



## CES Exhibitor Manual

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## CES Exhibitor Manual



Ninety-five percent of the industry's buying power was represented at the 2006 International CES. ***What are you doing to meet these players?***

### **The 2007 International CES: Maximize Your Exhibit SucCESSs**

There's inherent value in participating in the consumer electronics industry's largest annual event. A start-up company can garner more press coverage in four days than it's had since its inception. A long-standing market dominator can discover new relationships that can help it break into other arenas. And every exhibitor can look forward to thousands of prospective, qualified customers lining up to see what you have to offer. And that's just for showing up.

Now imagine the potential if you truly execute on a solid marketing plan. Expect even more exposure. Take your brand to new heights of recognition. Bolster sales beyond your original goals. Discover a whole new caliber of relationship building.

Don't overlook the power of marketing—before, during and after the show—to maximize your International CES experience.

The International CES audience reaches beyond traditional retail outlets. As an International CES exhibitor, you'll reach the broadest range of distribution channels and network operators. The International CES regularly attracts attendees from these fields:

- Fortune 500 Companies
- Automobile Manufacturers
- Cable Industry
- Financial Investment Companies
- Bankers and Venture Capitalists
- Semiconductor Chip Makers
- Universities
- Government
- Film Industry
- Travel and Hospitality

Get ready to maximize your company's name and product potential. Let us help you reach your top priority market niche through a rock-solid exhibiting strategy. The following pages serve as a valuable checklist to ensure that your hard work pays off.



## CES Exhibitor Manual

### Build Your Brand

The International CES offers ideal opportunities for you to build your brand among more than 140,000 consumer electronics industry leaders representing audio, digital imaging, emerging technology, gaming, High-performance audio and home theater, home networking, home theater/video, mobile electronics and wireless. Get ready to amplify your brand on this world stage.

### Quick Reference: International CES Exhibitor Benefits

#### Exhibitor Resource Center

[www.CESweb.org/exhibitors/resource\\_center/](http://www.CESweb.org/exhibitors/resource_center/)

Every tradeshow manager's motto: *Be prepared*. Visit the online resource center to learn more about new exhibitor benefits, a deadline checklist and other important updates.

#### Exhibitor Invitations

[invitations@CE.org](mailto:invitations@CE.org)

Add this to your marketing plan! Invite your most valued customers to visit your booth at the International CES. Our exhibitor invitations offer your customers free pre-registration and \$25 off the \$100 on-site fee. Order up to 10,000 exhibitor invitations from us. We even foot the printing bill for you. You can also choose to customize your invitations with your company information and booth number easily with our quick on-line service!

#### Press/Media Lists

[www.CESweb.org/exhibitors/promotions/free.asp?id=8#preRegList](http://www.CESweb.org/exhibitors/promotions/free.asp?id=8#preRegList)

The International CES attracts more than 4,500 members of the print, online and broadcast media—and 2,200 financial/market analysts. Use our press/media lists, free to exhibitors, to contact this audience before the show. Let them know where to find you, or announce a press conference or product debut.

#### Exhibitor Public Relations/Investor Relations Kit

[www.CESweb.org/exhibitors/resource\\_center/pr\\_kit/default.asp](http://www.CESweb.org/exhibitors/resource_center/pr_kit/default.asp)

Need some help with your PR plan? Get the information you need to take full advantage of all the public and investor relations prospects the 2007 International CES offers.

#### Exhibitor Workshop

[www.CESweb.org/exhibitors/resource\\_center/workshop/](http://www.CESweb.org/exhibitors/resource_center/workshop/)

Join us for the free exhibitor workshop, and meet one-on-one with the International CES management team, vendors and other exhibitors. Learn how to maximize your marketing potential through your company brand and booth. Discover the tools you need to make your exhibit at the International CES a success.



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### International CES Directory Listings

[www.CESweb.org/directory\\_updates](http://www.CESweb.org/directory_updates)

Make sure attendees, press and financial/market analysts find you before, during and after the show. Available in print and online, your directory listing makes it easy for them to find out where you are, what products you offer, your contact information—and more. You can't afford *not* to update your International CES directory listing! **Check out our new on-line directory process:** It is now even easier to update your directory listing and SmartBooth profiles!

