

Race to FUEL the industry:

The International CES 5K Run/Walk brings International CES attendees, exhibitors, press, visitors and Las Vegas locals together for a challenging 5K run or friendly one-mile walk. Benefiting the National Science & Technology Education Partnership (NSTEP), this charitable event unleashed more than 300 racers from the Las Vegas Convention Center in 2003. This year at the 2004 International CES, we need your support to double those numbers to support technology education.

Connect with the consumer electronics industry on a new level. By sponsoring this charitable event, you'll support NSTEP technology education programs and the CEA community. **Drive** the excitement and innovation surrounding electronics into classrooms. **Educate** the next generation of customers. **Reach** underserved communities and **Fuel** industry growth.

Be a sponsor for the 2nd Annual International CES 5K Run/Walk to benefit NSTEP.



PRODUCED BY
CEA

2004 International
CES

DEFINING TOMORROW'S TECHNOLOGY
2500 Wilson Blvd. • Arlington, VA 22201
www.CESweb.org



Race to **FUEL** the industry

PLATINUM Race Sponsor – \$5,000

- Headlining sponsor of the race
- Prominent logo placement on race signage, including:
 1. Event banner onsite at CES at the LVCC
 2. Event banner displayed in The Forum Shops at Caesars Palace (outside Niketown)
 3. Signage throughout the LVCC, Las Vegas Hilton and Alexis Park Resort during CES, including all posters and meter boards around the race registration and packet pick-up area
- Logo placement on all race registration materials, flyers and advertisements
- Logo placement on CESweb.org
- Prominent logo placement on all race giveaways including:
 1. Official CES 5K Run/Walk long sleeve t-shirts
 2. Official CES 5K Run/Walk racer's bags
- Recognition on "Thank you Sponsors" ad in the 2004 International CES Show Directory
- Recognition in press coverage and event announcements including the TWICE Show Daily, Tech TV coverage, Las Vegas hotel announcements and local media
- Opportunity to provide promotional items for racer's bags
- Receive official race photographs
- Free race registration for you and a corporate team of up to 10 runners

GOLD Race Sponsor – \$2,500

- Logo placement on race signage throughout the LVCC, Las Vegas Hilton and Alexis Park Resort during CES, including posters and meter boards around the race registration and packet pick-up area
- Logo placement on all race registration materials, flyers and advertisements
- Logo placement on CESweb.org
- Logo placement on all race giveaways including:
 1. Official CES 5K Run/Walk long sleeve t-shirts
 2. Official CES 5K Run/Walk racer's bags
- Recognition on "Thank you Sponsors" ad in the 2004 International CES Show Directory
- Opportunity to provide promotional items for racer's bags
- Receive official race photographs
- Free race registration for you and a corporate team of up to five runners



ALL SPONSORSHIPS ARE TAX DEDUCTIBLE

Show your corporate spirit! Sponsors are invited to form corporate teams to race in the 2nd Annual International CES 5K Run/Walk to benefit NSTEP. Wear your company gear while supporting this worthwhile industry event. Our official event photographer will take pictures of your team that are perfect to use in your company's annual report or on your website.

For more information: If you are interested in becoming a CES 5K Race Sponsor, please contact Andrea Cooke at (703) 907-7412 or andrea.cooke@nationalstep.org. More information about sponsorships and running in this year's race can also be found at www.CESweb.org/5k



Name: _____
 Company: _____
 Address 1: _____
 Address 2: _____
 City: _____ State: _____ Zip: _____
 Phone: _____
 Fax: _____
 E-mail: _____

RACE SCHEDULE:

Onsite race registration and packet pick-up will be located on the patio at the front entrance to North and Central Halls.

Thursday, January 8

11 a.m. – 6 p.m. LVCC, Grand Patio Registration

Friday, January 9

10 a.m. – 4 p.m. LVCC, Grand Patio Registration
 5 p.m. – 10 p.m. Niketown @ The Forum Shops at Caesars Palace

Saturday, January 10

6 a.m. – 7:30 a.m. Niketown @ The Forum Shops at Caesars Palace
 7:45 a.m. Pre-race warm-up
 8 a.m. Official race start
 9 a.m. Awards ceremony, raffle & racer's breakfast



- ☐ I would like to become a **Platinum Race Sponsor – \$5,000**
- ☐ I would like to become a **Gold Race Sponsor – \$2,500**
- ☐ Yes, I will be providing promotional items to be included in racer's bags

If you will be sending a corporate team to join the race, please provide a team name: _____

Please return this form to NSTEP

Attention: Andrea Cooke
 2500 Wilson Boulevard Suite 210
 Arlington, VA 22201

*** FINAL deadline for sponsorships is December 15. Our registration brochure will go to print on September 30. To be included in this piece, sponsorship must be secured by this date.**

