

## 5 MARKETING

89% of the industry's 2003 buying power  
was represented at the 2004 International CES.

***What are you doing to meet these players?***

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## The 2005 International CES: Maximize Your Exhibit Success

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Get ready to steal the show at the 2005 International CES, an ideal venue for you to create a temporary storefront and look forward to thousands of prospective, qualified customers lining up to see what you have to offer.

Don't overlook the power of marketing—before, during and after the show—to maximize your International CES experience.

The International CES audience reaches beyond traditional retail markets. As an International CES exhibitor, you'll reach the broadest range of distribution channels and network operators. Don't be surprised to learn that the International CES regularly attracts attendees from these fields:

- |                                   |                          |
|-----------------------------------|--------------------------|
| ▪ Fortune 500 Companies           | ▪ Universities           |
| ▪ Automobile Manufacturers        | ▪ Government             |
| ▪ Cable Industry                  | ▪ Health Care            |
| ▪ Financial Investment Companies  | ▪ Film Industry          |
| ▪ Bankers and Venture Capitalists | ▪ Travel and Hospitality |
| ▪ Semiconductor Chip Makers       |                          |

Get ready to turn up the volume on your company's name and product. Let us help you reach your top priority niche market, so you can implement an effective marketing strategy. The following pages serve as a valuable checklist to ensure that your hard work pays off.

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### Build Your Brand

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The International CES offers ideal opportunities for you to build your brand among more than 110,000 consumer electronics industry leaders representing audio, computing/home networking, emerging technology, electronic gaming, home theater, mobile electronics, video, digital imaging and wireless. Get ready to amplify your brand on this world stage.

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### Quick Reference: International CES Exhibitor Benefits

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#### Exhibitor Resource Center

[www.cesweb.org/exhibitors/resource\\_center/](http://www.cesweb.org/exhibitors/resource_center/)

Every tradeshow manager's motto: *Be prepared.* Visit the online resource center, to learn more about new exhibitor benefits, a deadline checklist and other important updates.

#### Exhibitor Invitations

[invitations@ce.org](mailto:invitations@ce.org)

Add this to your marketing plan! Invite your most valued customers to visit your booth at the International CES. Our exhibitor invitations offer your customers free pre-registration and \$25 off

the \$75 on-site fee. Order up to 10,000 exhibitor invitations from us. We even foot the printing bill for you!

### Press/Media Lists

[www.cesweb.org/exhibitors/promotions/free.asp?id=8#preRegList](http://www.cesweb.org/exhibitors/promotions/free.asp?id=8#preRegList)

The International CES attracts more than 4,000 members of the print, online and broadcast media—and 1,500 financial/market analysts. Use our press/media lists, free to exhibitors, to contact this audience before the show. Let them know where to find you, or announce a press conference or product debut.

### Exhibitor Public Relations/Investor Relations Kit

[www.cesweb.org/exhibitors/resource\\_center/pr\\_kit/default.asp](http://www.cesweb.org/exhibitors/resource_center/pr_kit/default.asp)

‘Need some help with your PR plan? Get the information you need to take full advantage of all the public and investor relations prospects the 2005 International CES offers.

### Exhibitor Workshop

[www.cesweb.org/exhibitors/resource\\_center/workshop/](http://www.cesweb.org/exhibitors/resource_center/workshop/)

Join us for the free exhibitor workshop, and meet one-on-one with International CES management team, vendors and other exhibitors. Learn how to maximize your marketing potential through your company brand and booth. Discover the tools you need to make your exhibit at the International CES a success.

### International CES Directory Listings

[www.cesweb.org/directory\\_updates](http://www.cesweb.org/directory_updates)

Make sure attendees, press and financial/market analysts find you before, during and after the show. Available in print and online, your directory listing makes it easy for them to find out where you are, what products you offer, your contact information—and more. You can’t afford *not* to update your International CES directory listing!

### International CES Exhibitor Source: Focus on the International CES Monthly Newsletter

[www.cesweb.org/exhibitors/newsletter](http://www.cesweb.org/exhibitors/newsletter)

Look for the *Exhibitor Source* each month. We stay in touch throughout the year, providing you with important exhibitor updates and announcements. International CES exhibitor contacts are mailed our monthly exhibitor newsletter, and you can also access it online.

