

# EXHIBITOR PROSPECTUS



# CREATIVITY UNLEASHED

The E3 Expo logo is centered in the background. It features a large, 3D yellow 'E' and a red '3' with a registered trademark symbol. The words 'ELECTRONIC ENTERTAINMENT EXPO' are written in a circular path around the '3'.

Produced By  
 IDG  
WORLD EXPO

June 15-17, 2010

L.A. Convention Center

E3Expo.com



▶ **The Electronic Entertainment Expo** (E3 Expo) is the premier event of the year for everyone involved in the global interactive entertainment industry. This must-attend event is all about the business, innovation, dynamism and creativity of the fastest-growing and most compelling sector of the entertainment industry: video and computer games.

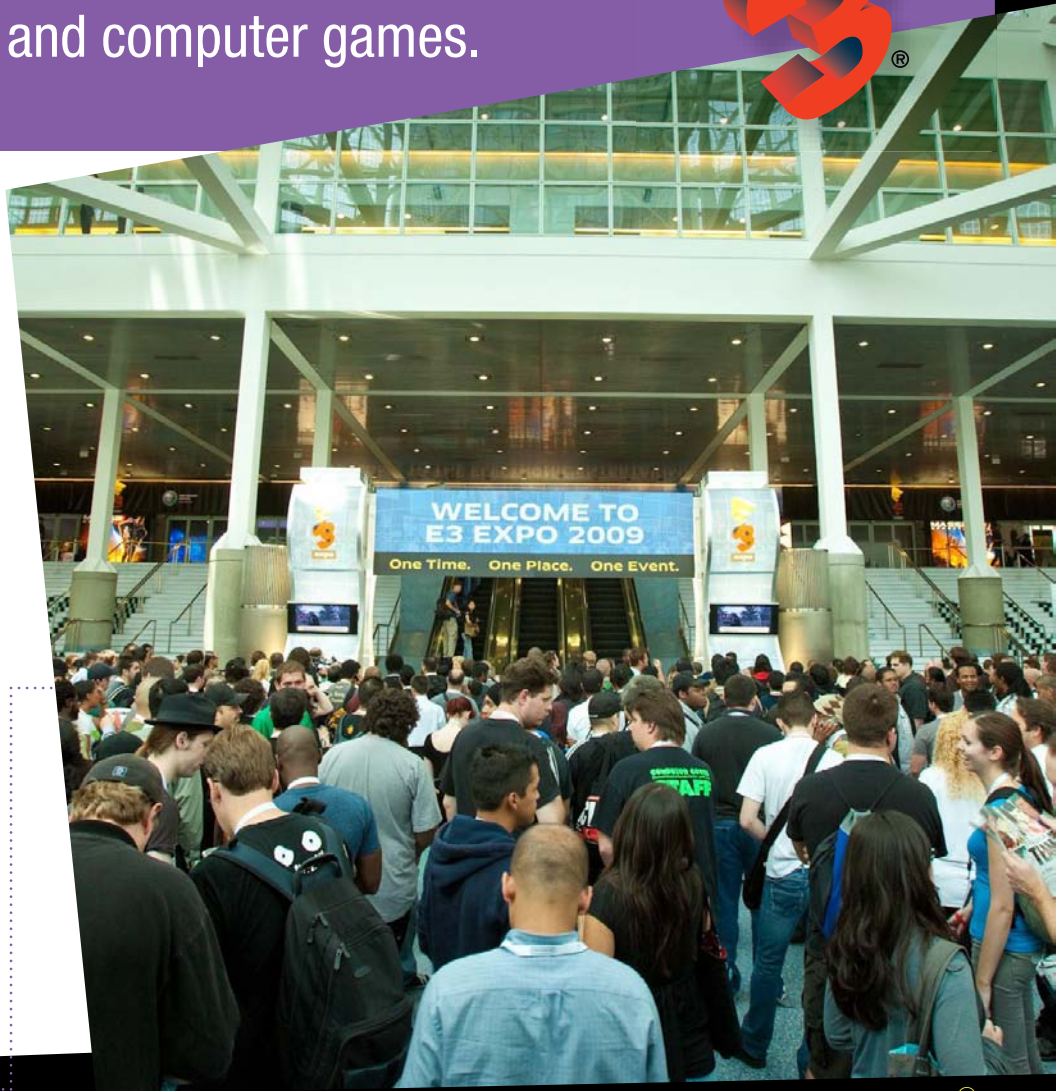


**MEET AND INTERACT WITH THE PEOPLE** who matter most to your business. E3 Expo attendees are a high-quality, highly valued and highly targeted audience of elite media outlets, key retailers, leading analysts and powerhouse publishing and development companies. E3 Expo is your once-a-year chance to interact with everyone in the industry, under one roof, and get the results you're looking for.

