

## REGIONAL MEDIA OUTREACH CAMPAIGN

Each year, CES publicizes its exhibitors and their products and technologies to the media in their respective geographic regions. Take part in this free program.

The regional releases are a great way to get your company's news and intentions for the show publicized in your region's top outlets in the weeks leading up to CES.

You can submit a short quote (less than 100 words) about your company's participation at CES to Allison Fried at [afried@CE.org](mailto:afried@CE.org). Each release contains approximately four quotes and inclusion is first-come, first-serve. The deadline for inclusion is **November 19, 2010**.

The quote must be from a high-level executive involved with the show and highlight anything new and exciting your company plans to showcase as well as why you think CES is important to your company's success. When submitting a quote, make sure to include **company name and location**.

### Sample Quote

"We look forward to participating in the 2011 International CES because it offers unparalleled business opportunities and is the very best venue to launch our new products," said John Doe, president and CEO of Exhibitor X, based in location Y. "This year we are showcasing our latest consumer technology product and announcing several key partnerships."

The releases will be distributed to the following regions in mid-December:

#### Central

Colorado, Kansas, Nebraska, North Dakota, Oklahoma, South Dakota, Texas

#### Mid-Atlantic

Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia

#### Mid-South

Arkansas, Kentucky, Louisiana, Mississippi, Missouri, Tennessee

#### Mid-West

Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin

#### North-East

Connecticut, Maine, New Hampshire, New York, Rhode Island, Vermont

#### Pacific-West

Alaska, California, Hawaii, Oregon, Washington

#### South-East

Alabama, Florida, Georgia, North Carolina, South Carolina

#### West

Arizona, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

#### International



THE GLOBAL STAGE FOR INNOVATION



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