### International CES *Exhibitor's Source*: Focus on the International CES Monthly Newsletter

[www.CESweb.org/exhibitors/newsletter](http://www.CESweb.org/exhibitors/newsletter)

Look for the *Exhibitor's Source* each month. We stay in touch throughout the year, providing you with important exhibitor updates and announcements. International CES exhibitor contacts are mailed our monthly exhibitor newsletter, and you can also access it online. All the latest CES information direct to you; don't miss an issue!

### byb+ Sponsorship Opportunities

[www.CESweb.org/exhibitors/promotions/](http://www.CESweb.org/exhibitors/promotions/)

Extend your presence beyond your booth through “build your brand+” sponsorship opportunities. With the world's top CE players on hand, attract the attention of everyone you want to see. We'll help you target the audience you seek, and we'll work to keep your budget in check, too.

Use direct mail to target specific attendees. Check out the enclosed *Attendee Mailing List Agreement and Order Form* for details.

### Hotel Reservations

[www.CESweb.org/attendees/travel/hotel.asp](http://www.CESweb.org/attendees/travel/hotel.asp)

We've made it even easier to book hotel accommodations. Book your rooms directly with the participating hotel of your choice, receive real-time confirmation numbers—and save with competitive 2007 International CES rates.

So, get ready to put your game face on and identify how you're going to maximize your presence at the International CES.



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### BEFORE THE SHOW

While the entire International CES team works 'round the clock to publicize and market the show, research proves that an exhibitor's own pre-show promotion can boost traffic up to 33 percent.

The best way to market your company before the 2007 International CES is to be prepared *and* prepare others.

Here's how:

**Plan.** Develop an overall tradeshow plan. Within the plan, identify the objectives you hope to achieve. Do you want to generate leads? Do you hope to strengthen relationships with existing customers? Or do you have other goals in mind?

**Set goals.** Set measurable (i.e. quantifiable) objectives on all fronts, including leads, sales, customer visits and return-on-investment (ROI). Through CES SmartBooth, you will be able to measure your goals easily after the show. Good goal-setting questions that beg to be answered include:

- Does my company need to generate leads? How many?
- How many one-on-one appointments should we confirm prior to the show?
- How many purchase orders do we want to book on the floor?
- What ROI should my company expect?

**Number everything.** Advertise your booth number in the months leading up to the show. Include an open invitation to visit your exhibit in your print and online ad rotation. Promote your exhibit on all correspondence with custom-printed, self-adhesive labels or postage-meter messages.

*Don't forget to include your free exhibitor invitations for the International CES in your marketing plan.*

**Make news.** Issue press releases to trade and business publications at least 10 to 12 weeks before the show on the new products and services you plan to showcase.

**Repeat invitations.** Invite clients and prospects again—and again. A campaign-style series of three or four mailers can be much more effective than a single invitation. Mail your first postcard by October, building excitement with each message. The final invitation should arrive the first week of January—just days before the International CES.

Invite key prospects personally. Take a little time out of your hectic tradeshow planning schedule to remind key prospects with a phone call the week before the show. Set specific appointments with your best prospects.



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**CES SmartBooth** makes it easier than ever to find, communicate and make appointments with your most important clients before the show begins. Find out more about this incredible matchmaking service by visiting [www.CESweb.org/smartbooth](http://www.CESweb.org/smartbooth). According to the Center for Exhibition Industry Research, about 25 percent of tradeshow visitors are searching out a specific company. The 2007 International CES is your chance to put your company, your name and your brand center-stage. You can make every minute and every dollar of your investment count with International CES Build Your Brand+ (byb+) Sponsorship Opportunities. E-mail. Sponsorships. Direct mail. Advertising. Banners that wrap around the entire Las Vegas Convention Center. All designed to super-charge your presence at the planet's greatest tech event. All designed to deliver maximum ROI for you in one defining moment. For details, e-mail: [byb@CE.org](mailto:byb@CE.org).

**Train.** There is an art to successfully working a tradeshow booth. Provide your people with training, and you'll achieve the greatest return on your investment. The tradeshow floor offers a unique selling landscape, and booth staffers' techniques need to be tailored to compliment the fast-paced environment.