E3 Expo is where industry indies mingle with multinationals, where innovation inspires a world of possibilities, and where demos and deals impact the interactive entertainment business for months to come. If your company is part of this dynamic industry, ***E3 Expo is where you need to be.***

“With E3 2009 come and past, we can now safely say that the ‘wow’ factor is back . . . and it was awesome. Mainstream media-types took notes and crafted their stories on the show’s biggest revelations. The eyes of the world again turned to L.A.”

GameDaily, June 9, 2009



# CREATIVITY: SPECIALIZED

**E3 Expo welcomes:** console, PC, online and mobile game publishing and developing companies; makers of video game hardware, technologies and peripherals; production and packaging services; online services to new business and distribution models; in-game advertising; academic institutions featuring programs specific to interactive media and game development; as well as qualified business partners.

"In-person events can boost purchase intent as high as 52% ... nearly half of attendees felt they had a connection with the brand after interacting with it at a tradeshow."

*Brandweek, "Study: Purchase Intent Grows With Each Event," citing 2008 Advertising Research report*

"E3 gave us a lot of momentum on the network — in the week of E3 our sales grew 48 percent week over week. We also just saw a tremendous amount of traffic, and a lot of people downloading the free E3 trailers."

*Sony PlayStation, Gamasutra, July 15, 2009*



## MAKE CONNECTIONS. BOOST SALES. IMPROVE YOUR BOTTOM LINE.

Whatever your goals, whatever your budget, whatever your product, E3 Expo offers key marketing advantages. At E3 Expo, you can:

- **LAUNCH** a product
- **CONNECT** with retailers
- **GENERATE** media coverage
- **DEBUT** a new technology
- **CAPTURE** leads
- **BUILD** a brand
- **DEMONSTRATE** a product
- **SECURE** distribution agreements

60.9% of marketers considered face-to-face exhibiting as the best means to effectively build brand image.

*According to Forrester Consulting Services for American Business*

## BENEFIT from the power of face-to-face marketing.

Exhibitions are one of the most effective and efficient ways to meet and do business. According to the Center for Exhibition Industry Research (CEIR), face-to-face interaction continues to have significant value and importance when it comes to delivering on a company's marketing plan.





# CREATIVITY: EVOLVED

## MORE AND MORE PEOPLE ARE PLAYING GAMES.

The audience has expanded beyond the traditional gamer demographic, attracted by new platforms and methods of play. Gaming consoles are becoming multimedia devices that connect users to a world of entertainment right in the living room. Online play has migrated to social networking websites and the mobile phone has emerged as an innovative new game platform, opening a world of possibilities for creative game developers. As mainstream consumer interest continually drives market demand, the growth potential is enormous.

“At E3, we viewed a strong pipeline of content for both core gamers and mainstream consumers, not only through traditional console, PC and portable devices, but also web-based casual and multiplayer online games, as well as a surge of content for the ‘third screen,’ in particular for Apple’s iPhone.”

Lazard Capital Markets, Gamasutra, June, 8, 2009

## THE GLOBAL VIDEO GAME MARKET IS PREDICTED TO BE WORTH \$73.5 BILLION BY 2013 .

The North American video game industry is expected to reach \$21.6 billion in sales in 2013, with an average growth rate of 5.8% over the next five years—more than the film industry and more than recorded music.

The Global Entertainment & Media Outlook 2009-2013, PricewaterhouseCoopers



An exhibit at E3 Expo can position your company as a leader in the evolution of the global video game industry.

## WHO IS THE GAME PLAYER? (NPD for ESA)

68% of American households play computer or video games.

- The average game player is 35 years old and has been playing games for 12 years.
- The average age of the most frequent game purchaser is 39 years old.
- 40% of all game players are women.
- 37% of heads of households report they play games on wireless devices such as a cell phone or PDA, up from 20% in 2002.

# CREATIVITY: PERSONIFIED

## ALL THE PEOPLE YOU WANT TO MEET. ALL UNDER ONE ROOF.

E3 Expo offers your company the opportunity to renew relationships with existing customers and get in front of new clients with continued visibility in the industry.

