

2010 INTERNATIONAL CES® WORKBOOK

YOUR GUIDE TO SUCCESS AT THE



BE PART OF THE INDUSTRY'S

Must-Attend Event

In the highly competitive, dynamic consumer electronics (CE) industry, the International CES® is arguably the single most effective venue to launch and showcase products, create buzz, meet with industry and government influencers, and reach international markets. Whether you're an industry giant or enterprising start-up, our dedicated staff is here to help you customize your show experience so you can achieve virtually any marketing objective, increase ROI and drive sales.

This workbook helps guide your plans for next year's show with:

- Attendee profiles and data from the 2009 CES
- Key marketing initiatives
- Sponsorship and promotional programs that can boost your brand
- Contact information

You'll also find a summary of the many benefits of Consumer Electronics Association (CEA)® membership.

Please contact us with any questions and ideas. We look forward to helping you make the 2010 International CES your best show experience ever.

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Everything You Need

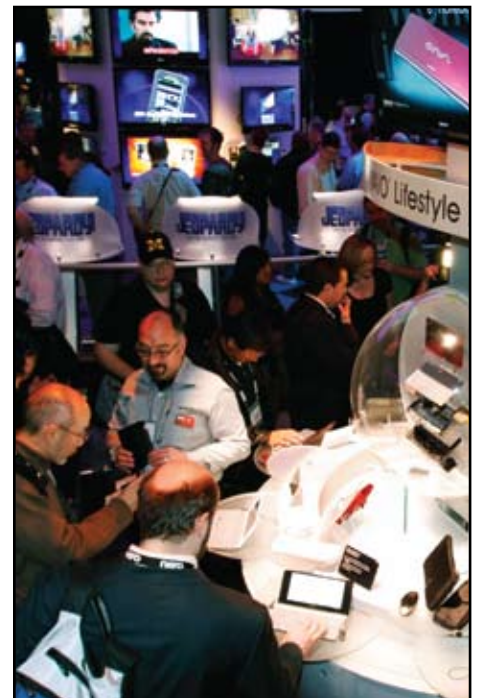
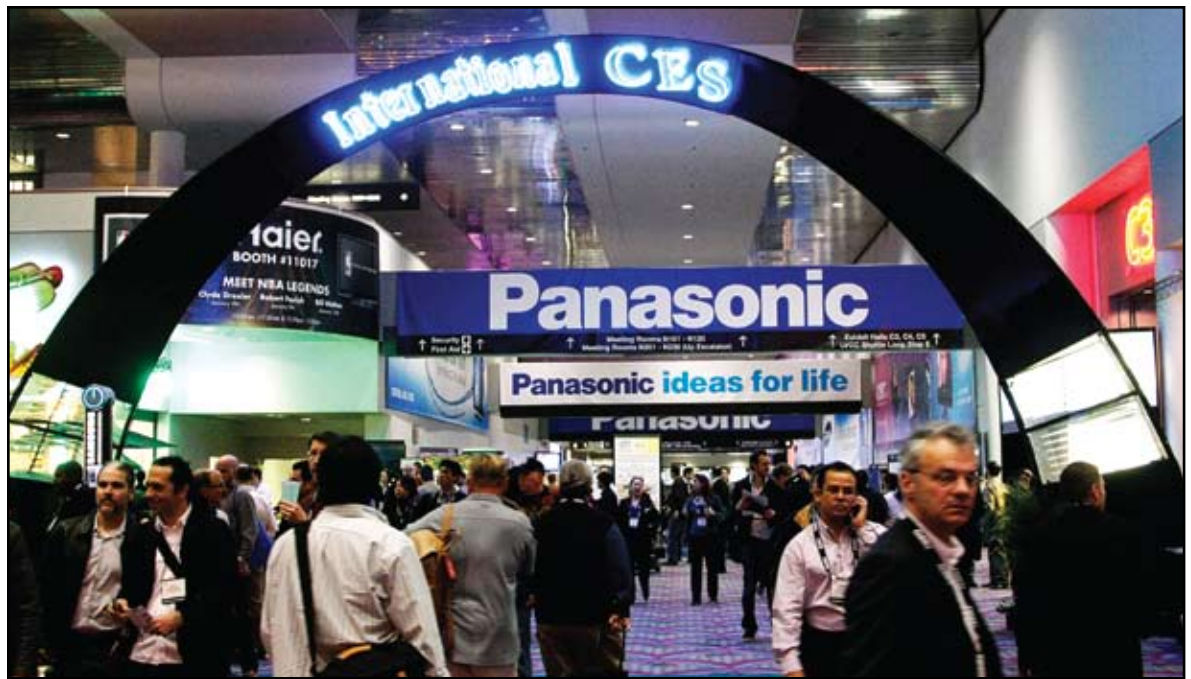
TO MAKE YOUR MARK



