



SUCCESS IN WIRELESS



WIRELESS

Unleashed and unstoppable

The consumer electronics industry and its consumers are wired into wireless. As sales of wireless phones topped \$11.3 billion in 2005, wireless killer apps and dynamic products are changing the business landscape, challenging old conventions and creating new partnerships, distribution channels, applications and technologies.*

As technology moves to the *third screen*,* it's critical that your company makes a powerful statement at the International Consumer Electronics Show (CES®). It's where you plug into the market that's waiting for your technology, crossing categories and tapping into new venues and vehicles.

***third screen:** *n.* A video screen, particularly the screen on a cell phone, that a person uses almost as often as their television and computer screens.

“THE CONSUMER ELECTRONICS SHOW IS LIKE A ROCK CONCERT. IT'S THE HOTTEST SHOW. IT IS COVERED BY EVERY MAJOR NETWORK AS IF IT WERE A SEMINAL EVENT.”

—Michael Powell, Former Chairman, FCC



MORE THAN 30,000 CES ATTENDEES ARE INTERESTED IN WIRELESS TECHNOLOGY.*

At CES, you gain valuable face time with decision makers from every buying channel, industry sector and global market all in one place. This is your opportunity to take advantage of opportunities that will propel you to the front of time- and place-shifting technology.

Who should exhibit?

Anyone who manufactures or supplies:

- Cellular phones
- PDAs
- Handheld computers
- Wireless notebooks
- Tablet PCs
- Wearable computing devices
- Handheld devices
- Pen-based computing
- Infrared and wireless distribution systems
- Laptop computers

■ Providers of:

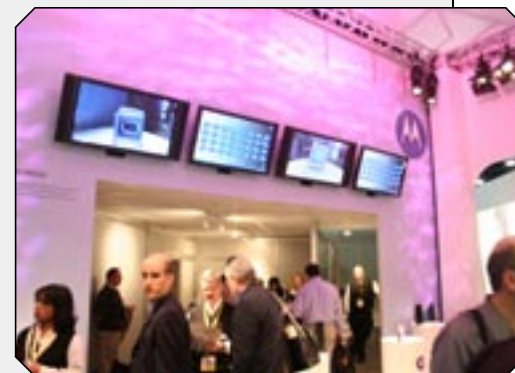
- Wireless protocol solutions
- Turnkey applications
- Healthcare applications
- Network storage management
- Wireless or mobile solutions software
- Security

Wireless industry attendees and exhibitors include:

Audiovox, Best Buy, Cellstar, Cingular, Circuit City, FedEx, Ingram Micro, Kmart, LG, Motorola, Nokia, RadioShack, Ritz Camera, Samsung Telecom, SonyEricsson, T-Mobile, Target, Verizon, Wal-Mart and many more.

SPECIAL EVENTS AND DISPLAYS AT THE 2006 INTERNATIONAL CES®

- **TechZones** introducing emerging technologies and companies
- Wireless events and conferences
- **CES Knowledge Track:** Mobile entertainment
- Enabling technology forums



EVENT SPONSORS



WIRELESS AT CES IS A SHOW-WITHIN-A-SHOW

This icon helps attendees identify wireless-related products on the show floor across categories to diversify their product mix. Will they see you under this icon?



BUILD YOUR BRAND AT THE WORLD'S LARGEST TRADESHOW FOR CONSUMER TECHNOLOGY.

The CES show floor is ground zero for business growth. With breakthroughs in time and place-shifting technology occurring virtually every day, 2007 will be a milestone for consumer electronics. As the industry realigns itself, CES is the one event that will define your business for the future. Enhance your presence through tailored sponsorship and promotional opportunities, speaking opportunities, product-specific TechZones and vertical marketing campaigns.

2007 exhibit space is going fast. Don't get left behind.

Call the International CES Business Development Team
at 703-907-7662 or e-mail exhibit@CESweb.org

