



# SUCCESS IN EMERGING TECHNOLOGY



## EMERGING TECHNOLOGY

### Fast forward

There's no bigger venue for emerging technology than the International Consumer Electronics Show (CES®). From robotics to VoIP and beyond, the industry's innovators and dealmakers all descend upon CES to soak up the hottest technologies that will blow minds, break barriers and fly off shelves in the years to come.

More than a dozen TechZones highlight the brightest emerging technologies, while the International CES Innovations Design and Engineering Awards recognize outstanding achievement in product and engineering design. At CES, emerging technology takes center stage.

"WE HAVE RECEIVED MORE MEDIA COVERAGE FROM THE 2005 INTERNATIONAL CES THAN ALL OF OUR SHOWS COMBINED FROM 2004."

*Paul Schleipfer, Promotions Manager, Mitek Corp.*



## MORE THAN 5,000 ENGINEERS ATTEND CES TO INVESTIGATE NEW TECHNOLOGY.\*

CES is the launch pad for ideas for innovators from every market, including more than 200 universities who attend the show to evaluate equipment, streamline operations and gauge the future of technology.\*

### Who should exhibit?

Anyone who manufactures or supplies:

- Robotics
- Biometrics
- Voice recognition devices
- Disposable technology
- New audio media
- Nanotechnologies
- Flexible computing devices

### Emerging technology attendees and exhibitors include:

Audi, AMD, BMW, Delphi, FedEx, Freescale Semiconductor, GM, Gulfstream, Intel, Motorola, Lockheed Martin, NASA, NVIDIA, Northrop Grumman, OnStar, Philips Semiconductors, Siemens, Texas Instruments, Visteon, Zoran and many more.

### SPECIAL EVENTS AND DISPLAYS AT THE 2006 INTERNATIONAL CES®

- **SuperSession:** View from the Lab, Suzanne Kantra Kirschner, Technology Editor, *Popular Science*
- ICCE Conference and Tutorials
- The Embedded Systems Boutique
- Saturday@theSands: A full day of awards and events



### EVENT SPONSORS

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### EMERGING TECHNOLOGY AT CES IS A SHOW-WITHIN-A-SHOW

This icon helps attendees identify emerging technology-related products on the show floor across categories to diversify their product mix. Will they see you under this icon?



## **BUILD YOUR BRAND AT THE WORLD'S LARGEST TRADESHOW FOR CONSUMER TECHNOLOGY.**

The CES show floor is ground zero for business growth. With breakthroughs in time and place-shifting technology occurring virtually every day, 2007 will be a milestone for consumer electronics. As the industry realigns itself, CES is the one event that will define your business for the future. Enhance your presence through tailored sponsorship and promotional opportunities, speaking opportunities, product-specific TechZones and vertical marketing campaigns.

2007 exhibit space is going fast. Don't get left behind.

Call the International CES Business Development Team  
at 703-907-7662 or e-mail **[exhibit@CESweb.org](mailto:exhibit@CESweb.org)**