WHERE ENTERTAINMENT, TECHNOLOGY
AND BUSINESS CONVERGE

PRODUCED BY  CEA®





Mission Statement of the CES Business Development Team

The acronym **S.U.R.E.™** describes our focus as an organization and the value we bring to our relationship with you. Our marketing partnership is built on a **Sense of Urgency, Responsiveness and Empathy**, because we measure our success by your success.

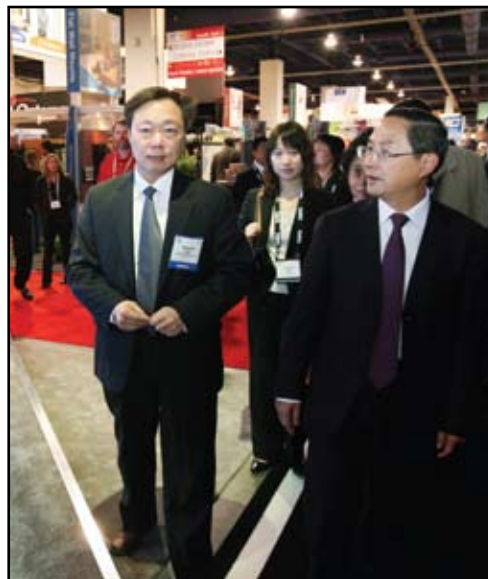
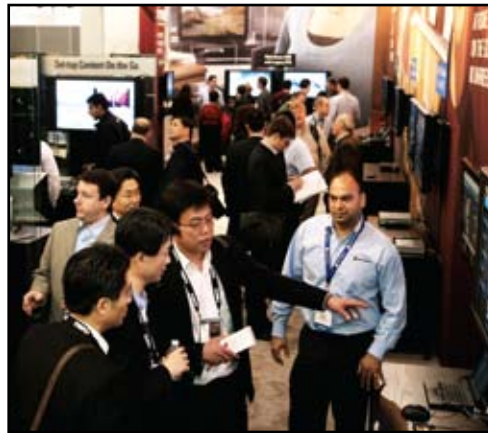
International CES

CAPTURES EXECUTIVE-LEVEL ATTENDEES

Exhibitors rely on CES to draw attendees who come to do business, and CES delivers, year after year.

- 46% of attendees are corporate decision makers.
- 67% either strongly influence or make final decisions for their companies.
- 8% come specifically to research new products and services.

With nine vertical markets representing every conceivable device, technology, content, platform and service, CES is the world's technology marketplace. In fact, some companies report that they execute as much as 80 percent of their annual business at the show. So if you want on-the-spot deal-making with existing partners and unlimited opportunity to make new connections, you need to be at CES.



Percentages based on 2008 International CES VERIS Audit Report.

Our Verified Audit: Numbers You Can Bank On

CES consistently delivers impressive attendee numbers, but we know that from your perspective, it's quality that counts. As an exhibitor, you'll be surrounded by the most important blue-chip companies and news-making start-ups. And you'll connect with more executive-level attendees than at any other industry tradeshow.

To help you measure your ROI accurately, we engage an independent third party to conduct a verified audit according to IAEE standards at the conclusion of each show. These standards are the most stringent and comprehensive for tradeshow and event auditing; the IAEE seal is your assurance that the attendee data we report have been fully vetted and verified. You can count on this audit to give you real numbers for all the categories that count: who attended and their decision-making power, broken down for you by industry, sector and market. You'll see statistics on the media, government representatives and international delegations.



