eBooks TechZone

**Central Hall • Las Vegas Convention Center
Las Vegas, Nevada • January 7-10, 2010
2010 International CES®**

The **eBooks TechZone, sponsored by the at the 2010 International CES** features an evolving product and service category that has been moving steadily into the mainstream over the past several years. This category includes the eBook, eBook reader device and eBook reader. The eBook reader device allows consumers to carry thousands of books, newspapers and other media in one device.

Who should exhibit?
The **eBooks TechZone** is for hardware and display manufacturers providing innovative, compatible products for eBook devices, as well as publishers, DRM and ODM/component makers, retail websites, content owners, software readers/applications and accessories.

A focused exhibit area draws a qualified crowd.
When CES attendees look for **eBook** and accompanying devices, they'll look for the **eBooks TechZone**. Exhibit in this dedicated space to make it easier for your top prospects and future partners to find you.

CES delivers incredible ROI and powerful market position!
The International CES sets the stage for the year. This TechZone gives you a prestigious presence at lower exhibit costs than most other shows. The International CES is your best venue to tap major international distribution channels, OEMs, the financial community and others. Heighten your visibility through key press coverage delivered by the International CES. Debut your CE products and meet face-to-face with more than 110,000 key industry leaders and decision makers.

Attendee Highlights		They're Decision Makers!	
12,000+	Retail buyers	23,000+	Final decision makers
3,500+	Institutional, Corporate (non-retail) and Government buyers	30,000+	Senior-level executives
3,000+	Engineers	22,000	International professionals from 140 countries
4,500	**Media**	8,000+	Manager and store managers
1,500	Financial/market analysts	700+	VAR/dealers

* Source: 2009 International CES VERIS Audit/Registration Report

One Show. Countless Opportunities.
JANUARY 7-10, 2010 | LAS VEGAS NEVADA

2010 International CES
PRODUCED BY CEA

WHERE ENTERTAINMENT, TECHNOLOGY
AND BUSINESS CONVERGE

CESweb.org

Three Booth Investment Options:

A. Open Booth Space

- Open booth space for companies who prefer their own carpet, furnishings and display
- CEA members: $36 per square foot
- Non-members: $41 per square foot

B. All-inclusive TechZone Hardwall Booth Package

- 10'x10' hardwall booth package includes carpet, furnishings and other inclusions – see attached rending for details
- CEA members: $5,150 per 10x10 Space
- Non-members: $5,350 per 10x10 Space

C. All-inclusive TechZone Pod Package

- 5'x8' sq ft pod package includes carpet, counter and other inclusions – see attached rendering for other details
- Non-members: $5,350

Plus — Exclusive CES benefits:

- Extensive show promotion for the TechZone, including:
    - o Pre-show publicity opportunities in print and on the Internet
    - o Access to pre-registered press lists
- FREE guest tickets for your most valued customers
- Listings in the official CES directories (print, Internet and PDA versions)
- Press promotion in the official *CES Daily*, as well as to 4,500 global journalists
- Access to a press conference room, ideally located near the press room *(requires advance reservations)*
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the eBooks TechZone — and your products, services and technologies
- Las Vegas Convention Center Central Hall location – prime real estate in the main area of CES exhibit with overhead TechZone identification signage

Call today to secure your spot!

For more information contact: **Shari Gray, National Accounts Manager**
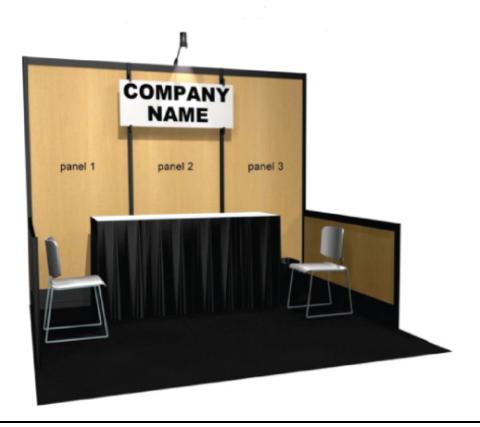**Phone: 703-907-7025**
E-mail: sgray@CE.org

One Show. Countless Opportunities.
JANUARY 7-10, 2010 | LAS VEGAS NEVADA

2010 International
CES

PRODUCED BY
CEA.

CESweb.org

WHERE ENTERTAINMENT, TECHNOLOGY
AND BUSINESS CONVERGE

panels 1 & 3
visual opening
$37\frac{9}{16}$"w x $85\frac{3}{8}$"h overall
($37\frac{9}{16}$' x 57"h above table)

panel 2
visual opening
$37\frac{9}{16}$"w x $85\frac{3}{8}$"h overall
($37\frac{9}{16}$" x 35"h between table
and 48"w x 18"h sign)

COMPANY NAME

panel 1   panel 2   panel 3

TechZone Hardwall Booth

- Backwall is 8'-0"h with 36"h side rails
- All insert panels are blonde melamine
- ID sign is 48"w x18"h white foam
  board with black copy.
- 1 6' x 2' black draped table with white top.
- 2 grey contour chairs
- 1 wastebasket
- 1 black arm light
- 1 500 watt outlet
- 1 Black carpeting
- Exhibitors may adhere graphics to panels.
  However, all graphics must be either
  laminated or mounted to a backing such
  as Foamcore.
- Exhibitors must provide their own Velcro
  or double sided tape.
- Exhibitors may commission GES to produce
  graphic panels. Please email your files to
  Elayne Elwell at eelwell@ges.com.
  by November 17, 2009
- Locks for storage are available upon request.
- Storage space is provided underneath the
  pod counter.
- Substitutions and variations to the package
  are not allowed.
- Any additional booth structure is not permitted.

One Show. Countless Opportunities.
JANUARY 7-10, 2010 | LAS VEGAS NEVADA

2010 International
CES

PRODUCED BY
CEA

WHERE ENTERTAINMENT, TECHNOLOGY
AND BUSINESS CONVERGE

CESweb.org

Company Name Panel
visual opening
37 9/16"w x 11 1/8"h

COMPANY NAME POD #

Panel 1
visual opening
17 7/8"w x 85 3/8"h

Panel 2
visual opening
37 9/16"w x 38 5/8"h

Panel 3
visual opening
17 7/8"w x 85 3/8"h

Panel 4
visual opening
37 9/16"w x 29 3/8"h

TechZone Pod Package

- 1 wastebasket
- 1 freestanding literature rack
- 2 bar height stools
- 1 black arm light
- 1 500 watt outlet
- Standard booth carpet
- Company ID sign
- Counter dimensions are 40"x40"x40 3/4"
- Panels are blonde melamine
- Exhibitors may adhere graphics to panels.
  However, all graphics must be either
  laminated or mounted to a backing such
  as Foamcore.
- Exhibitors must provide their own Velcro
  or double sided tape.
- Exhibitors may commission GES to produce
  graphic panels. Please email your files to
  Elayne Elwell at eelwell@ges.com.
  by November 17, 2009
- Locks for storage are available upon request.
- Storage space is provided underneath the
  pod counter.
- Substitutions and variations to the package
  are not allowed.
- Any additional booth structure is not permitted.

One Show. Countless Opportunities.
JANUARY 7-10, 2010 | LAS VEGAS NEVADA

2010 International
CES

PRODUCED BY
CEA

WHERE ENTERTAINMENT, TECHNOLOGY
AND BUSINESS CONVERGE

CESweb.org