### byb+ Sponsorship Opportunities

[www.cesweb.org/exhibitors/promotions/](http://www.cesweb.org/exhibitors/promotions/)

You only have one shot, so *steal the show*. Extend your presence beyond your booth, through “build your brand+” sponsorship opportunities. With the world’s top CE players on hand, attract the attention of everyone you want to see. We’ll help you target the audience you seek, for the amount your budget allows. So, don’t just show up. Show off at the International CES.

Use direct mail to target specific attendees. Check out the enclosed *Attendee Mailing List Agreement and Order Form* for details.

## Hotel Reservations

[www.cesweb.org/attendees/travel/hotel.asp](http://www.cesweb.org/attendees/travel/hotel.asp)

We've made it even easier to book hotel accommodations, at competitive 2005 International CES rates! Book your rooms directly with the participating hotel of your choice, receive real-time confirmation numbers—and save!

So, get ready to put your game face on and identify how you're going to maximize your presence at the International CES.

## Before The Show

While the entire CES team works 'round the clock to publicize and market the show, research proves that an exhibitor's own pre-show promotion can boost traffic up to 33 percent.

The best way to market your company before the 2005 International CES is to be prepared *and* prepare others.

Here's how:

### Plan

- Develop an overall tradeshow plan. Within the plan, identify the objectives you hope to achieve. Do you want to generate leads? Do you hope to strengthen relationships with existing customers? Or do you have other goals in mind?

### Set goals

- Set measurable (i.e. quantifiable) objectives on all fronts, including leads, sales, customer visits and return-on-investment (ROI). Good goal-setting questions that beg to be answered include:
  - Does my company need to generate leads? How many?
  - How many one-on-one appointments should we confirm prior to the show?
  - How many purchase orders do we want to book on the floor?
  - What ROI should my company expect?

### Number everything

- Advertise your booth number in the months leading up to the show. Include an open invitation to visit your exhibit in your print and online ad rotation. Promote your exhibit on all correspondence with custom-printed, self-adhesive labels or postage-meter messages.
- *Don't forget to include your free Exhibitor Invitations for the International CES in your marketing plan.*

### Make news

- Issue press releases to trade and business publications at least 10 to 12 weeks before the show on the new products and services you plan to showcase.

## Repeat invitations

- Invite clients and prospects again—and again. A campaign-style series of three or four mailers can be much more effective than a single invitation. Mail your first postcard by October, building excitement with each message. The final invitation should arrive the first week of January—just days before the International CES.

## Invite key prospects personally.

- Take a little time out of your hectic trade show-planning schedule to remind key prospects with a phone call the Monday and Tuesday before the show. Set specific appointments with your best prospects.

According to the Center for Exhibition Industry Research, about 25 percent of trade show visitors are searching out a specific company. The 2005 International CES is your chance to put your company, your name, your brand center-stage. You can make every minute, every dollar of your investment count, with International CES Build Your Brand+ (byb+) Sponsorship Opportunities. E-mail. Sponsorships. Direct mail. Advertising. Talking robots. Banners that wrap around the entire Las Vegas Convention Center. All designed to super-charge your presence at the planet's greatest tech event. All designed to deliver maximum ROI for you, in one defining moment. For details, e-mail: [promooops@ce.org](mailto:promooops@ce.org).

## Train

- There is an art to successfully working a tradeshow booth. Provide your people with training, and you'll achieve the greatest return on your investment. The tradeshow floor offers a unique selling landscape, and booth staffers' techniques need to be tailored to compliment the fast-paced environment.

## During The Show

The booth is up, the identifying shirts are on, and the doors are open. What can you do to ensure your company rises above the fray? Here are some things to keep in mind during the show:

### Be ready

- The best marketing tool is the team you assemble. Keep them alert, upright and ready to promote your products. Listen first, talk last. Don't begin by talking about your company to your prospects. Ask attendees about their company and needs, which allows you to quickly qualify your audience and determine how their time—and yours—can best be spent in your booth.

### Gather

- Incorporate some method of capturing information from your booth visitors. A prize drawing, product demo and entertainer are good ideas.