E3 Expo is where the interactive entertainment industry gathers to do business. E3 Expo puts you face-to-face with key players that can impact your future success—a highly qualified and targeted audience that includes:

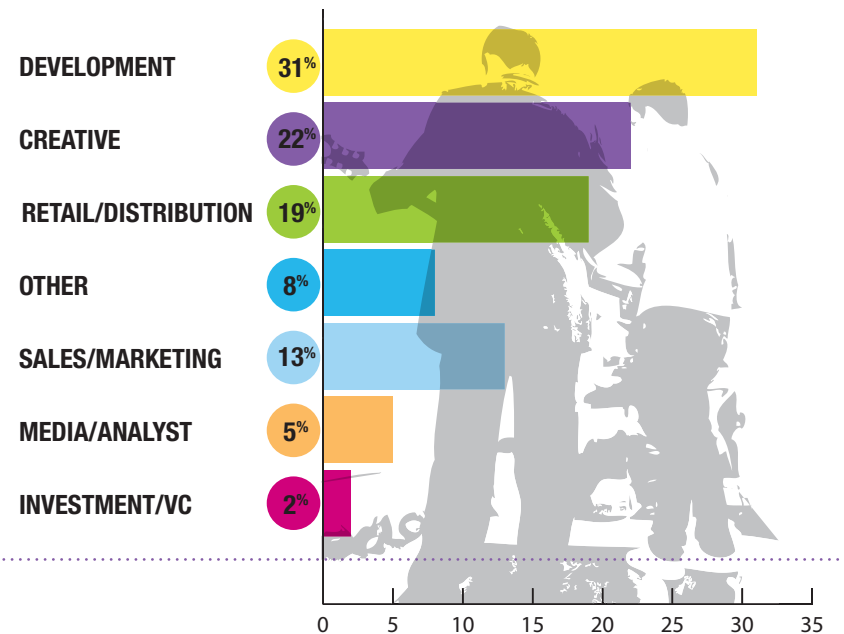
- Developers
- Retail Buyers
- International and U.S.-based Trade & Consumer Media
- Industry and Investment Analysts
- Venture Capitalists
- Community Influencers



"In all honesty, I think this is the perfect E3. You have the right amount of people, the right amount of vendors, the right amount of energy."

EEDAR, Gamespot.com, June 4, 2009

## PRIMARY BUSINESS OF ATTENDEES



Attendees' primary objectives in attending E3 Expo included:

- > **DISCOVERING UPCOMING RELEASES (80%)**
- > **IDENTIFYING INDUSTRY TRENDS (72%)**
- > **NETWORKING WITH INTERACTIVE INDUSTRY PROFESSIONALS (68%)**

92% of attendees were able to accomplish their business objectives.  
95% of attendees plan on attending the 2010 E3 Expo.

*From E3 Expo 2009 Attendee survey*

# CREATIVITY: QUALIFIED

## E3 EXPO'S VIP BUYER PROGRAM WORKS CLOSELY WITH EXHIBITORS

to identify and extend invitations to only the most qualified members of the global retail community.

E3 Expo 2009 welcomed 283 verified buyers from more than 100 key retail outlets to its exclusive VIP Buyer Program. The VIP Buyer Program ensures that the buyers with the most purchasing power from around the world are turning out in force to see your products.

## THESE ARE BIG BUDGET BUYERS.

Based on reports from VIP Buyers, orders were written at the show with an estimated value of over **\$385 million**, with millions more in the pipeline (based on future launch dates of products introduced at E3 Expo 2009).



*"The buyer lounge was the perfect place for us to grab a quick bite, make calls, catch up on email, have quick meetings, and serve as a common meeting point. Thank you for making it a positive experience for us." —Walmart.com Buyer*

*"It was great to be back at E3 ... It was MUCH easier to walk around and to communicate and it was great to see the 'Buzz and hype' back as it always had been at the event!" —GameStop Buyer*

*"On behalf of the Target team I wanted to thank you for putting together such a great VIP experience for Buyers at E3 this year." —Target Buyer*



