

## GAMING SHOWCASE

The competition is heating up in the digital gaming and entertainment market.  
**Are you ready to take the lead?**

The International CES continues to be the No. 1 event in the consumer electronics industry — and gaming at CES plays a major role. More than 9,500 attendees involved in the gaming industry attended the 2011 show, which featured the Gaming Showcase in the Las Vegas Convention Center. Don't miss your opportunity to be a part of this growing segment at CES.

If CES were a digital game, here's who you'd see on our high-score screen:

**Exhibitors** showcasing gaming at CES: Sony, Microsoft, HP, Lenovo, Logitech, Nokia, AMD, Intel, RealNetworks, NYKO Technologies, and Seagate among many others

**Attendees** from gaming companies: Capcom/SNK, Codemasters, Disney Interactive, Eidos, EA, Konami, Midway, Namco Bandai, Sega, Square Enix, THQ, Ubisoft, Warner Bros. Interactive

**Publishers and developers** attend CES: Blizzard Activision, Cosmi Software, DC Comics, Devlyn, Dreamworks Animation, Fuel Industries, GameLoft, Harmonix, High Voltage Software, Majesco, RedOctane, Topics Entertainment, Twentieth Century Fox, WMS Gaming

CES attracts **5,000 media and analysts**, including hundreds of top Gaming publications: *GameStar*, *GameSpot*, *Game Informer*, *IGN.com*, *ChatterBox Video Game Radio*, *GameZine Online*, *GamerLive.TV*, *GameZombie TV*, *GamingNexus.com*, *GamePro*, *GameOne*, *GamesOnSmash*, *PC Games Hardware*, *XboxPulse.com*

**Major Retailers at CES:** Amazon, Best Buy, Blockbuster, Compass Marketing, Costco, Digital River, Fry's Electronics, Future US, Gamestop, Game Crazy, Hastings Entertainment, NEXCOM, Sam's Club, Staples, Target, The Source, Toys R Us, Wal-Mart





# EVERYTHING YOU NEED TO TAKE YOUR BUSINESS TO THE NEXT LEVEL

**Jan 10-13, 2012 Las Vegas, Nevada**

## Participation

Open Booth Space Package:

- CEA members: \$37/square foot
- Non-members: \$42/square foot

## Receive Exclusive International CES Benefits

Extensive show promotion for the Gaming Showcase includes:

### Pre-show Promotions

- Preshow Planner (both print and virtual)
- Attendee Newsletter
- CESweb.org
- CES Press Release

### On-site Impressions

- Show Guide
- Directory
- Show signage throughout CES
- Listings in the official CES Directory (online, virtual and print)
- Press promotion in the official CES Daily
- Access to a press conference room (requires advance reservations) – 5,000 media and analysts in attendance at CES
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the Gaming Showcase - and your products, services and technologies

*\*All deliverables are deadline-permitting.*

## January 10-13, 2012 | Las Vegas, NV

Don't miss this opportunity to get your products in front of more than 140,000 attendees and take part in the event that will shape the direction and future of digital entertainment and gaming. Sign up to exhibit today!

## Contact

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