## Coordinate

- Consistency in marketing is critical to building brand recognition. Although you may be tired of seeing the same stripe or swoosh or color, coordinating marketing collateral with booth design and other handouts helps attendees remember you.

## Demonstrate

- Let people touch, feel and play with your products. The see-for-yourself attitude reigns supreme at tradeshow, and just a jazzy pitch won't do.

## Be free

- The undeniable freebie is a sure-fire way to ask attendees to fill out a survey or help you meet your other goals.

## Press the issue

- Use the International CES as an opportunity to meet reporters and editors from trade publications. These meetings could lead to future coverage of your company or your products in key publications. The International CES attracts over 4,000 media members from more than 40 countries. That's more press than the Super Bowl! Here's your chance to **build your brand on a world stage**.

## Purchase Orders, only.

- Retail selling oftentimes causes a tax liability, and you would be forced to file for state sales tax. Therefore, no selling is permitted on the International CES show floor. Instead, be prepared to take purchase orders that you can process after the show.

## Pass the 5-second test

- In five seconds, an attendee needs to be able to identify:
  - your company.
  - what your company offers.
  - what your company does better than anyone else.

## Partner

- Depending on what you offer or what you need, you may be able to form partnerships to maximize your presence or gain free exposure in someone else's booth. For example, an AV dealer may agree to include their video wall in your booth. You organize the programming, they get free exposure.

## Go the extra mile

- Find a creative way to provide a convenience to new clientele, and you'll gain customers loyalty. This makes your company stand above the competition. Plus, new clients will be wary of the hassle of going somewhere else to meet their needs.

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## Ask for more

- Identify other people with whom booth visitors will share information, once they return home. About 60 percent of visitors will share the information with at least two other decision-makers within their company after the show. Ask for those names. And, always allow space on a lead form for other contacts.

## Keep it personal

- As people progress from product awareness to consideration to preference, people demand one-on-one contact. Even your booth's design can foster closing sales by keeping it personal and allowing attendees to naturally go through the awareness-consideration-preference process. One or two quiet rooms built in the booth's design can foster the much-needed one-on-one contact that can turn a prospect into your lifelong customer. Consider whether an International CES Meeting Place suite suits your needs!

## Arrive prepared

- If you're looking for a new partner, it wouldn't hurt to keep a copy of your Request for Proposal on hand. Meet a good prospect, and your new contact could leave, anxious to do future business with you.

## It happens later than sooner

- Despite exhaustion, International CES team members know that genuine prospects emerge toward the end of the day. Serious buyers run out of time and cram in the most urgent needs just before they are forced to leave. Don't discount the last few visitors. The energy and enthusiasm of staff at the booth should remain high for these last-minute shoppers.

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## After The Show

Imagine the 2005 International CES coming to an end. You'll be tired, and every pocket of every booth staffer will be loaded with business cards. Get some rest, but don't think your job is done.

The International CES receives requests from attendees who have not been contacted by the exhibitors they met at the show. So, be prepared to follow-up after the show. It's as crucial as the message you delivered in Las Vegas.

Here are a few follow-up tips:

## Divide and conquer

- Make your staff accountable for post-show contact. A quick follow-up phone call allows you to touch base with potential clients while you're still fresh in their minds. Require written feedback on every follow-up call.
- While it sounds good in theory, sometimes the number of post-show calls is overwhelming. To ensure the job gets done, rate the leads on a scale of 1-5. Then, call the hottest leads within the first two weeks after the show, the second hottest in the next two-week period and so on.



## Web it

- Increasingly, attendees will check out your Web site after the show. Consider distributing business cards with just your name and web address on them. Research shows that recipients of the card are likely to visit the Web site because of the curiosity factor.

## Close

- Comparing a trade show to a volleyball match, your booth and all that goes on in it should be considered the set up. The point-scoring spike should be the call that closes the deal *after* the show. A closing after the show could prove to be more effective than closing at the show.

## How To Add Value To Your Exhibit

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Try these tips, with proven value-added service offerings that will maximize your exhibiting experience.