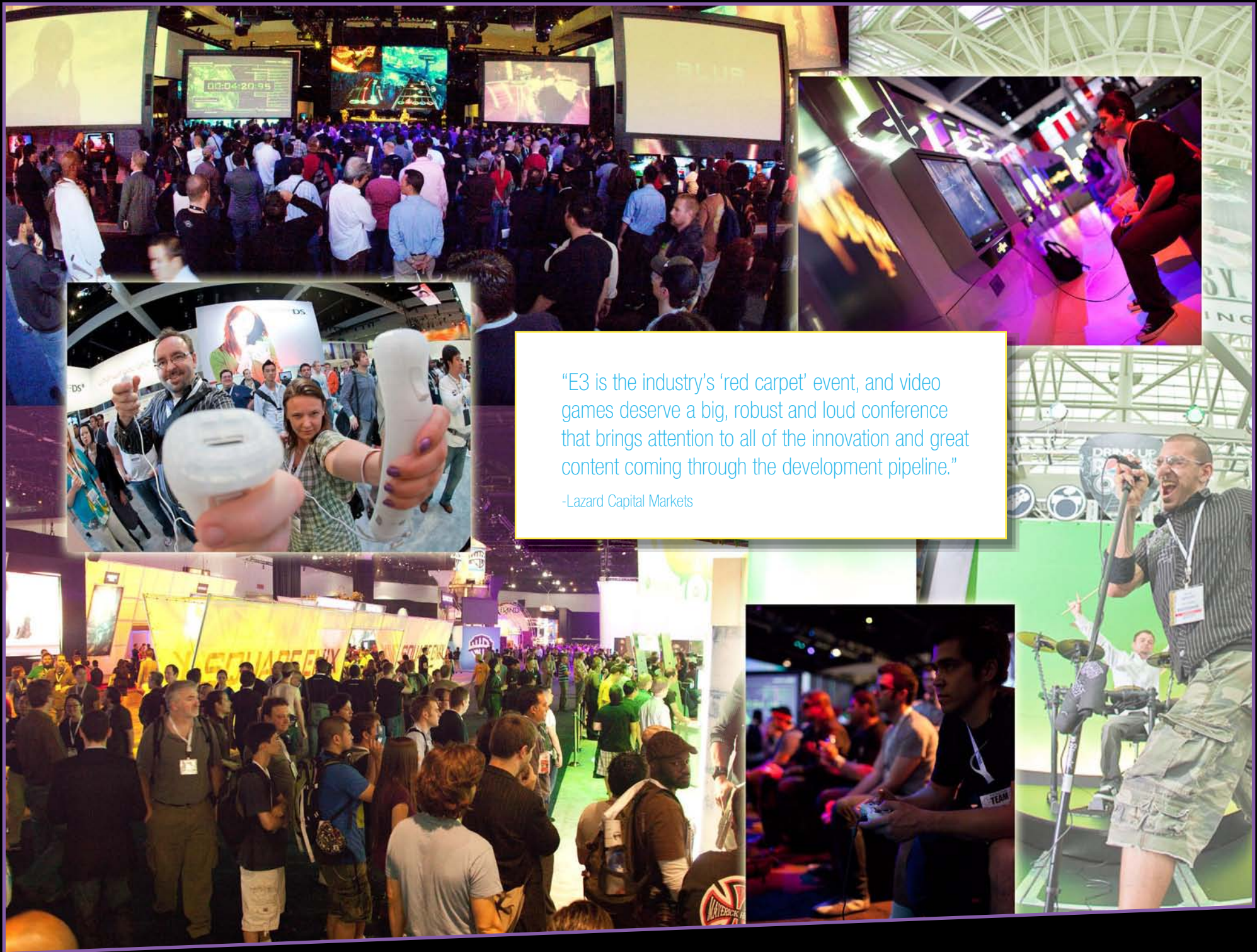
***Retail/Distribution business sector makes up 19% of the E3 Expo audience.***

*A sample of the VIP Buyers attending E3 Expo 2009 includes:*

All Interactive (AID) - Australia  
Alliance Distributors  
Amazon.com  
Argos Limited - UK  
Best Buy  
Big W - Australia  
CentreSoft, Ltd. - UK  
D&H Distributing  
Dell, Inc.  
EB Games - Australia & NZ  
Fry's Electronics  
Game Crazy/Hollywood Video/  
Movie Gallery  
Game Group PLC - Australia  
Game Stores Group, Ltd - UK  
GameStop - Italy  
GameStop, Inc.  
Ingram Entertainment  
Jack of All Games

Leader Spa - Italy  
Mecca  
Meijer  
Micro Center  
Navarre  
Pioneer Distributors  
Sam's Club  
Sears Holding Co. (Sears and Kmart)  
Sodifa SAS - France  
Solutions 2 Go, Inc. - Canada  
Target  
Target - Australia  
Tenyo Co., Ltd. - Japan  
Toys "R" Us - Canada  
Toys "R" Us - Japan  
Toys "R" Us, Inc.  
VPD Games  
Walmart Stores, Inc.