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### DURING THE SHOW

The booth is up, the identifying shirts are on, and the doors are open. What can you do to ensure your company rises above the fray? Here are some things to keep in mind during the show:

**Be ready.** The best marketing tool is the team you assemble. Keep them alert, upright and ready to promote your products. Listen first, talk last. Don't begin by talking about your company to your prospects. Ask attendees about their company and needs, which allows you to quickly qualify your audience and determine how their time—and yours—can best be spent in your booth.

**Gather.** Incorporate some method of capturing information from your booth visitors. A prize drawing, product demo and entertainer are good ideas.

**Draw.** Get the attendees you want to see at your booth by purchasing keywords through CES SmartBooth. Attendees are able to search through their MyCES portal to find information on specific product categories. Make sure your company name is on the top of the search!

**Coordinate.** Consistency in marketing is critical to building brand recognition. Although you may be tired of seeing the same stripe or swoosh or color, coordinating marketing collateral with booth design and other handouts helps attendees remember you.

**Demonstrate.** Let people touch, feel and play with your products. The see-for-yourself attitude reigns supreme at tradeshow, and just a jazzy pitch won't do.

**Be free.** The undeniable freebie is a sure-fire way to ask attendees to fill out a survey or help you meet your other goals.

**Press the issue.** Use the International CES as an opportunity to meet reporters and editors from trade publications. These meetings could lead to future coverage of your company or your products in key publications. The International CES attracts 4,500 media members from more than 40 countries. That's more press than the Super Bowl! Here's your chance to **build your brand on a world stage.**

**Purchase Orders, only.** Retail selling oftentimes causes a tax liability, and you would be forced to file for state sales tax. Therefore, no selling is permitted on the International CES show floor. Instead, be prepared to take purchase orders that you can process after the show.



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**Pass the 5-second test.** In five seconds, an attendee needs to be able to identify:

- Your company
- What your company offers
- What your company does better than anyone else.

**Partner.** Depending on what you offer or what you need, you may be able to form partnerships to maximize your presence or gain free exposure in someone else's booth. For example, an AV dealer may agree to include their video wall in your booth. You organize the programming, they get free exposure.

**Go the extra mile.** Find a creative way to provide a convenience to new clientele, and you'll gain customers loyalty. This makes your company stand above the competition. Plus, new clients will be wary of the hassle of going somewhere else to meet their needs.

**Ask for more.** Identify other people with whom booth visitors will share information, once they return home. About 60 percent of visitors will share the information with at least two other decision-makers within their company after the show. Ask for those names. And, always allow space on a lead form for other contacts.

**Keep it personal.** As people progress from product awareness to consideration to preference, people demand one-on-one contact. Even your booth's design can foster closing sales by keeping it personal and allowing attendees to naturally go through the awareness-consideration-preference process. One or two quiet rooms built in the booth's design can foster the much-needed one-on-one contact that can turn a prospect into your lifelong customer. Consider whether an International CES Meeting Place suite suits your needs!

**Arrive prepared.** If you're looking for a new partner, it wouldn't hurt to keep a copy of your Request for Proposal on hand. Meet a good prospect, and your new contact could leave, anxious to do future business with you.

**It happens later than sooner.** Despite exhaustion, International CES team members know that genuine prospects emerge toward the end of the day. Serious buyers run out of time and cram in the most urgent needs just before they are forced to leave. Don't discount the last few visitors. The energy and enthusiasm of staff at the booth should remain high for these last-minute shoppers.





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### AFTER THE SHOW

Imagine the 2007 International CES coming to an end. You'll be tired, and every pocket of every booth staffer will be loaded with business cards. Get some rest, but don't think your job is done.

The International CES receives requests from attendees who have not been contacted by the exhibitors they met at the show. So, be prepared to follow-up after the show. It's as crucial as the message you delivered in Las Vegas.

Here are a few follow-up tips:

**Divide and conquer.** Make your staff accountable for post-show contacts. A quick follow-up phone call allows you to touch base with potential clients while you're still fresh in their minds. Require written feedback on every follow-up call.

While it sounds good in theory, sometimes the number of post-show calls is overwhelming. To ensure the job gets done, rate the leads on a scale of 1-5. Then, call the hottest leads within the first two weeks after the show, the second hottest in the next two-week period and so on.

