



DEFINING TOMORROW'S TECHNOLOGY

PRODUCED BY  CEA

THE 2006 INTERNATIONAL CES® | JANUARY 5-8, 2006 | LAS VEGAS, NEVADA | WWW.CESWEB.ORG

byb BUILD YOUR BRAND

INFORMATION TECHNOLOGIES



OPPORTUNITIES START HERE.





"CONSUMER ELECTRONICS AND THE TECH INDUSTRY AT LARGE HAVE LONG BEEN PREACHING DOCTRINES THAT CONTINUE TO LOOK EVER MORE SIMILAR, BUT THIS WEEK'S CONSUMER ELECTRONICS SHOW PROVED A REGULAR MERGING OF THE FAITHS."

—InfoWorld Magazine

LAS VEGAS, JANUARY 5–8, 2006. BOOK YOUR SPACE NOW.

YOU CAN'T AFFORD TO MISS IT.

2006 International CES

AN INTERNATIONAL IT SHOWCASE

There is no more comprehensive consumer electronics showplace than the International CES, your most ideal opportunity to assess and compare new technologies, find potential OEM partners and meet with manufacturers scouting for a competitive edge.

The International CES has a particularly strong IT following:

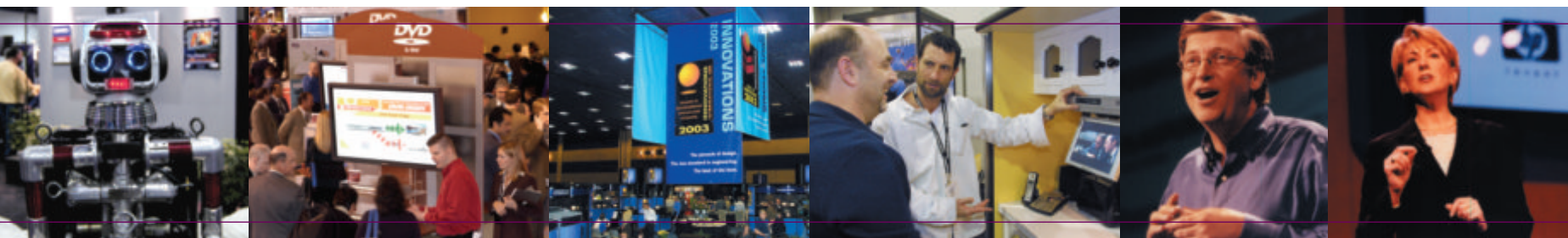
- + 44,000+ attendees are industry and corporate buyers
- + 28,000+ attendees are interested in computer hardware or software
- + 17,400+ attendees are interested in integrated home systems
- + 14,000+ attendees are interested in online/Internet

SOURCE: 2004 International CES Attendee Audit Summary Results

If you develop, market, distribute or license information technology, the International CES has several thousand customers that would like to speak to you starting January 6, 2006.

If you want to be an IT leader in the CE industry, you can't afford to miss this show.

Information technologies connect all areas of the consumer electronics industry, from emerging technologies to market leadership. And CES is the one show that brings the entire marketplace right to your doorstep, for four days every January.



INFORMATION TECHNOLOGY: a show-within-a-show

The International CES is all about connecting buyers, suppliers and developers to create consumer-friendly products and applications that open new markets and drive more sales.

Product categories are grouped together, resulting in a show-within-a-show that allows IT exhibitors to increase exposure, buzz and visibility across multiple markets at one time.

Training opportunities are abundant. The industry visionaries at CES offer you the most cutting-edge insight in these CES Knowledge Tracks:

- + Business Networking
- + Emerging Technologies
- + Home and Lifestyle Entertainment
- + Home Networking
- + Wireless
- + And more

INFORMATION TECHNOLOGY: A SHOW WITHIN A SHOW

WE'VE ORGANIZED THE SHOW FLOOR TO PROVIDE AN UNPRECEDENTED OPPORTUNITY FOR ATTENDEES TO SHOP ACROSS CATEGORIES AND TO DIVERSIFY THEIR PRODUCT MIX. THE ICON HERE—AND ON THE SHOW FLOOR IN LAS VEGAS—HELPS IDENTIFY INFORMATION TECHNOLOGY-RELATED PRODUCTS.



SPECIAL EVENTS AND DISPLAYS AT THE 2005 INTERNATIONAL CES



KEYNOTES
Craig Barrett
CEO, Intel Corporation



Bill Gates
Chairman and Chief
Software Architect,
Microsoft Corporation



Ed Zander
Chairman and CEO
Motorola, Inc.



Carly Fiorina
Chairman and CEO, HP



Rich Templeton
President and CEO
Texas Instruments

build your brand

WITH THE POWER OF THE INTERNATIONAL CES

Opportunities for your entire year start here. Interact with customers. Make contact with hard-to-reach prospects. Explore international markets. Initiate, enhance and solidify OEM relationships. Create B2B partnerships with established and up-and-coming players. Scout the competition. Bolster your brand with customized sponsorship and promotional opportunities, speaking engagements, product-specific TechZones and targeted marketing campaigns.

The International CES is the largest annual consumer technology show in the world. **CONSIDER US YOUR PARTNER IN BRAND BUILDING.** We'll help you with success—whether you're Fortune 500 or tomorrow's trendsetter.

THE 2006 INTERNATIONAL CES EXHIBITOR OVERVIEW | JANUARY 5–8, 2006

to lock in exhibit space for 2006, act now.

CALL OUR INTERNATIONAL CES BUSINESS DEVELOPMENT TEAM AT (703) 907-7662 OR E-MAIL EXHIBIT@CESWEB.ORG.



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