"E3 is the industry's 'red carpet' event, and video games deserve a big, robust and loud conference that brings attention to all of the innovation and great content coming through the development pipeline."

-Lazard Capital Markets



# CREATIVITY: MAGNIFIED

## E3 EXPO IS THE PERFECT OPPORTUNITY TO TELL YOUR STORY TO THE WORLD.

E3 Expo is the must-see event for the worldwide media. Approximately 3,000 journalists attended E3 Expo 2009, representing a wide variety of business, trade and game-enthusiast publications from print and online, radio and broadcast outlets. Extensive global coverage of the event generated approximately 9 billion media impressions around the globe. Position your company as an E3 Expo exhibitor in 2010 and tell your story to the world!

## FIRST LOOKS

The media comes here to see what's new. The First Looks program specifically spotlights debut titles and technologies at E3 Expo. First Looks products are promoted vigorously prior to and during the show so that media and buyers can easily target participating exhibitors.

*"I think you get a singular opportunity to have the press and everybody else focus on our industry for a week in LA—one of the entertainment capitals of the world. That's pretty priceless."*

Sony Computer Entertainment Europe (SCEE), GamesIndustry.biz,  
June 8, 2009

*As an exhibitor you have a unique opportunity to **capture the media spotlight.***



Just a small sampling of the **thousands of media outlets** represented at E3 Expo 2009 includes:

ABC NEWS	GIRLGAMER.COM
ASSOCIATED PRESS	GOTTGAME
BBC NEWS	HARDCORE GAMER
BILLBOARD	HOLLYWOOD REPORTER
BLOOMBERG NEWS	IGN.COM
CBS	INVESTOR'S BUSINESS DAILY
CNBC TV	JOYSTIQ
CNET NEWS	KABC
CNN	KNBC
COSMOPOLITAN-GAMONGIRLS	LA TIMES
CURRENT TV	MTV NETWORKS
CVGAMES.COM	NBC
DESTRUCTOID	NEW YORK TIMES
DIGITAL TRENDS	REUTERS
ENTERTAINMENT WEEKLY	SAN FRANCISCO CHRONICLE
ESPN	SAN JOSE MERCURY NEWS
ESQUIRE	SEATTLE TIMES
EUROGAMER	SPIKE TV
FINANCIAL TIMES	SPORTS ILLUSTRATED
FORBES	TIME
FORTUNE	TV GUIDE
FOX BUSINESS	UNIVISION
FOX TV	USA TODAY
FUTURE PUBLISHING	VARIETY.COM
G4 MEDIA	VOICE OF AMERICA
GAME INFORMER	WALL STREET JOURNAL
GAMETRAILERS	WESTWOOD ONE
GAMESPOT	WIRED



# CREATIVITY: REVOLUTIONIZED

## E3 EXPO MARKETING YIELDS IMPRESSIONS IN 2009... ... AND LEADS TO EXPANSION IN 2010.

E3 Expo's integrated, on-going marketing campaigns gain the worldwide attention of both professionals and game enthusiasts following the evolving video game industry.

E3 Expo's multifaceted promotional campaigns include:

**Print Advertisements** in publications such as *Dealerscope*, *Animation Magazine*, *GamePro*, *The Official Playstation Magazine*, *Xbox : The Official Magazine*, *Nintendo Power*, *KidScreen*, *Game Developer*, *PC Gamer*

**Social Media outlets** such as Facebook, Twitter and Flickr provide coverage and updates of E3 Expo to the public through viral channels

**Hundreds of millions of impressions generated online** with major media partners including: G4, *GamePro*, *MCV*, *GamesIndustry.biz*, *GameDaily*, *Future Publishing*

"We love the layout. ... It's a great size show. ... It's like Goldilocks: it's not too big; it's not too small. Everybody's been saying it's just right."