**Web it.** Increasingly, attendees will check out your website after the show. Consider distributing business cards with just your name and web address on them. Research shows that recipients of the card are likely to visit the website because of the curiosity factor.

**Close.** Comparing a trade show to a volleyball match, your booth and all that goes on in it should be considered the set up. The point-scoring spike should be the call that closes the deal *after* the show. A closing after the show could prove to be more effective than closing at the show. Be sure to use your CES SmartBooth portal to follow up on leads that you weren't able to get at the show. You can also use CES SmartBooth to measure your ROI and produce a comprehensive post-show report.



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### HOW TO ADD VALUE TO YOUR EXHIBIT

Try these tips, with proven value-added service offerings that will maximize your exhibiting experience.

- TechZone participation
- CES SmartBooth
- Exhibitor invitations
- Press/Media list use
- Exhibitor Public Relations/Investor Relations Kit
- International CES directory listings
- International CES *Exhibitor Source* monthly newsletter
- byb+ sponsorship opportunities
- Websites/online shows
- Product demo stages
- Simultaneous videoconferencing
- Press conferences
- Press kits on CD-ROM
- Free guest passes and invitations
- Private meeting rooms
- Technology seminars and workshops
- Official show bags
- Companion and guide programs
- Consultations
- Boothmanship training programs
- Import/export seminars
- Appointment confirmations, prior to the show
- Partnering with charitable causes
- Home-town publicity services
- Souvenir badge lanyards
- VIP hours

**SOURCE:** [www.tradeshowweek.com](http://www.tradeshowweek.com)



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### **The 2007 International CES: Defining Tomorrow's Technology And Your Marketing and Publicity Advantage**

The 2007 International CES defines tomorrow's technology. And with the right marketing plan, it can define a very bright future for your company, too. Amplify your brand in front of more than 140,000 tech-savvy professionals, journalists, financial analysts—and don't be surprised when your company's vision resonates around the world. Let us help you supercharge your presence and identity at the planet's greatest tech event.

Start now. This January, turn your International CES exhibit investment into greater returns, while you boost exposure for your brand, your booth, your products and your future.

Get started by blending these marketing strategies into your current plan.

### **MARKETING**

The International CES offers manufacturers and developers a tremendous opportunity to expand from the office into the huge, growing consumer market.

#### **1) The International CES Marketing Campaign**

The International CES is the place where key products meet the market for the first time. Satellite radio, the Xbox, the DVD and VCR were all launched at the International CES. Now it's your turn to debut the most innovative trends in consumer technology. The International CES delivers more than 140,000 industry professionals from more than 130 countries. Get ready to make an impact—and be noticed!

#### **2) CES SmartBooth; Extend your CES booth investment 365 days a year**

Find attendees who are looking for you. Identify your best prospects. Communicate with them. Have your company name on their event plan. Accomplish all of this weeks before CES even begins. CES SmartBooth is a powerful, web-based prospecting and measurement tool that allows you to continue your show investment before, during and after CES. To learn more visit [www.CESweb.org/smartbooth](http://www.CESweb.org/smartbooth) or call (410) 402-1041.

#### **3) Expand Your Target Buyers**

Expand your target audience to include the growing B2B market. The International CES reaches beyond the retailer market and attracts financial analysts, venture capitalists, university representatives, film industry executives, engineers, embedded technologies developers—and more government representatives than any other non-government show.



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### 4) Innovations Awards

You create the buzz that dictates what's cool. You've spent the late nights at the office making your products come to life. Now it's time you try for the pinnacle of design: the Innovations 2007 Design and Engineering Awards. As an Honoree, the world's largest gathering of industry press and powerhouses will want to meet you. Check out [www.CESweb.org/awards/innovations](http://www.CESweb.org/awards/innovations) for details.

### 5) On-Site Advertising

Reach thousands of International CES attendees while their interest is high. More than 60,000 attendees recall seeing banner ads in the corridor of the Las Vegas Convention Center. Complement your advertising strategy by promoting your company in the *International CES Directory*, *Show Daily*, official DVD and more. Visit [www.CESweb.org/exhibitors/promotions/](http://www.CESweb.org/exhibitors/promotions/) for details.