- TechZone participation
- Exhibitor invitations
- Press/Media list use
- Exhibitor Public Relations/Investor Relations Kit
- International CES directory listings
- International CES *Exhibitor Source* monthly newsletter
- byb+ sponsorship opportunities
- Web sites/online shows
- Product demo stages
- Simultaneous videoconferencing
- Press conferences
- Press kits on CD-ROM
- Free guest passes and invitations
- Private meeting rooms
- Technology seminars and workshops
- Visitor tote bags
- Companion and guide programs
- Consultations
- Boothmanship training programs
- Import/export seminars
- Matchmaking programs
- Appointment confirmations, prior to the show
- Partnering with charitable causes
- Home-town publicity services
- Souvenir badge lanyards
- VIP hours

[SOURCE: [www.tradeshowweek.com](http://www.tradeshowweek.com)]

## **The 2005 International CES: Defining Tomorrow's Technology And Your Marketing and Publicity Advantage**

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The 2005 International CES® defines tomorrow's technology. Get ready to steal the show! Don't just show up. Amplify your brand, center-stage, in front of 100,000 tech-savvy professionals, journalists, financial analysts—the world. Let us help you supercharge your presence and identity at the planet's greatest tech event.

Start now. This January, turn your International CES exhibit investment into greater returns, while you boost exposure for your brand, your booth, your products.

Get started by blending these marketing strategies into your current plan.

### **Marketing**

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The International CES offers manufacturers and developers a tremendous opportunity to expand from the office into the huge, growing consumer market.

#### **Consumer Marketplace**

- 1) Consider all aspects of the consumer market. The time between acceptance in the office and acceptance in the home is shortening. Each year you get one chance to show off to the most qualified gathering of the consumer electronics industry. Make sure your brand and your product are the ones they remember!

#### **The International CES Marketing Campaign**

- 2) The growing season begins at the International CES, where you'll find the hottest technologies under the sun. The International CES is the place where key products meet the market for the first time. Satellite radio, the Xbox, the DVD and VCR were all launched at the International CES. Prepare to be noticed at the platform for the most innovative trends in consumer technology. The International CES delivers more than 100,000 industry professionals from more than 110 countries. Get ready to make an impact—and be noticed!

#### **Expand Your Target Buyers**

- 3) Expand your target audience to include the growing B2B market. The International CES reaches beyond the retailer market and attracts financial analysts, venture capitalists, university representatives, film industry executives, engineers, embedded technologies developers—and more government representatives than any other non-government show.

#### **Innovations Awards**

- 4) Engineering genius. Marketing genius. You create the buzz that dictates what's cool. You've spent the late nights at the office. Now it's time you try for the pinnacle of design: the Innovations 2005 Design and Engineering Awards. As an Honoree, the world's largest gathering of industry press and powerhouses will want to meet you. Check out [www.CESweb.org/awards/innovations](http://www.CESweb.org/awards/innovations) for details.

## On-Site Advertising

- 5) Reach thousands of International CES attendees, while their interest is high. More than 60,000 attendees recall seeing banner ads in the corridor of the Las Vegas Convention Center. Consider promoting your company in the 2005 directory, show daily, official DVD and more, to complement your advertising strategy. Visit [www.cesweb.org/exhibitors/promotions/](http://www.cesweb.org/exhibitors/promotions/) for details.

## Sponsorships and Banners

- 6) With an active audience at the International CES, it's no time to play shy. Reserve prime sponsorship opportunities today! Sponsor the 2005 International CES VIP Luncheon, the press room, targeted direct mail campaigns or signage seen by thousands of attendees who ride the FREE shuttle buses. Maximize your return on investment. Visit <http://www.cesweb.org/exhibitors/promotions/> for details.

## New Promotion Ideas

- 7) Call us, and we'll help you customize a package that suits your needs—and budget! Call (703) 907-7688 or e-mail [byb@ce.org](mailto:byb@ce.org)

## Directory Listings

- 8) Update your FREE *2005 International CES Directory* listing online at [www.CESweb.org/directory\\_updates](http://www.CESweb.org/directory_updates) by November 1, 2004, to be included in the print directory and online version. Reach thousands of attendees before, during and after the show, through this year-round industry reference tool.

## Web Site

- 9) You only get one chance to make a first impression. Make it count. Prove you're a leader in the consumer electronics industry, with a FREE link from your site to [www.CESweb.org](http://www.CESweb.org), the show that defines "Cool." Visit <http://www.cesweb.org/exhibitors/promotions/> for details.