Sega, Tradeshow Week, June 15, 2009



*E3 Expo 2009 was supported by more than 25 sponsors and partners including:*

Children's Technology Review	GirlGamer
Digital Media Wire	IGDA
Future Games Group	KidScreen
Gamasutra	MCV
Game Connection	Multiplayer.it
<i>Game Developer Magazine</i>	Music4games.net
Game Industry Map	PocketGamer.biz
GameDev.net	The Escapist
<i>GamePro</i>	<i>The Hollywood Reporter</i>
GamesIndustry.biz	Video Games Live
GameStar	WarCry Network



**Dealerscope**



# CREATIVITY: OPTIMIZED



Whatever your goals.

Whatever your product.

E3 Expo Event Marketing  
can affect a stronger ROI.

## MAXIMIZE YOUR ROI WITH EVENT MARKETING.

As an exhibitor, you'll benefit before, during and after the show with exclusive access to E3 Expo Event Marketing programs—let us help you stand-out.

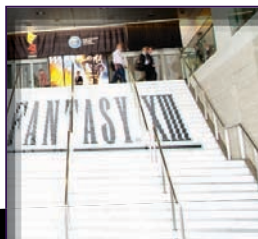
### How can you leverage your presence as an exhibitor at E3 Expo?

There are many creative sponsorship opportunities available to exhibitors and our Event Marketing team is ready to help you find the program that's just right for you. Specialized programs keep your message top of mind before, during and even for weeks and months after the show closes.

The end result: You reach your key partners, important contacts and customers, and even others in the industry who were unable to attend in person.

### We will help you create a tailored marketing program that will:

- Generate press coverage for your new product releases;
- Create heightened awareness for your company brand;
- Drive qualified professionals to your exhibit;
- Impact thousands of attendees with your product message; and
- Gain a tactical advantage over your competition.





# CREATIVITY: UNLEASHED

Bringing together the **people, products and passion**  
of the global interactive entertainment industry.



## 2009 EXHIBITOR LIST

1UP.com, a UGO Entertainment Property  
505 Games  
A.L.S. Industries/R.D.S. Industries  
Abyss Lights Studio  
Activision  
Advocate Art Ltd.  
Atlus U.S.A.  
Azuradisc, Inc.  
Babel  
Basco Distribution  
BDA  
Bethesda Softworks  
Blitz Games Studios  
Brady Games  
Cambre Products - GameOn  
Capcom USA  
CH Products  
Children's Miracle Network  
City Interactive  
Codemasters  
Compedia Ltd.  
CompuExpert  
Conny  
Conspiracy Entertainment Corp.  
Crave Entertainment  
Creative Mind Interactive Inc.  
CSIdentity  
CTA Digital, Inc.  
D3 Publisher  
D3 Publisher of America Sales  
D3 Publisher of Europe  
Data Design Interactive  
David Perry  
D-BOX Technologies, Inc.  
DDR Game  
Deck 13 Interactive GmbH  
Dell Gaming  
Digital Extreme Technologies, Inc.  
DIGITAL Hearts

Digital River, Inc.  
Digiwinner Limited  
Disney Interactive Studios  
Dolphin Electronic Co. Ltd.  
DreamCatcher/JoWood  
dreamGEAR  
dtp entertainment  
E-Game For Less, Inc.  
Eidos Interactive  
Electronic Arts  
Electrotank, Inc.  
Elite Systems Ltd.  
Emergent Game Technologies  
Entertainment Liquidators of Canada  
Enzyme Labs  
Epic Games  
e-Play  
Evil Controllers  
EZ Games Distribution, Inc.  
Fallen Earth  
Fatal1ty  
Foreign Media Games  
Frogster America, Inc.  
G4TV  
Game Center Distribution Inc.  
Game Outlet Europe  
Game Source, Inc.  
Gamelife  
Gamepark Holdings Co. Ltd.  
Gamer Grub  
Gamers First  
GameSpot  
GameTech  
GAriGrid/QualSense  
Gazillion Entertainment  
GelaSkins  
GenAudio  
Grace Marketing Company  
Graffiti Entertainment, Inc.  
Griffin International  
Hi Rez Studios

