

THE SPOTLIGHT ON THE CONSUMER ELECTRONICS INDUSTRY



HDMI TechZone

**South Hall 1 • Las Vegas Convention Center
Las Vegas, Nevada • January 7-10, 2010
2010 International CES®**

HDMI

TechZone

Sponsored by
HDMI
HIGH DEFINITION MULTIMEDIA INTERFACE

High-Definition Multimedia Interface (HDMI) is the de facto global standard for connecting consumer electronics products and devices. Utilizing only a single, intelligent cable, users can connect their home theater system without the mess and hassle of multiple cables and cords while still preserving video and audio quality. CES attendees will learn how HDMI connectivity can benefit consumers and manufacturers by visiting one of the newest TechZones at the International CES, the **HDMI TechZone**.

Who should exhibit?

The **HDMI TechZone** features a sampling of the hundreds of companies that have already adopted this evolutionary technology. Exhibit space at the HDMI TechZone is available exclusively to HDMI Adopters, and will showcase a variety of innovative companies from all segments of the CE industry, including:

- High-definition video and audio manufacturers
- High-definition hardware manufacturers
- High-speed service providers
- Signal processors
- Semiconductors

A focused exhibit area draws a qualified crowd.

Retailers, media, and industry analysts will be on-site at the 2010 CES to learn about the latest technologies and product offerings – including HDMI technology. This is your opportunity to be located in an area dedicated to this technology and present your company as a leader in this burgeoning field.

When CES attendees look for HDMI, they'll look for the **HDMI 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. Debut your CE products and meet face-to-face with more than 110,000 key industry leaders and decision makers.

2009 Attendee Highlights	They're Decision Makers!
12,000+ Retail buyers	23,000+ Final decision makers
3,500+ Institutional, Corporate (non-retail) and Government buyers	30,000+ Senior-level executives
3,000+ Engineers	22,000 International professionals from 140 countries
4,500 Media	8,000+ Manager and store managers
1,500 Financial/market analysts	700+ VAR/dealers

** Source: 2009 International CES VERIS Audit/Registration Report*

One Show. Countless Opportunities.
JANUARY 7-10, 2010 | LAS VEGAS NEVADA



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Open Booth Space

- Open booth space for companies who prefer to rent or bring their own carpet, furnishing and display
- CEA members: \$36 per square foot
- Non-members: \$41 per square foot

All-inclusive TechZone Pod Package

- 10'x10' hardwall booth package includes carpet, furnishings and other inclusions – see attached rendering for details
- CEA Members: \$4750
- Non-members: \$5050

Plus — Exclusive CES benefits:

- Extensive show promotion for the TechZone, including:
 - Preshow publicity opportunities in print and online
 - Access to pre-registered press lists
- FREE guest tickets for your most valued customers
- Listing in the official *CES Daily*, as well as to 5000 media, analysts and bloggers
- 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 HDMI TechZone – and your products, services and technologies
- Las Vegas Convention Center South Hall 1 location – prime real estate in the main area of CES exhibits with overhead TechZone identification signage

Call today to secure your spot!

For more information contact: **Ryan Strowger, Director, Business Development**

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