Conducting Business
Professionally with
Honesty & Integrity

Increase Your ROI

EXHIBITOR MARKETING AND SPONSORSHIP OPPORTUNITIES

CES offers you a number of creative, tech-savvy ways to track your target audiences, showcase your products and services and make a significant impression with your brand.

The Ultimate in Web-based Lead-tracking and Measurement



Extend your investment before, during and after CES with eventLeads. CES eventLeads, formerly CES Smartbooth, is a powerful, web-based prospecting and measurement tool that allows you to maximize and continue your show investment before, during and after CES.

Every CES exhibitor receives a free MyCES Exhibitor Portal that allows you to:

- Complete your company information for the online MyCES directory and the printed Official International CES Show Directory.
- Be found online by attendees leading up to the show and buyers searching the Internet.
- Attract the right attendees to your booth and schedule face-time with your top prospects.

eventLeads automatically:

- Identifies your best prospects from the list of pre-registered attendees.
- Adds your company to attendees' Event Plans.
- Lists your booth on attendees' Personal Walking Maps.
- Displays your custom message or invitation to highly qualified prospects.

Improved in 2010 – Your eventLeads package includes an Exhibitor Microsite (also available separately). Over 1.3 million searches and 4.8 million page views were conducted by members of the MyCES community last year. Make sure your company is found and viewed in the best light with an Exhibitor Microsite. With your microsite you get the following:

- NEW* Video Upload Capabilities
- Highlight New products and Company Announcements with Online Press Releases
- Company Logo Upload
- Unlimited Company Information Text Online
 - Plus 300 Character Print Directory Description
- Unlimited Product Listings

For assistance, e-mail Support@BDMetrics.com or call 800-931-5103 and select option 1.





Increase Your ROI

INTERNATIONAL CES CE SPOTLIGHTS: ILLUMINATING INNOVATION

CE Spotlights are the bright spots on the show floor. Each spotlight area acts as a dedicated technology hub. CE Spotlights are continually evolving and showcase diverse exhibits for gaming, content, wireless and other markets.

Among the more popular CE Spotlights are our CES TechZones, the Gaming Showcase, Wireless World, Sustainable Planet and the Digital Imaging Showcase. New for the 2010 CES, EHX@CES is a dedicated installer/integrator CE Spotlight, complete with manufacturer training and exclusive networking events for the custom electronics professional. Find your market in a targeted CE Spotlight, or create a TechZone for your emerging technology.



Technology Hubs Draw Huge Crowds

CES TechZones allow you to feature your latest products and services and to position your company as an innovator to tens of thousands of qualified CE professionals.

These product-driven groupings cover every conceivable category represented at the show, including in-vehicle technology, computing, wireless communications, gaming, digital technologies, content and newly emerging markets. And you have the option of using our turn-key exhibit to make it convenient.

TechZones are heavily promoted to the media during preshow tours and events, and to attendees in consistent, product-specific communications. Contact your Business Development representative today to join a TechZone, or to create one for your technology.



CES TechZones*

Advanced Display Technologies

Casual Gaming

Digital Health

DisplayPort

Greener Gadgets

Mobile Broadband

HDMI

HD-PLC

HomePlug

i-stage

Robotics TechZone

SD Card

USB

Wireless Mobility brought to You by Qualcomm

ZigBee



**CES TechZones change with the industry. This list should be used as an example only.*



Marketing Opportunities Build Brands and Business

SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES

Choose Ours or Create Your Own

The International CES delivers more distribution channels than any other industry event. Keep your name in front of our powerful audience through a variety of sponsorships and promotional opportunities. If you have ideas for something special, call us and we'll help you make it happen.

To view a complete list of available promotional and advertising opportunities, please visit CESweb.org/promotions.



Choose from these categories, where you'll find countless opportunities to display your company name and logo, underwrite an event, advertise and more:

- Sponsorships
- On-site advertising
- Print advertising
- Targeted press opportunities
- Award programs
- Direct mail
- Speaking opportunities
- Industry events
- Plus, free opportunities for every exhibitor

It's easy to go beyond the booth with these dynamic promotions! Contact our Sponsorship and Promotional Opportunities Managers at 703-907-7688 or at byb@CE.org.