High Voltage Software  
Hong Kong Manufacturers Ltd.  
Hori (U.S.A.), Inc.  
iBeta Quality Assurance  
ICON  
IGN.com  
Ignition Entertainment  
ijji.com (NHN USA)  
InComm  
IndieCade  
Infernal Engine  
Innex, Inc.  
Inspired Instruments, Inc.  
Intel Americas, Inc.  
Iron Will Technologies Inc.  
J.F.J. Disc Repair  
Key2West Marketing Inc.  
dba Game America  
Knowledge Adventure  
KOEI Corporation  
Konami Digital Entertainment  
Logic3  
Logitech  
Loomax International B.V.  
LucasArts  
Mad Catz  
Majesco Entertainment  
Marc Ecko Entertainment  
Marjacq Man  
Mastermedia  
Matcom Distribution  
Mayflash Limited  
Mecca Electronic Industries Inc.  
MGEAR  
Microsoft Corporation  
Mine Loader Software North America  
Morpheus Prototypes  
MTV Games  
MusicSkins LLC  
Namco Bandai Games America  
National University

Natsume, Inc.  
NaturalMotion, Inc.  
nDreams Ltd.  
NHN Corp.  
Nintendo of America  
Nordic Game  
Nordic Games Publishing  
NVIDIA  
NYKO Technologies  
Packaging & Design  
Paleo Entertainment  
Paradox Interactive  
Parature  
PEGA HK Ltd.  
Penguin United  
Perfect World  
Performance Designed Products  
Phantom EFX  
Playlogic Games  
Playseats  
PlaySpan  
Playwet  
POWER PLAY (RIIFLEX)  
Prima Games/Random House, Inc.  
Pro vs. GI Joe  
Proximo Games, LLC  
QiShenglong Manufacturing Ltd.  
Rapid Interactive  
Realtime Worlds  
Rebellion  
Roadie Music Game Gear  
Royal Electronics, Inc.  
RTI Disc Repair  
S1 Audio  
Sakar-Vivitar  
Scanavo North America Ltd.  
SEGA of America, Inc.  
Shadows In Darkness  
Solutions 2 Go  
Sonic Games Inc.

Sony Computer Entertainment America  
Sony Computer Entertainment Europe  
Sony DADC  
Sony Online Entertainment  
SouthPeak Games  
Splitfish AG  
Stainless Games Ltd.  
Super Rewards  
SureDisc  
TakeOff CSH  
Take-Two Interactive Software, Inc.  
Tecmo  
Telltale Games  
Tencent Games  
Teyon  
Think Services Game Group  
THQ  
TOMY Corporation  
Trion World Network  
Tritton Technologies, Inc.  
Turtle Beach  
U.S. Games Distribution, Inc.  
Ubisoft Entertainment  
USERJOY Technology Co., Ltd.  
Valve Corporation  
Video Game Advantage  
Vogster Entertainment, LLC  
Warner Bros. Interactive  
WIT Entertainment  
Wizarbox  
Woot Wholesale, LLC  
xaitment Inc.  
XD Productions  
Xlerator Wheel Stands  
XSEED Games  
Yoostar  
Z-Best Audio & Video Inc.  
ZeroPlus Technology Co., Ltd.  
Zoo Games

# CREATIVITY: EXEMPLIFIED



*Opportunity awaits:  
Join us at E3 Expo.*



**entertainment  
software  
association**

The Entertainment Software Association (ESA) is the U.S. association exclusively dedicated to serving the business and public affairs needs of companies that publish computer and video games for video game consoles, personal computers and the Internet. The ESA offers a range of services to interactive entertainment software publishers, including a global anti-piracy program, business and consumer research, government relations and intellectual property protection efforts. ESA also owns and operates the Electronic Entertainment Expo (E3). For more information, please visit [www.theESA.com](http://www.theESA.com).

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If you are interested in exhibiting at E3 Expo 2010, call or email Giovanni Stein.

**Giovanni Stein**

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E: [gstein@idgworldexpo.com](mailto:gstein@idgworldexpo.com)



## EXHIBIT BOOTH AND MEETING ROOM SPACE OPTIONS

**To better promote business and branding opportunities, E3 Expo offers strategic exhibit space options.**

- For your convenience, the Show Floor includes Booth Space as well as On-floor Meeting Rooms.
- Meeting Room space is also available away from the Show Floor in a private, invitation-only, limited-access area of the Convention Center.

### **Just a few of the complimentary benefits of exhibition:**

- Guest Passes for key clients and customers
- Exhibitor badge allotment based on booth size
- A one-time use of the pre-registered attendee list
- Access to the media list both pre- and post-show
- An exhibitor listing in the official show publication
- An exhibitor listing with link on [E3Expo.com](http://E3Expo.com)
- Scrolling company logo with link on [E3Expo.com](http://E3Expo.com)