



Advanced Display Technologies TechZone Sponsored by DisplaySearch



South Hall, Las Vegas Convention Center | Las Vegas, Nevada
2009 International CES[®] | January 8-11, 2009

If your company is changing the face of the display industry, we invite you to join DisplaySearch and other companies in the forefront of advancements in display technology to exhibit at the Advanced Display Technologies TechZone at the International CES, the world's largest tradeshow. The Advanced Display Technologies TechZone, sponsored by DisplaySearch and the CEA provides the benefits of easily accessing the size and scope of a targeted audience interested in these advancements. This TechZone will promote the use of new technology and will provide the only opportunity for visitors to experience a wide variety of new display technology in a focused and easily accessible venue.

CES: Make connections that make a difference.

At the International CES you'll meet:

- **94% of the 2007 TWICE Top 100 CE Retailers***
- **Your potential customers, suppliers and manufacturing partners**
- **Bankers, financial analysts and venture capitalists**
- **Thousands of qualified press from more than 70 countries**

Who should exhibit?

The **Advanced Display Technologies TechZone** will showcase the latest developments in all advanced display technologies including a-Si TFT LCDs, LTPS TFT LCDs, AMOLEDs, PMOLEDs, PDPs, reflective, flexible, touch and 3D displays. Companies involved in the development of the components and materials used in these displays or display manufacturers should exhibit.

CES delivers incredible ROI and powerful market position!

The International CES sets the stage for the year. This TechZone gives you a prestigious presence at lower exhibit costs than most other shows. The International CES is your best venue to tap major international distribution channels, OEMs, the financial community and others. Heighten your visibility through key press coverage delivered by the International CES. Meet face-to-face with more than 130,000 key industry leaders and decision makers.

Attendee Highlights		They're Decision Makers!	
13,000+	Retail buyers	28,000+	Final decision makers
3,500+	Institutional, Corporate (non-retail) and Government buyers	39,000+	Senior-level executives
3,000+	Engineers	28,000	International professionals from 140 countries
4,500	Media	10,000+	Manager and store managers
1,900	Financial/market analysts	700+	VAR/dealers

* Source: 2008 International CES VERIS Audit/Registration Report

Industry Icons at the Forefront | www.CESweb.org |





The Advanced Display Technologies TechZone Options

NEW Enhancements for 2009

- South Hall Location – prime real estate in the main area of CES exhibits.
 - Special Advertising Discounts – special rates for participants
 - Common Meeting Room – shared meeting room right on the show floor
1. **An all-inclusive turnkey exhibit, including:**
 - A standard exhibitor 10 x 10 package with I.D. signage, three panels for company/product graphics, two standard contour chairs, a 6' draped table, an arm light and a wastebasket
 - Standard black carpeting
 - Cleaning service
 - Security service
 - 500 watts of electrical service
 - A large hanging banner over the TechZone itself, making it easy to locate this key area from virtually any angle on the show floor
 2. Open booth space (for companies with displays they prefer to use)
 3. NEW! For Advanced Display Technologies TechZone participants, we've negotiated a special advertising rate in the *Consumer Electronics Vision* publication for a 4-Color Full-page Ad for \$7200 (normally \$9960).
 4. NEW! A common 10 x 10 Meeting Room right on the show floor in the TechZone for exhibitors will be available at 30 minute time slots for Display TechZone exhibitors to use.

Plus — Exclusive CES benefits:

- Extensive show promotion for the TechZone, including:
 - o Pre-show publicity opportunities in print and on the Internet
 - o Access to pre-registered press lists
- Up to 10,000 FREE guest tickets for your most valued customers
- Up to 10 exhibitor passes
- Listings in the official CES directories (print, Internet and PDA versions)
- Press promotion in the official *CES Daily*, as well as to more than 4,500 global journalists
- Access to a press conference room, ideally located near the press room (*requires advance reservations*)
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the Advanced Display Technologies TechZone — and your products, services and technologies

Investment Options:

1. All-inclusive 10 x 10 TechZone package (renderings attached):
 - CEA members: \$57.75/sq ft
 - Non-members: \$60.75/sq ft
2. 10 x 10 open booth space only; no furnishings
 - CEA members: \$37.25/sq ft
 - Non-members: \$42.25/sq ft



2009 
One Show. Countless Opportunities.

Call today to secure your spot!

For more information contact:

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2009 International CES

EXHIBITOR TURNKEY BOOTH PACKAGE

10' x 10' \$57.75/sq ft CEA members

\$60.75/sq ft non-members

Black metal and blonde wood grain panels

Beige carpet

(2) arm lights

(1) 1 meter counter w/ black metal and
blonde wood grain panels

(4) 39" black shelves

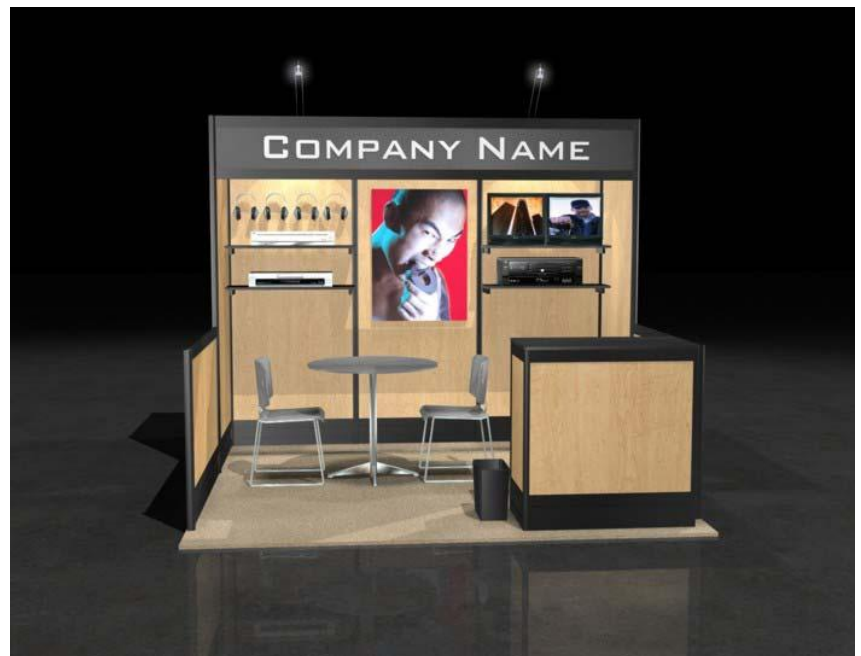
(1) 16" black header w/ white company name

(1) round table w/ 2 chairs

(1) wastebasket

(1) 1000 watt electrical outlet

Freight inclusive; must be shipped direct to
show site



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