Reach Your Goals

WITH OUR FREE MARKETING SUPPORT

CES is your marketing partner before, during and after the show. We offer a range of free, highly effective marketing tools and support that help you reach your goals. And we help you continue those efforts post-show with ongoing, targeted analysis and our verified attendee audit.

Before the Show

- **Exhibitor Workshop Webinar Series**, a crash course in effective logistics for all show locations, plus PR, marketing and media tips
- **Exhibitor Manual**, your guide to everything related to the show
- **Exhibitor's Source Newsletter**, packed with vital information, ideas and news
- **MyCES Exhibitor Portal**, which lets you track and market to your best prospects before, during and after the show
- **CESweb.org**, a dedicated exhibitor page for easy access to key show information
- **Pre-registered media lists**, so you can launch a targeted pre-show PR blitz
- **Exhibitor Invitations**, free invitations provided by CES, for getting your best prospects to the show

During the Show

- **Floor managers** who help you with any logistical questions
- **On-site support** from set-up through move-out
- **Exhibitor survival and welcome kits**, concise compendium of everything you need for a successful show
- **Dedicated CES show offices**
- **Exhibitor Service Centers**
- **Exhibitor Hotline**

After the Show

- **eventLeads results** that tell you who you saw, who you missed and how to reach them
- **The 2010 International CES Attendee Audit**, delivering preliminary results in late February and final tallies in May
- **Consultations with your CES Sales Development Team** that help you analyze your successes and build on them for next year

Reach Your Goals

INCREASE YOUR PRESS EXPOSURE

Jumpstart your media coverage at these incredible events! CES Unveiled: The Official Press Event of the International CES offers exhibitors two opportunities to meet the press, build buzz and stand out two months before the show and two days before the doors open.

CES Unveiled@NY

Metropolitan Pavilion | New York City

Put your brand in front of the most influential national media, including trade and consumer pubs, TV, radio and online in the key weeks leading up to the holiday season. This is the place to kick off your pre-show publicity and your most important sales period!

CES Unveiled: The Official Press Event of the International CES

Sands Expo and Convention Center/The Venetian | Las Vegas

Steal the show two days before it opens! CES Unveiled puts you front and center before more than 600 U.S. trade and consumer media representatives, international reporters from 20 countries and market and financial analysts from around the world...all in search of next year's must-haves in consumer electronics.

Top Media Names at CES Unveiled Events (2008 NY and 2009 Las Vegas)

ABC Network News	<i>Martha Stewart Living</i>
Bloomberg Radio	<i>Newsweek</i>
CBS News	<i>The New York Times</i>
CNET	Omnimedia
CNN	<i>Popular Science</i>
<i>Consumer Reports</i>	Reuters
<i>Financial Times</i>	<i>Time Magazine</i>
G4 TechTV	<i>The Wall Street Journal</i>
Into Tomorrow with Dave Graveline	<i>The Washington Post</i>
<i>Investor's Business Daily</i>	Yahoo! Tech
	ZDNet





Innovations

SHOWCASE YOUR COMPANY'S BEST DESIGN
AND ENGINEERING WORK



The prestigious International CES Innovations Design and Engineering Awards, endorsed by the Industrial Designers Society of America, represent outstanding achievements in product design and engineering. Compete for top honors among the most visionary companies in the industry. The judges, members of the media, independent designers and engineers, evaluate products based on user value, unique features, contributions to enhanced living and aesthetics. Honorees enjoy significant press exposure and stage time for product demos.

Visit CESweb.org/innovations for details.



An Organization On A Mission



YOUR PARTNER FOR ADVOCACY, RESEARCH, EDUCATION AND MARKETING

The Consumer Electronics Association (CEA)[®], producer of the International CES, boasts a membership of more than 2,200 companies of all sizes, from all sectors of the industry. Our members rely on us to represent their interests with vigor, to provide vision and leadership, and to present a unified voice on public policy issues. In addition to advocacy, they receive some very practical benefits, including:

- Free access to cutting-edge market research
- Savings on essential business services
- Technical standards
- Training and education programs
- Peer events that keep them connected
- Promotional opportunities

In addition to these benefits, CEA members also receive the following benefits when exhibiting at CES:

