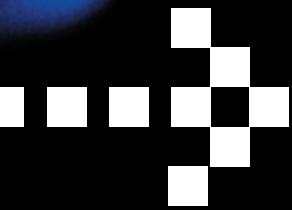


fact:

Every sector of consumer electronics  
wants to talk gaming.



Just how much business do you want to do?

IF YOU DEVELOP, DISTRIBUTE, RENT OR SELL ELECTRONIC GAMES—online or offline—the International CES® is the only place to reach every sales channel at once. The largest cross-vertical technology marketplace, THE window to the home entertainment market, a wonderland of wireless communication and embedded technologies, more press and financial analysts than any other technology event, and a marketing mainstay for small and large companies.

*Amazon.com, Anheuser Busch, Circuit City, Coca-Cola, eBay.com, Electronics Boutique, GameSpot, InterAct, Interactive Entertainment Merchants Association, Kraft Foods, Major League Baseball, McDonalds, Microsoft, NASCAR, NFL, Nintendo, Nvidia, Pepsi, Radio Shack, Sony and more.*



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Retailers, distributors and manufacturers of PCs, handhelds, cell phones and video consoles. Movie studios, developers, online sites and broadcast networks seeking more interactive programming. Homebuilders and integrators of home media and entertainment centers. Corporate and government buyers looking at training and development “games” that cut costs and improve productivity.

THE 2004 INTERNATIONAL CES

is one giant multiplayer opportunity

## the show WITHIN THE SHOW

The 2004 International CES steers potential customers and partners your direction by grouping gaming products, information and technologies under one roof:



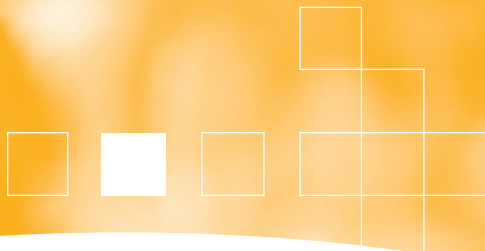
- n **XTREME ENTERTAINMENT PAVILION**, new in 2003, immerses customers in Xtreme entertainment and digital technologies that depart from the ordinary, usual or expected.



- n **TECHHOME PAVILION** features the ultimate media and entertainment center. Multiplayer online games on PCs, wirelessly connected to flat-panel displays, DVDs, eye-popping digital imaging technology, consoles, set-top boxes—everything buyers seek to build electronic game sales.
- n **THE YOUTH MARKET** is a key focus for retailers and online publishers who recognize that this is where the money is. At the 2004 International CES, buyers will be scouting for games, content providers, hardware, accessories and suppliers with products that ramp up their sales appeal.
- n **GURUS OF GAMING** are the individuals with the power and reach to move markets. Executives from Sega, Microsoft, BAM! Entertainment, Creative Strategies and other market movers share their expectations at the Gaming SuperSession.
- n **THE GAMING KNOWLEDGE TRACK** is a crash course in the business of gaming that keeps you ahead of your customers. Find out what you don't know at sessions such as:
  - Winning With Wireless Gaming
  - New Rules, New Trends, New Game
  - Video Game Market Outlook for 2003 and Beyond: Forecasting Hot Trends, Profit Opportunities and Cashing In

Electronic Entertainment/Games ranks among the 5 Technologies to Watch in 2003 from the Consumer Electronics Association (CEA), producer of the International CES.

continued on back 



Gaming has come of age, and it's crystal clear at the International CES. Everyone from retailers, Internet publishers and movie studios to wireless carriers and content providers see gaming as integral to profit and productivity



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## conduct all of your business AT ONCE

**SIT DOWN WITH CUSTOMERS.** Make contact with hard-to-reach **prospects**. Explore new international **markets**. Initiate and solidify OEM **relationships**. Establish B2B **partnerships** and scout out **competitors**, because they will be scouting you out.

## CATAPULT YOUR GAMING TECHNOLOGY and brand

**SECURE YOUR PLACE AT THE INTERNATIONAL CES**—and within the gaming industry. Select sponsorship and promotional opportunities tailored specifically for your company. Speaking engagements, pavilion space, viral marketing campaigns and more.

**Call the International CES Sales at (703) 907-7613 or e-mail [Exhibit@CESweb.org](mailto:Exhibit@CESweb.org) today.**



THE 2004 INTERNATIONAL CES EXHIBITOR OVERVIEW

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