

# some people choose to change the future. others choose to stay home.

Tuesday, January 7-Friday, January 10, 2014 | Las Vegas, Nevada

Every great company starts with a eureka moment, a unique idea that launches the next must-have product or service. For more than 40 years, CES has been the place to find these fledgling start-ups and diamond in-the-rough companies waiting to be discovered and make it big. You can now find these companies within their dedicated home in the Eureka Park TechZone.

## What is Eureka Park?

For new companies looking to gain footing in the consumer electronics (CE) industry, Eureka Park at the 2014 International CES is a specialized TechZone exhibit area, that provides a unique exhibiting opportunity to launch a new product, service or idea.



Eureka Park is the premier CES destination where retailers, venture capitalists, manufacturers and other key attendee groups will find budding entrepreneurs, fledgling startups and home grown innovation. CES attracts the world's top electronics manufacturers and retailers, so you'll reach a key, global business audience in one place.

## Who Should Participate?

- Startups seeking outside funding
- Angel/venture investor recipients
- Strategic corporate capital recipients
- Small Business Innovation Research grantees
- Research park companies
- State development incubated companies
- University research spin offs
- For profit incubated companies
- Advanced development teams

## Who's at CES?

- More than 150,000 attendees (pre-audit)
- 43 percent senior level executives
- 4,000 VCs and financial executives
- More than 150 countries represented
- 5,000 media and analysts

***"Between the endless stream of press, retailers and distributors that constantly passed by, we could barely sneak away from our booth."***

—Noah Dentzel, Co-Founder and CEO at ChargeCard

***"We did more business development in one week than we typically do in a quarter."***

—Blake Hall, Founder and CEO at TroopID

***"We relished the chance to network with other startups and share in the experience of creating and showcasing new technology."***

—Scott Annan, CEO at MyCube

***"It is an ideal stage for any tech startup; Eureka Park is an innovator's mecca."***

—Paul Webber MD MPH, CEO & Inventor, BakBone LLC

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