- Exhibit space discounts, up to \$5 per sq. foot
- Priority space selection
- VIP status for 5-10% discounts from GES exposition services
- Free parking pass-one per member company
- Free VIP luncheon tickets
- Up to 55% off Innovations entries
- Discounts on attendee list rentals
- Use of CEA member lounges
(meeting rooms with reserved scheduling, business services, refreshments)
- Free online CES press list
- Special recognition on badges, plaques and directory listings
- Member kit delivered to company in advance of the show
(member plaque, parking pass, luncheon tickets and member ribbons)





The Consumer Electronics Association (CEA)[®] is the preeminent trade association promoting growth in the \$173 billion U.S. consumer electronics industry. All profits from CES are reinvested into CEA's industry services. Find CEA online at CE.org.

To accommodate the diversity of our industry, we divide membership into four market-driven categories:

- **Regular Membership:** For companies that manufacture, distribute or develop technology (hardware and software)
- **Associate Membership:** For companies that conduct business within the CE industry
- **Retailer/Integrator Membership:** For companies that sell or install Consumer Electronics
- **International Affiliate Membership:** For companies interested in learning more about the U.S. market and establishing a U.S. location

Join CEA today, and be part of an organization of passionate individuals and companies who share knowledge and practice for the benefit of all.

Visit CE.org to become a member.



Your Industry Connection

ALL YEAR LONG

CEA sponsors a variety of events that educate and connect members throughout the year. From our flagship International CES to the CEA Industry Forum, we work continuously to grow and shape the future of consumer electronics. As a CEA member, you have an exclusive invitation to most of these events:

CEA 2009 Winter Retreat

February 5–7, 2009
Jackson Hole, WY

Digital Music Forum East

February 25–26, 2009
New York, NY

Greener Gadgets Conference

February 27, 2009
New York, NY

EHX Spring 2009

March 10–14, 2009
Orlando, FL

PlugFest12

March 29–April 3, 2009
Burlingame, CA

CEA Washington Forum

April 22–23, 2009
Washington, D.C.

Digital Patriots Dinner

April 22, 2009
Washington, D.C.

LA Games Conference

April 28–29, 2009
Hollywood, CA

CEA Technology & Standards Spring Forum

May 11–15, 2009
St. Louis, MO

CONNECTIONS™: The Digital Living Conference and Showcase

June 2–4, 2009
Santa Clara, CA

CEA Line Shows

June 10–11, 2009
New York, NY

13th Annual CEO Summit

June 17–20, 2009
Dana Point, CA

SINOCES 2009

July 9–12, 2009
Qingdao, China

2009 Technology and Standards Fall Forum

October 18–21, 2009
Phoenix, AZ

CEA Industry Forum

October 18–21, 2009
Phoenix, AZ

PlugFest13

November 8–13, 2009
CA

CES New York Press Preview Featuring CES Unveiled@NY

November 10, 2009
New York, NY

Future of Television

November 18–19, 2009 East
New York, NY

2010 International CES

January 7–10, 2010
Las Vegas, NV





At the Top

OF EVERYONE'S READING LIST



Consumer Electronics Vision Magazine

CEA's bi-monthly magazine gives decision makers, manufacturers and retailers an insider's perspective on trends, issues, policies, emerging technologies and important business news. The editorial content is fresh, focused and filled with insights about the direction in which the CE industry is moving.

For advertisers, *CE Vision* offers a unique and positive environment in which to showcase their products and services, promote their organizations and exchange information.

