

## The Spotlight on the Consumer Electronics Industry

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Las Vegas, Nevada

CESweb.org

It's no secret that times are tough. Businesses, like yours, are cutting back everywhere. But, are you making the right cuts when it comes to your marketing dollars?

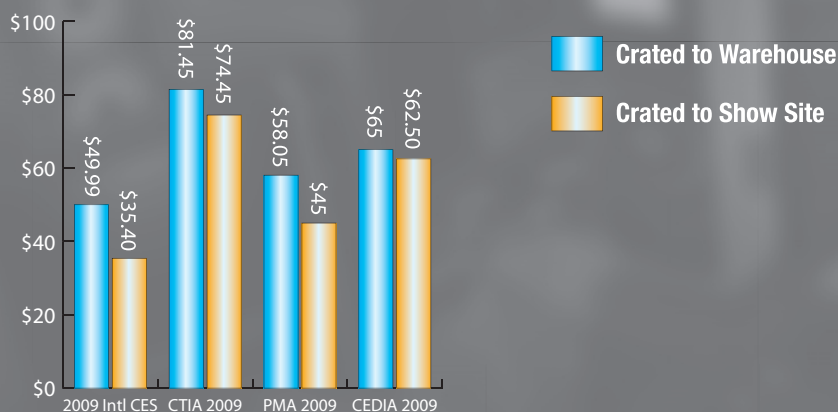
If you are even considering cutting your exhibition budget, think again! Did you know, according to a new report issued by the Center for Exhibition and Industry Research (CEIR), meeting a prospective customer at an exhibition versus in the field saves an organization \$824?

The savings continue with the International CES. Compared to five other competing shows, CES clearly is the leader in cost-effectiveness. The 2010 CES is your best choice to reach the most qualified audience while maintaining your budget!



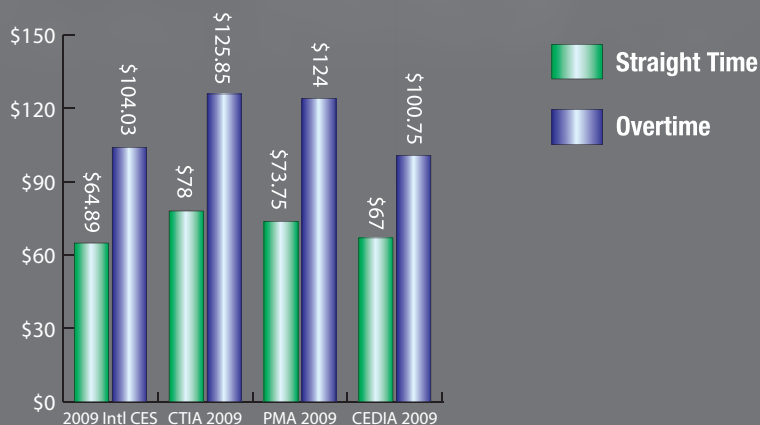
### Material Handling Per 100 lbs

On average, CES is 31 percent cheaper than other competing industry tradeshows when comparing material handling costs.



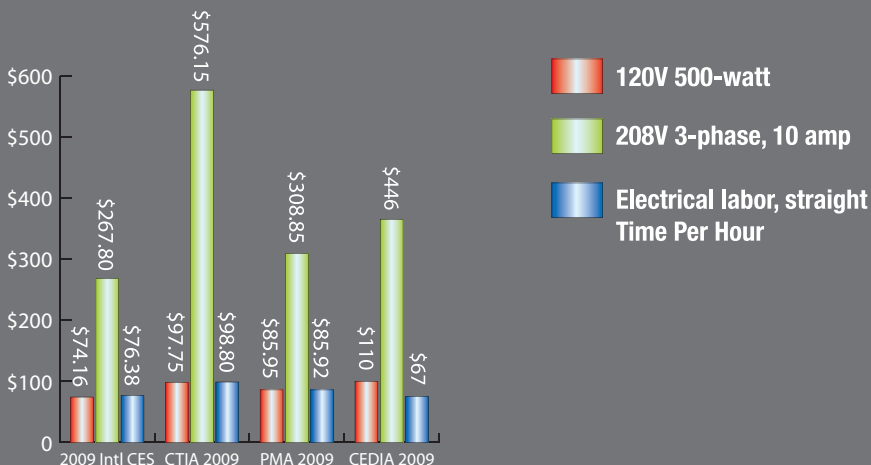
### Labor Per Hour

On average, CES is 8 percent cheaper than other competing industry tradeshows when comparing labor per hour costs.



### Electrical

On average, CES is 13 percent cheaper than other competing industry tradeshows when comparing electrical costs.





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### Pricing Per Square Foot

	CEDIA 2009	CTIA 2009	PMA 2009	2010 CES
Member	\$25	\$35	\$43.75	\$36
Non-Member	\$33	\$40	\$50	\$41

### A Comparison By The Numbers

#### CEDIA 2009

Attendance	25,000
Exhibitors	450
Press	350
Square Footage	295,000

#### 2009 CES\*

Attendance	113,085
Exhibitors	2,700
Press	4,500
Square Footage	1.7 Million

#### CTIA 2009

Attendance	40,000
Exhibitors	1,000
Press	1,000
Square Footage	300,000

#### PMA 2009

Attendance	20,000
Exhibitors	500
Press	N/A
Square Footage	N/A

\*CES numbers are provided by third party audit conducted by Veris Consulting.