

Thursday January 8 - 11, 2004  
Las Vegas, Nevada USA

# Attendee Mailing List Agreement and Order Form

## PROFILE

The International CES is the largest technology show in the United States and represents the growing consumer electronics retail marketplace. Beat the competition! Use the International CES pre-show and verified attendee mailing lists to get your company's name and booth number in the hands of your target audience. Be the first to reach them before and after the show! Call today, and order your verified list. Request sorts by product category, primary role and by geographic location, to zero-in on those you want to reach most.

**Call today for a quote based on your product,  
job function and geographic selections.**  
**Tel: (770) 643-7144 Fax: (678) 623-0157**  
**E-mail: [promoapps@CE.org](mailto:promoapps@CE.org)**

## Selections by Product: (check each box required)

- |   |   |
|---|---|
| <input type="checkbox"/> Audio                          | <input type="checkbox"/> Home Data Networking     |
| <input type="checkbox"/> Computer Hardware and Software | <input type="checkbox"/> Home Theater             |
| <input type="checkbox"/> Digital Imaging/Video Editing  | <input type="checkbox"/> Mobile Electronics       |
| <input type="checkbox"/> Electronic Gaming              | <input type="checkbox"/> Satellite Systems        |
| <input type="checkbox"/> High-Performance Audio         | <input type="checkbox"/> Small Office/Home Office |
|   | <input type="checkbox"/> Video                    |
|   | <input type="checkbox"/> Wireless Communications  |

## Selections by Primary Role (check each box required)

- |   |   |
|---|---|
| <input type="checkbox"/> Buyers includes: | <input type="checkbox"/> Industry Affiliate includes: |
| Retailers                                 | Engineers   |
| Institutional Buyers                      | Manufacturers Reps                                    |
| • Education, Medical, Government          | Manufacturers (non-exhibiting)                        |
| Corporate Buyers                          | Content Development                                   |
| • Non-retail                              | Carriers/Providers                                    |
| Premium/Catalogs                          | Broadcasting Industry                                 |
| Online Retailers                          | Film Industry   |
|   | Integrators   |
|   | Installers  |
|   | Consultants   |

## Geographic Selections: (check each box required)

- ☐ Domestic Names (US only)  
☐ International Names  
☐ Canadian Names Only

- ☐ Pre-registered Attendees (Registered to attend the 2003 International CES but did not make it to the show)  
☐ Verified Attendees (Attended the 2003 International CES)  
☐ 2004 Pre-registered Attendees (Available October 1, 2003.)

## Output Format Selection: (check one box only)

- ☐ Disk ☐ Email  
☐ FTP, address: \_\_\_\_\_

(Please print or type)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Exhibiting Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Ship To (List Third Party Mailhouse Info. Here):

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail/FTP: \_\_\_\_\_

☐ Check here, if you need information on third party mailhouses.

## Total Names This Order:

(enter quantity here, per CES quote) \_\_\_\_\_

## Cost:

5,000 names(minimum order):

**CEA Member base rate \$600.00**

**Non - Member base rate \$625.00**

☐ CEA Member Rate: \$100/m \$ \_\_\_\_\_

☐ Non - Member Rate: \$125/m \$ \_\_\_\_\_

☐ Processing Fee: \$50 \$ \_\_\_\_\_

**Total \$ \_\_\_\_\_**

**Billing Policy:** Payment in full is required with order.

**Make checks payable to: CES**

**or Please charge to:**

☐ Visa ☐ Mastercard ☐ American Express

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

## Availability:

- Absolutely no lists will be sent directly to the exhibitor.

## Restrictions:

- (1) Use of International CES Mail List names are limited to one time use only. All orders must be processed by a third party, bonded mailhouse. A waiver must be signed authorizing the list to be sent to a third-party bonded mailhouse.
- (2) No trade shows, competitive offers, research or personnel search is permitted.
- (3) Two actual mailing samples and payment are required before shipping.
- (4) Mailing lists are available to 2003 and 2004 International CES exhibitors only.
- (5) List Rental agreements must be signed and returned, prior to shipment.
- (6) List will be mailed to third party mailhouse within one week from receiving this completed request form and payment.
- (7) Misuse of the rented lists may result in forfeiture of exhibitor priority points.

## Agreement

We understand and agree that the names and addresses you provide are a valuable property of the International CES and that we are merely renting these names for a one time mailing only. We guarantee that the International CES list will not be copied or reproduced in any way, sold, or otherwise used by anyone other than ourselves; that no information or data will be transferred from your list to our house files; and that the person(s)/mailhouse in charge of our mailing operations also understands and agrees to each of these rental conditions.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_