video ad = \$9,800

Time allotments are available on a first-come, first-serve basis.

Frequency

Your digital message will be seen at least 10 times per hour, 140 times per day, January 7-10, 2010. If the loop of content is shorter in length, your message will be played more times per hour at no additional charge. You can rotate or change your message daily to stay current with what's happening during CES.

Content

Content build services are included in the price or you can build your own content following the system specification guidelines. The system can display video, flash, mpegs, or quicktime files. Sound is supported. Content must be submitted by December 31, 2009.

Benefits

- Drive booth traffic & generate leads
- Increase product/service visibility
- Highlight differentiation
- Build your company brand
- Interact with CES attendees via mobile messaging
- Maximize your event ROI

Mobile Interactive Marketing (MIM)

Mobile Interactive Marketing extends the reach of your digital message by engaging the audience via their phone. A "keyword" is promoted with your message that is displayed on the LED during CES. When the audience texts the keyword, a text message of your choice, up to 160 characters, is automatically sent back to the individual. You can provide information about your product, service, booth number, promotions or anything you desire.

Phone data captured during the event is reported privately to your company.

Price

- ☐ \$800

The price includes keyword activation for the duration of the CES event.

Try a MIM example now – text "CES" to 21691

www.spotfocus.posterous.com

For further information, or to reserve time on the system contact Spot Focus at 408.859.1003 or ces@spotfocus.com.