### 6) Sponsorships and Banners

With an active audience at the International CES, it's no time to be shy. Reserve prime sponsorship opportunities today! Sponsor the 2007 International CES VIP Luncheon, the press room, targeted direct mail campaigns or signage seen by thousands of attendees who ride the FREE shuttle buses. Maximize your return on investment. Visit [www.CESweb.org/exhibitors/promotions/](http://www.CESweb.org/exhibitors/promotions/) for details.

### 7) New Promotion Ideas

Call us, and we'll help you customize a package that suits your needs—and budget. Call (703) 907-7688 or e-mail [byb@ce.org](mailto:byb@ce.org)

### 8) Directory Listings

Update your FREE 2007 *International CES Directory* listing online at [www.CESweb.org/directory\\_updates](http://www.CESweb.org/directory_updates) by October 20, 2006, to be included in the print directory and online version. Use this industry reference tool to reach thousands of attendees before, during and after the show.

### 9) Website

You only get one chance to make a first impression. Make it count. Prove you're a leader in the consumer electronics industry, with a FREE link from your site to [www.CESweb.org](http://www.CESweb.org), the show that shapes the future of CE. Visit [www.cesweb.org/exhibitors/promotions/](http://www.cesweb.org/exhibitors/promotions/) for details.

### 10) Call CES for Help

The International CES wants to keep your company's name in front of key industry decision makers all year long. Contact your International CES Sales Representative at (703) 907-7662 for ideas today!



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### **PUBLICITY**

As the world's largest tradeshow for consumer technology, the International CES offers exhibitors excellent press exposure. Expect live broadcasts from all the major channels at the 2007 show. More than 4,500 journalists are expected to again generate an unprecedented number of newspaper and magazine articles, television and radio reports and online stories. Will any of the more than 2,200 financial/market analysts and venture capitalists look for you? Take advantage of the media interest generated by the International CES.

The Consumer Electronics Association (CEA) promotes the consumer technology industry and the International CES all year long, through industry-specific events and international media tours.

#### **1) Media Positioning**

Every year a great deal is made at the International CES. Get in on it. CES defines "Innovation." Develop press materials that reflect how your company's brand and products portray forward thinking.

#### **2) Send Releases to CEA**

Send CEA your releases and product information. We'll make efforts to include highlights in our extensive pre-show publicity. And don't forget to check out the online media center at [www.CESweb.org/exhibitors/promotions/press.asp?id=1#onlinemedia](http://www.CESweb.org/exhibitors/promotions/press.asp?id=1#onlinemedia).

#### **3) Announce New Products at the International CES**

Debut your new products at the International CES. Products announced at the CES generate extensive national publicity, including television coverage. Will your product be the hottest talk of the show?

#### **4) Name Drop: The International CES**

Use your International CES exhibitor status in your announcements, and benefit from CES branding.

#### **5) Use the Web**

Extreme exposure! [www.CESweb.org](http://www.CESweb.org) attracted more than six million hits during the 2006 International CES. Don't you want to be included in that exposure?

#### **6) Press Materials**

CES continues to be the international media and financial community showcase for the consumer technology industry, with the most anticipated product launches and OEM deals. Consider who will read your press materials.



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### 7) New Product Listing

Update your 2007 directory listing at [www.CESweb.org/directory\\_updates](http://www.CESweb.org/directory_updates) by **October 20, 2006**. List products you'll exhibit, announcements/product introductions you plan to make, and which company reps will be available for interviews. Make it easy for reporters find your booth during the show.

### 8) Think TV

Be prepared to present your products to television journalists. Television coverage of the International CES has increased annually, with more programs reporting directly from the show floor. Make your presentation visually interesting, and be prepared to do television interviews.

### 9) Tell Your Local Media

Announce to your local media that you'll be at the 2007 International CES. Local newspapers and business publications are likely to be interested in your CES exhibit plans.

### 10) Call CES for Help

The International CES wants to keep your company's name in front of key industry decision makers, all year long. Contact your International CES Sales Representative at (703) 907-7613 for ideas, today!

The 2007 International CES is at the heart of the evolving digital age. Be part of the action. CEA generates media understanding of new consumer technologies and marketing opportunities that deliver. Position your products in this exciting new market.