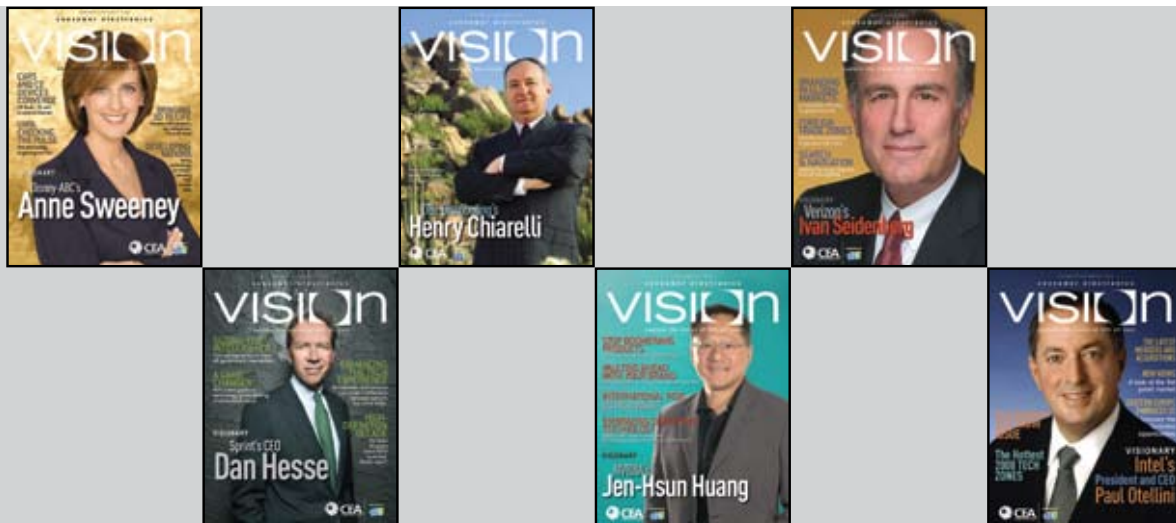
An Industry "Who's Who" Reads *CE Vision*

Advertise in *CE Vision*, and we'll deliver the targets you need to reach. Here's a breakdown of our audited circulation:

- 23,000 Total Readers
- 13,224 Chairmen, CEOs/Presidents/Owners
- 2,334 Global Executives
- 4,800 Manufacturers and Engineers
- 9,373 Retailers and Distributors
- 382 Analysts

**Based on Nov/Dec 2008 Qualified Circulation*

Your company's presence in *CE Vision* strengthens your corporate brand, enhances your reputation on Wall Street and allows you to connect with potential partners from the international and engineering sectors. And *CE Vision* is a presence at every major CEA event throughout the year, extending your reach even further.



Every Issue is Packed with Exciting News and Features

In every issue of *CE Vision* you'll find Shapiro's Spectrum, C4, Tech Speak, Market Insider, Eye on Business, Going Global and many more must-read features. Here's a preview of the year's editorial calendar and the events where *CE Vision* will be available:

Editorial Calendar 2009—Consumer Electronics Vision

JANUARY/FEBRUARY – 2009 INTERNATIONAL CES SHOW ISSUE

- CE Integrated in Cars
- 3D Mobile Devices
- UWB: Checking the Pulse
- Profile of Asian Leaders
- Green CE packaging
- SPECIAL: Technology in Emerging Markets:
- Innovations – A look at the Winners in the Innovations 2009 Design and Engineering Showcase
- CES Unveiled: A Preview of the Latest Products at CES

Showcase Events:

2009 International CES
CEA Winter Retreat
Greener Gadgets Conference

MARCH/APRIL

- Top Women in CE
- How are Businesses Leveraging Web 2.0?
- DRM – A Musicians' Perspective
- The high-end Audio Experience
- CE inside Washington
- SPECIAL: Global Distribution and Retail

Showcase Events:

EH Expo Spring
CEA's Washington Forum

MAY/JUNE

- 3D Printing and Modeling
- Distribution Challenges
- Digital Imaging/Storage Solutions
- High-def vs. Blue-ray
- Laptop/modem showdown
- Special: Vietnam

Showcase Events:

Technology & Standards Spring Forum
Digital Downtown
CEO Summit
2009 SINOCES

JULY/AUGUST

- Energy Efficiency and Green CE Initiatives
- MPEG-4 HDTV
- Smart-based Mobile Marketing/Blogs
- USB Advances
- Home Automation
- Special: Russia

SEPTEMBER/OCTOBER

- IPTV Opportunities
- Enabling Technologies (e.g. chips, software)
- Outdoor Theaters
- Mobile VoIP
- Retail Strategies for the Holidays
- Special: Global vs. Local Branding

Showcase Events:

CEA Industry Forum
Technology & Standards Fall Forum
Digital Hollywood

NOVEMBER/DECEMBER – 2010 INTERNATIONAL CES PREVIEW ISSUE

- TechZones at the 2010 International CES
- WiMax Roll-out
- Flash Data Storage Update
- Mobile Gaming
- Demographic Marketing
- Special: Corporate Structure to Maximize Global Business
- CES Unveiled@NY: A First Look at CES Debuts

Showcase Events:

CES New York Press Preview featuring
CES Unveiled@NY





Hot Topics

WE'RE EXPLORING IN '09

Advocacy is a pillar of our mission. Here are three of the topics at the top of our agenda for the coming year.