## Call CES for Help

- 10) The International CES wants to keep your company's name in front of key industry decision makers, all year long. Contact your International CES Sales Representative at (703) 907-7662 for ideas, today!

## Publicity

Ranked the largest tradeshow in the U.S. and Canada by *Tradeshow Week*, the International CES offers exhibitors excellent press exposure. Expect live broadcasts from all the major channels at the 2005 show. Over 4,000 journalists are expected to, again, generate an unprecedented number of newspaper and magazine articles, television and radio reports and online stories. Will any of the more than 1,500 financial/market analysts and venture capitalists look for you? Take advantage of the media interest generated by the International CES.

The Consumer Electronics Association (CEA) promotes the consumer technology industry and the International CES all year long, through industry-specific events and international media tours.

## Media Positioning

- 1) Every year a great deal is made at the International CES. Get in on it. CES defines "Innovation." Develop press materials that reflect how your company's brand and products portray forward thinking.

## Send Releases to CEA

- 2) Send CEA your releases and product information. We'll make efforts to include highlights in our extensive pre-show publicity. And don't forget to check out the online media center at <http://www.cesweb.org/exhibitors/promotions/press.asp?id=1#onlinemedia>.

## Announce New Products at the International CES

- 3) Debut your new products at the International CES. Products announced at the CES generate extensive national publicity, including television coverage. Will your product be the hottest talk of the show?

## Name Drop: The International CES

- 4) Use your International CES exhibitor status in your announcements, and benefit from CES branding.

## Use the Web

- 5) Extreme exposure! [www.CESweb.org](http://www.CESweb.org) attracted more than six million hits during the 2004 International CES. Don't you want to be included in that exposure?

## Press Materials

- 6) CES continues to be the international media and financial community showcase for the consumer technology industry, with the most anticipated product launches and OEM deals. Consider who will read your press materials.

## New Product Listing

- 7) Update your 2005 directory listing at [www.CESweb.org/directory\\_updates](http://www.CESweb.org/directory_updates) by November 1, 2004. List products you'll exhibit, announcements/product introductions you plan to

make, and which company reps will be available for interviews. Make it easy for reporters find your booth during the show.

### **Think TV**

- 8) Be prepared to present your products to television journalists. Television coverage of the International CES has increased annually, with more programs reporting directly from the show floor. Make your presentation visually interesting, and be prepared to do television interviews.

### **Tell Your Local Media**

- 9) Announce to your local media that you'll be at the 2005 International CES. Local newspapers and business publications are likely to be interested in your CES exhibit plans.

### **Call CES for Help**

- 10) The International CES wants to keep your company's name in front of key industry decision makers, all year long. Contact your International CES Sales Representative at (703) 907-7613 for ideas, today!

The 2005 International CES is at the heart of the evolving digital age. Be part of the action. CEA generates media understanding of new consumer technologies and marketing opportunities that deliver. Position your products in this exciting new market.

## Size of the Las Vegas Convention Center

You're part of the world's largest annual technology show. Make the most of it! The International CES is more than 1.2 million net square feet of exhibit space. To put it into perspective, here are some comparisons.

<b>Square Area</b>	<b>Reduced</b>	<b>Comparatives</b>
2,138,746.00	2.14 Million	Square feet of interior exhibit area
237,600.00	238 Thousand	Square yards
49.10	50	Acres
48.00	48	Football fields
47.00	47	Boeing 747s parked nose-to-tail, wingtip-to-wingtip
27.00	27	Soccer fields
1.00	1	Macy's NY, the world's largest department store
0.50	1/2	The square footage of the largest building in the world, Boeing's Everett Washington plant in which 747s are built
0.38	3/8	Vatican City the world's smallest country at 0.2 square miles
0.11	1/10	Monaco, the world's second smallest country at 0.7 square miles
0.08	1/16	Square miles
<b>Cubic Volume</b>	<b>Reduced</b>	<b>Comparatives</b>
165,339,342,041.25	165 Billion	US Dollar bills
7,602,000,000.00	7.6 Billion	Cups of milk (or any liquid)
7,602,000,000.00	7.6 Billion	Sliced apples
1,900,500,000.00	1.9 Billion	Pounds of shelled peanuts
475,200,000.00	475.2 Million	Gallons
63,518,763.75	63.5 Million	Cubic feet of usable interior volume
51,040,000.00	51 Million	Bushels
13,186,800.00	13.2 Million	Football players (assuming that each player displaces roughly 300 pounds of water)
2,000,000.00	2 Million	Tons of water
1,799,000.00	1.8 Million	Cubic meters
763.55	764	SUVs

