



Welcome First-Time International CES Exhibitors

With so many opportunities, rest assured that we are here to help your company take full advantage of all of the public and investor relations prospects the 2008 International CES has to offer.

Here are a few initial tips on navigating this kit:

Key Contacts and Deadlines

This section supplies you with contact information for anyone you might need to get in touch with between now and January. It also highlights the important show deadlines. We suggest posting this list by your desk to ensure you don't miss a single opportunity.

Publicity Information

Find out how to get the most media exposure for your CES investment; pay special attention to all of the free publicity opportunities.

Press Center and Interview Room Information

See details about CES' on-site press rooms and how to schedule one of our on-site interview rooms to meet with press or analysts.

Press Kits and Press Releases

Learn the specifics of how and when to get your press kits to us. We have specific guidelines for press kit delivery, so make sure you read this section carefully. You also will find tips on writing releases and distributing them.

Press Conference Information

As always, we want to assist you in making all of your company's important announcements at the 2008 CES. This section will provide you with valuable information about hosting a press conference at the show.

Investor Relations Information

This section will help guide your efforts to reach the numerous financial/industry analysts at the show.

Awards Information

Find important CES awards programs information and deadlines in this section.

Now that you know how to use the Exhibitor Public Relations/Investor Relations kit, you should be well prepared to implement a dynamic PR/IR campaign around your company's presence at the 2008 CES.