



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

HOME THEATER



OPPORTUNITIES START HERE.





"CES IS ESSENTIAL TO CONSUMER ELECTRONICS COMPANIES. IT IS A TERRIFIC OPPORTUNITY TO SHOW OUR LATEST PRODUCTS AND GET INSTANT FEEDBACK. THIS YEAR WE'RE EXPANDING OUR PRODUCT LINES TO INCLUDE NEW GAMING, DVD RECORDING AND HOME NETWORKING TECHNOLOGY."

—Steve Brothers, President, Apex Digital Inc.

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

YOU CAN'T AFFORD TO MISS IT.

the International CES

IS THE LARGEST HOME THEATER TECHNOLOGY TRADESHOW IN THE WORLD

From surround sound processors to DTV and mobile video products, today's consumers clamor for the latest in home theater technologies and applications. The International CES is the *one show* with the critical mass to put your new-to-market and best-selling technology on the world's radar screen—and keep it there. From well-established brands to tomorrow's technology innovators—all of the market's players will be here. Reserve your space now.

Buyers at CES include:

Audiocom, Best Buy, Circuit City, Electronics Design Group, Engineered Environments, Good Guys, HTSA, Hometech, Myer-Emco, PARA, Pulte Homes, Ryan Homes, Sears, Sensory Solutions, Tweeter and many more.

Exhibitors at CES include:

Boston Acoustics, Da-Lite Screen Co, Daewoo Electronics America, Inc., Denon Electronics USA, Epson America, Panasonic, Philips Consumer Electronics, Samsung Electronics America, Sanyo and many more.

More than 40,000 decision makers—one in three attendees—come to the International CES specifically to compare and buy home theater audio and video products and technologies.

SPECIAL EVENTS AND DISPLAYS AT THE 2005 INTERNATIONAL CES



- > TECHZONES, INTRODUCING EMERGING TECHNOLOGIES AND COMPANIES
- > CES DIGITAL MEDIA TRAINING
- > MOBILE ENTERTAINMENT KNOWLEDGE TRACK



connect with success

AT THE INTERNATIONAL CES

Build demand for the latest technologies and sales at the International CES.

CES is the starting gate for home theater professionals. Plasma TVs. Surround sound systems. Display technologies. CES is the one place where every component, product, and technology interconnects.

Home theater has reached such proportions that it is now a show-within-a-show, representing the entire supply chain and every sales channel. You will find potential partners, buyers, OEMs, press and analysts—not to mention your competition.

- + 40,000+ attendees are interested in audio
- + 30,000+ are interested in home theater
- + 26,000+ are interested in video

SOURCE: 2004 International CES Attendee Audit Summary Results

THE INTERNATIONAL CES IS IDEAL FOR MANUFACTURERS AND SUPPLIERS OF:

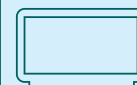
- + Display technologies
- + Set-top boxes
- + Video projection systems
- + Plasma screens
- + Digital video recorders
- + And more

Home theaters are hot: 32 percent of U.S. households owned a home theater system in January 2004, up from 21 percent in January 2000.

SOURCE: Digital America

HOME THEATER: THE FUTURE OF ENTERTAINMENT

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 HOME THEATER-RELATED PRODUCTS.



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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