[SOURCE: eBrain Market Research, a service of CEA]

## **Invite Your Best Customers and Hottest Prospects to the Show!**

Thousands of consumer technology professionals will visit Las Vegas, Nevada for the 2005 International CES®. Make sure your VIP buyers register and plan to meet you in Las Vegas, January 6-9, 2005. Send Exhibitor Invitations to your current and prospective customers, and invite them directly to your booth.

Exhibitor Invitations allow your buyers to pre-register for the International CES exhibits, Keynotes and SuperSessions, absolutely free! That's a \$75 savings off on-site registration costs. If they decide to register on-site, they'll still save \$25 with an invitation from you.

According to the Center for Exhibition Industry Research, most attendees decide which exhibitors they will visit before they enter the exhibit hall. Invitations have proven to be an effective method to entice attendees to visit a booth!

### **Five Ways to Use Customer Invitations**

- 1) Send a personal letter and Exhibitor Invitation to your top customers. Make sure to include your booth number, so your guests can easily find you at the show.
- 2) Utilize your sales personnel! Identify key customer prospects, and have your sales reps deliver a personal invitation to visit your booth.
- 3) Ask your manufacturers' reps to distribute your Exhibitor Invitations, as they service their retail and installation accounts.
- 4) Create a flyer or brochure to announce your new product introduction or show "special" at the 2005 International CES. Send it to customers and prospects with an Exhibitor Invitation from you.
- 5) Include an Exhibitor Invitation with your regular mailings to customers and prospects, with invoices, promotions, etc.

All 2005 International CES exhibitors automatically receive 100 Exhibitor Invitations. Plan how you're going to use them. Do you think you'll need more? The deadline for extra invitations is **November 19, 2004**.

The 2005 International CES pre-registration deadline is December 30, 2004, 8 p.m., EST. Distribute your Exhibitor Invitations in time for your customers to register by the deadline.

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## Exhibitor Invitations

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Invite Your Best Customers and Hottest Prospects to the 2005 International CES®!

To order your Exhibitor Invitations, please complete the following form, and send it to us via:

1. Mail:

2005 International CES Exhibitor Invitations

Attn: Marketing Events

2500 Wilson Boulevard

Arlington, VA 22201

OR

2. Fax: (703) 907-7602

### **AVOID DUPLICATION!**

Please mail or fax only one copy of the following order form.

## **QUESTIONS?**

E-mail us at [invitations@CE.org](mailto:invitations@CE.org)





**Mail to:**  
 2005 International CES  
 Exhibitor Invitations  
 Attn: Marketing Events  
 2500 Wilson Boulevard  
 Arlington, VA 22201  
**Or fax:**  
 Fax: (703) 907-7602

## Exhibitor Invitation Order Form

**DEADLINE:** Place your order by November 19, 2004

Allow three to four weeks for delivery.

Orders will be processed, once we receive your complete Exhibit Space Application.

**Important:**

*Customer invitations include admission to all CES exhibits, Keynotes and SuperSessions. If your guests use the invitation to register in advance, it's FREE until December 30, 2004, 8 p.m., EST.*

*If they bring the Invitation to on-site registration, they'll still save \$25 off the \$75 on-site registration fee.*

Please send me:		
_____	Exhibitor Invitations (Free of Charge)	Order in Quantities of 100 Maximum order: 10,000
(Quantity Desired)		

Company Name		Attention:	
Address:		City, State, Zip/Postal Code	
Country (If outside USA):		Phone	Fax
Booth Number/Facility			
<b>Please Note:</b>	e-mail:		
Exhibitor Invitations allow admission to CES exhibits, Keynotes and SuperSessions. Exhibitor Invitations are not for exhibitor, manufacturer or manufacturer representatives' registration. No one under 16 years of age will be admitted to the show floor.			