### Invite Your Best Customers and Hottest Prospects to the 2007 Show!

Thousands of consumer technology professionals will visit Las Vegas, Nevada for the 2007 International CES®. Make sure your VIP buyers register and plan to meet you in Las Vegas, January 8-11, 2007. Send Exhibitor Invitations to your current and prospective customers, and invite them directly to your booth.

Exhibitor Invitations allow your buyers to pre-register for the International CES exhibits, Keynotes and SuperSessions, absolutely free! That's a \$100 savings off on-site registration costs. If they decide to register on-site, they'll still save \$25 with an invitation from you.

According to the Center for Exhibition Industry Research, most attendees decide which exhibitors they will visit before they enter the exhibit hall. Invitations have proven to be an effective method to entice attendees to visit a booth!

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# MAXIMIZE YOUR EXHIBIT SUCCESS

## **Invite Your Best Customers and Hottest Prospects to the 2007 Show!**

Thousands of consumer technology professionals will visit Las Vegas, Nevada for the 2007 International CES®. Make sure your VIP buyers register and plan to meet you in Las Vegas, January 8–11, 2007. Send Exhibitor Invitations to your current and prospective customers, and invite them directly to your booth.

Exhibitor Invitations allow your buyers to pre-register for the International CES exhibits, Keynotes and SuperSessions, absolutely free! That's a \$200 savings off on-site registration costs. If they decide to register on-site, they'll still save \$100 with an invitation from you.

According to the Center for Exhibition Industry Research, most attendees decide which exhibitors they will visit before they enter the exhibit hall. Invitations have proven to be an effective method to entice attendees to visit a booth!

## **Five Ways to Use Customer Invitations**

1. Send a personal letter and Exhibitor Invitation to your top customers. Make sure to include your booth number, so your guests can easily find you at the show.
2. Utilize your sales personnel! Identify key customer prospects, and have your sales reps deliver a personal invitation to visit your booth.
3. Ask your manufacturers' reps to distribute your Exhibitor Invitations, as they service their retail and installation accounts.
4. Create a flyer or brochure to announce your new product introduction or show "special" at the 2007 International CES. Send it to customers and prospects with an Exhibitor Invitation from you.
5. Include an Exhibitor Invitation with your regular mailings to customers and prospects, with invoices, promotions, etc.

All 2007 International CES exhibitors automatically receive 100 Exhibitor Invitations. Plan how you're going to use them. Do you think you'll need more? The deadline to order extra invitations is **November 17, 2006.**

Distribute your Exhibitor Invitations in time for your customers to register before the show.



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# EXHIBITOR INVITATIONS

Invite Your Best Customers and Hottest Prospects to the 2007 International CES®!

To order your Exhibitor Invitations, please complete this form, and send it to us via:

**1. Mail:**

2007 International CES Exhibitor Invitations  
Attn: Marketing Events  
2500 Wilson Boulevard  
Arlington, VA 22201

**OR**

**2. Fax:** (703) 907-7602

Avoid duplication! Please mail or fax only one copy of this order form. **Questions?** E-mail us at [invitations@CE.org](mailto:invitations@CE.org)

**DEADLINE:**

Place your order by **November 17, 2006** to allow for delivery time. Allow three to four weeks for delivery. Orders will be processed, once we receive your complete Exhibit Space Application.

**Important:**

Customer invitations include admission to all CES exhibits, Keynotes and SuperSessions. If your guests use the invitation to register in advance, it's FREE. If they bring the Invitation to on-site registration, they'll still save \$100 off the on-site registration fee.

Distribute your Exhibitor Invitations in time for your customers to pre-register for FREE.

Please send me:

\_\_\_\_\_ Exhibitor Invitations (Free of charge)

(Quantity Desired)

- ☐ Order in quantities of 100, please.
- ☐ Maximum order: 10,000

COMPANY NAME \_\_\_\_\_

ATTENTION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_

COUNTRY (If outside USA) \_\_\_\_\_ BOOTH NUMBER/FACILITY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

Exhibitor Invitations allow admission to CES exhibits, Keynotes and SuperSessions.

Exhibitor Invitations are not for exhibitor, manufacturer or manufacturer representatives' registration.

No one under 16 years of age will be admitted to the show floor.

