



The International CES is the world's largest consumer technology event, attracting more than 130,000 attendees involved in the consumer electronics (CE) industry. The Gaming Showcase provides a central, dedicated exhibit area in a prominent location allowing companies to display and demonstrate gaming products and technologies.

The Gaming Showcase at the 2009 International CES provides you prime space to connect, do serious business and demonstrate your innovations.

One in five people at the International CES is looking for you! CES attracts some of the digital entertainment/gaming industry's most renowned experts, including decision makers from powerhouse companies and up-and-coming startups. CES is the launchpad for products like Microsoft's Xbox and Sony's PlayStation.

CES is a gaming buyer's paradise. Gaming buyers come to CES to see gaming hardware and software in concert with the entire range of CE products. CES is where gaming buyers make purchasing decisions – from online PC and HD gaming, plasma HDTV and home theater furniture to surround sound and power conditioning hardware. CES attracts top buyers from superstores such as Target, Circuit City, Toys R Us, Best Buy, Sears, and Fry's Electronics – just a few reasons why you should be apart of the Gaming Showcase.

Get more press coverage. The 2008 CES attracted more than 4,600 members of the press. You'll find journalists from hundreds of top gaming publications, as well as *The Wall Street Journal*, *The New York Times*, *Bloomberg*, *The Today Show* and other top news organizations.

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|---------------------------|-----------------------------|--------------------------|-------------------------|
| • BBC | • Electronic Gaming Monthly | • GameSpot | • PSN |
| • Business Week | • ESPN | • Game Developer | • PC Gamer |
| • Computer Games Magazine | • Forbes | • Game Informer | • Rolling Stone |
| • CNBC | • Fortune | • IGN.com | • San Jose Mercury News |
| • CNN | • GameStar | • Nickelodeon Magazine | • USA Today |
| • CNet | • GameDaily | • Nintendo Power | • Wired...and more! |
| • EETimes | • Gamespy.com | • Official Xbox Magazine | |

Featured Gaming Exhibitors at CES

Sony
Microsoft
HP
Lenovo
Logitech
Nokia
AMD
Intel
RealNetworks
NYKO Technologies
Seagate
Vuzix



PARTICIPATION OPTIONS

Open Booth Space Package:

- CEA members: \$35/square foot
- Non-members: \$40/square foot

Modular Meeting Room Packages:

- CEA members: \$4,000 per 10' x 10'
- Non-members: \$4,200 per 10' x 10'



WHERE ENTERTAINMENT, TECHNOLOGY
AND BUSINESS CONVERGE



RECEIVE EXCLUSIVE INTERNATIONAL CES BENEFITS

Extensive show promotion for the Gaming TechZone includes:

Pre-show Promotions

- Preshow Planner
- CES Press Release – 4,500 media; 2,200 financial and industry analysts
- Print ads in leading industry publications
- CESweb.org

On-site Impressions

- Show Guide
- Directory
- Show signage throughout CES venues
- Up to 10,000 FREE guest tickets for your most valued customers
- Listings in the official CES directories (print, Internet and PDA versions)
- Press promotion in the official CES Daily, as well as to more than 4,500 global journalists
- Access to a press conference room, ideally located near the press room (requires advance reservations)
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the Gaming TechZone - and your products, services and technologies
- Cleaning service and security

DON'T MISS THIS OPPORTUNITY TO TAKE PART IN THE EVENT THAT WILL SHAPE THE DIRECTION AND FUTURE OF DIGITAL ENTERTAINMENT AND GAMING.

For more information please contact:

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