



IP TechZone

**Sands Expo and Convention Center
Las Vegas, Nevada • January 7-10, 2008
2008 International CES®**

Internet Protocol (IP) is the revolutionary technology that capitalizes on standard Internet connections to provide cost savings opportunities, optimize capital resources and prime the industry to take advantage of advances in the technology. The **IP TechZone** at the 2008 International CES brings together the latest advances in voice and video internet protocol technology—and delivers a hot spot for attendees interested in IP, including content developers, engineers, financial analysts and press.

Who should exhibit?

- Telephone carriers
- Cable companies
- PC manufacturers
- VoIP and IPTV product suppliers
- VoIP and IPTV product designers
- VoIP and IPTV service providers

What is the central technology?

- VoIP
- IPTV

A focused exhibit area draws a qualified crowd. When CES attendees are looking for IP Technology, they'll look for the IP 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. Meet face-to-face with more than 140,000 key industry leaders and decision makers.

Attendee Highlights	They're Decision Makers!
20,300+ Retail buyers	29,000+ Final decision makers
5,300+ Corporate and institutional buyers	34,600+ Senior-level executives
16,000+ Engineers and software developers	27,000+ International professionals from 140 countries
4,500+ Media	9,200+ Merchandising, store, sales/marketing managers
2,200+ Financial/market analysts	1,600+ VAR/dealers



The IP TechZone Includes:

- Standard black carpeting
- Cleaning service
- Security service
- 500 watts of electrical service
- A large hanging banner, making it easy to locate the TechZone from virtually any angle on the show floor

Plus — Exclusive CES benefits:

- Extensive show promotion for the TechZone, including:
 - Pre-show publicity opportunities in print and on the Internet
 - Access to pre-registered press lists
- Up to 10,000 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 more than 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 IP TechZone — and your products, services and technologies

Investment Options:

Open booth space package:

- CEA members: \$35/square foot
- Non-members: \$40/square foot

Turnkey TechZone Hardwall (rendering attached):

- CEA member: \$5,150 per 10x10
- Non-member: \$5,350 per 10x10

Call today to secure your spot!

For more information contact:

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TechZone

ROI results occur instantly

2008 International

CES

DEFINING TOMORROW'S TECHNOLOGY

PRODUCED BY
CEA

www.CESweb.org



panels 1 & 3
visual opening
37 9/16" w x 85 3/8" h overall
(37 9/16" w x 57" above table)

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



TechZone Hardwall Booth

- Backwall is 8'-0" h with 36" h side rails
- All insert panels are blonde melamine
- ID sign is 48" w x 18" h white foam board with black copy.
- 1 6'x2' black draped table with white top.
- 2 grey contour chairs
- 1 wastebasket
- 1 black arm light
- 1 500 watt outlet
- 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 [Marchelle Hedrick at mhedrick@ges.com](mailto:mhedrick@ges.com) by November 16, 2007.
- Substitutions and variations to the package are not allowed.
- Any additional booth structure is not permitted.
- Questions? Please contact Mary Cole at mcole@ce.org



ONE SHOW. COUNTLESS OPPORTUNITIES.

byb

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