Free Trade:

Promoting global exchange of ideas and technologies, CEA supports policies that promote an open and fair trading system worldwide. The global consumer electronics industry relies on multinational efforts to research, develop, design, source, produce, test, package and distribute its products. Annually, the global CE industry accounts for \$390 billion in sales, approximately 31 percent of which is the U.S. market share. Moreover, this global market is rapidly evolving as a result of innovation, consumer demand and the modification of commercially oriented technologies and products for home use. CEA believes expanding global trade is key to building a stronger economy and maintaining our worldwide technology leadership.

CE Recycling:

Obsolete products contain valuable materials that can be recycled and reused. CEA is actively pursuing a national end-of-use framework that ensures adequate funding, ease of consumer use and a consistent approach. The framework includes tax credits, eco-design, a level playing field for retailers in all states and online, a national recycling third-party organization and incentives for state-run programs that complement federal efforts.

Energy Efficiency:

Consumer electronics can be integral to solving concerns about heat generation and energy conservation. We support voluntary programs driven by market forces and consumer utility. We also believe that global governments should embrace flexibility, synchronized standards, cost-effectiveness, measurability and compliance with minimal administrative and trade burdens.

To learn more about these and other hot topics at CEA, visit CE.org/governmentaffairs, or contact publicpolicy@CE.org.



Emerging Markets

AT CES



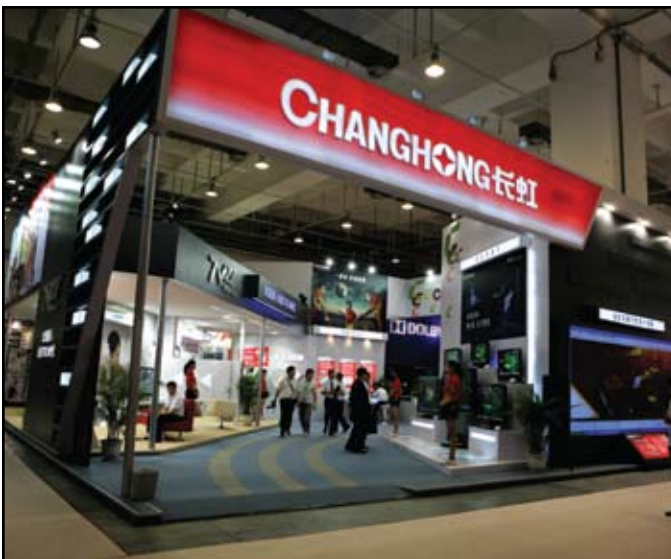
The Chinese market will account for 14.5 percent of the global CE revenue in 2009 with revenue expected to top \$100 billion*. Is your company positioned to capitalize on this market? If your company is already in China or looking to expand to China, SINOCES is a must-attend event. SINOCES is China's largest consumer technology exhibition and is certified by the U.S. Department of Commerce export trade promotion program.

Join an estimated 70,000 consumer electronics professionals and 450 exhibitors in more than 37,500 net square meters of exhibit space July 9-12, 2009 in Qingdao, China.

SINOCES is a collaboration between the Consumer Electronics Association (CEA)®, the China Electronic Chamber of Commerce (CECC) and the Qingdao Municipal People's Government.

In an effort to maximize your show experience, we have developed packages for international exhibitors that include booth discounts and meetings with Chinese government officials, top retailers and distributors. For more information, visit www.SINOCES.com or email exhibit@CE.org.

**According to a recent survey by the GfK Group and the Consumer Electronics Association.*



Your Contacts at CES

The CES team is ready to assist you with your marketing initiatives for the upcoming show. To discuss any of the information in this guide, please contact:

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