

2010 PRELIMINARY SHOW HIGHLIGHTS:

Who’s there, why you need to be

These unaudited numbers are based on data gathered during the registration process, both before and at the show. Fully audited numbers will be available in May 2010.

ATTENDEE PROFILES	
EXHIBITS-ONLY ATTENDEES	78,920
EXHIBITORS	41,255
CONFERENCE ATTENDEES	2,345
PRESS	4,877
FINANCIAL AND MARKET ANALYSTS	967
BLOGGERS	585
TOTAL	128,949

INTERNATIONAL ATTENDANCE	Total Number	Percent of All Attendees (128,949)
INTERNATIONAL ATTENDEES (CONFERENCE AND EXHIBIT-ONLY ATTENDEES)	16,788	13%
INTERNATIONAL EXHIBITORS	6,390	5%
INTERNATIONAL PRESS, FINANCIAL AND MARKET ANALYSTS, BLOGGERS	1,397	1%
TOTAL	24,575	19%

To share this information with colleagues and other interested parties, please visit CESweb.org/2010showhighlights.

PRSRT STD
U.S. POSTAGE
PAID
ROCKVILLE, MD
PERMIT NO. 800



1919 South Eads St.
Arlington, VA 22202 USA

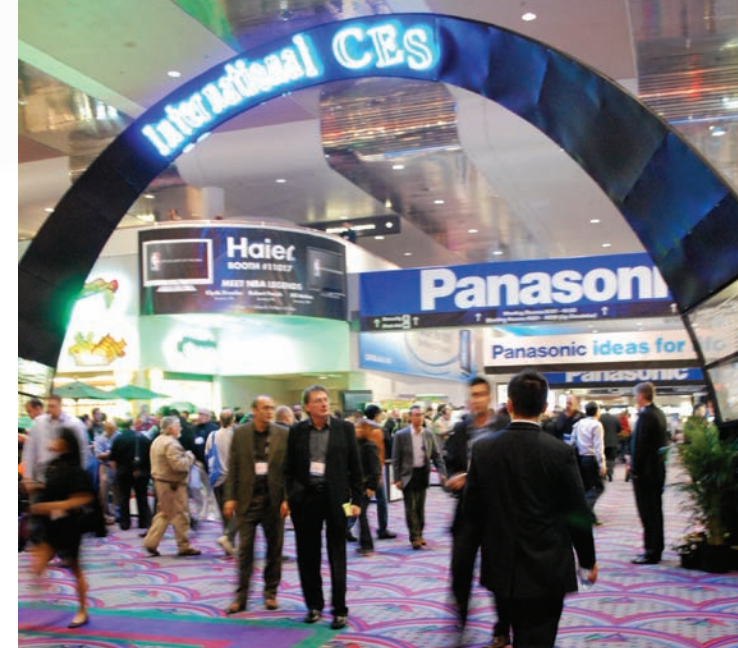
BEFORE YOU SET YOUR MARKETING NUMBERS
CONSIDER THESE

703-907-7662 | Exhibit@CESweb.org | CESweb.org
January 6–9, 2011 | Las Vegas, Nevada

LOOK AHEAD TO
2011

703-907-7662 | Exhibit@CESweb.org | CESweb.org
January 6–9, 2011 | Las Vegas, Nevada





Exhibiting at the International CES® STILL YOUR BEST MARKETING VALUE

You have countless choices about how to allocate your marketing budget in 2011. With so much on the line, you need to be sure that every dollar you spend delivers ROI you can count on. Exhibiting at the International CES is one of the strongest marketing values available to our industry, for all these measurable reasons:

- Attendee numbers remain up, even in a down economy.
- 45% of attendees are decision makers, and 70% of the *Fortune* 100 is represented.
- The cost per fully qualified lead is \$824 lower with a tradeshow connection.
- You can drastically cut your travel expenses, especially to international markets.
- You can conduct more business meetings and meet more prospects with maximum efficiency.
- The press exposure reaches 140 countries in all channels.
- Your company profits from the show's prestige and brand recognition.

As you look forward to marketing your company, product or service in 2011, put CES at the top of your essentials list.

75% of attendees say,
IT'S THE
"MOST
IMPORTANT
CE EVENT
OF THE YEAR."



THE NUMBERS ARE UP in a down economy

Despite the economy, more than 120,000 industry professionals—a 16.5% increase over 2009—came to do business at the 2010 show. The preliminary post-show audit (see insert) breaks out the numbers in more detail; a more complete picture will emerge when the fully audited numbers are tabulated, but these positive initial numbers indicate that the show remains a powerful way to reach your target.

Of course it's about quality, not just quantity. We carefully prescreen attendees so you have access to the highest possible concentration of qualified leads.

Dramatically cut the COST OF DOING BUSINESS

To reach customers and prospects cost-effectively, this is the place to invest your marketing dollars. According to the Center for Exhibition Industry Research, the average cost-per-lead with a tradeshow tie-in is \$215, including travel. Without the tie-in the cost skyrockets to \$1,039. Imagine the potential lead generation—and savings on your annual travel budget—with this one extremely productive trip.

RESERVE YOUR SPACE AT THE MUST-ATTEND 2011 INTERNATIONAL CES® TODAY

Talk to a CES representative about maximizing the impact of your marketing dollars in 2011. Call us at 703-907-7662 or visit CESweb.org/exhibitors to learn more.



Las Vegas Convention Center and the Hilton | The Venetian



CES is not open to the general public. To attend, you must be affiliated professionally with the consumer electronics (CE) industry.



THE GLOBAL STAGE FOR INNOVATION



DECISION MAKERS

PRESIDENT/CEA/OWNER	15,966
CFO	978
COO	833
CIO/CTO	1,440
CMO	346
CXO	271
VICE PRESIDENT	6,374
DIRECTOR	7,986
GENERAL MANAGER	2,311
TOTAL	45% OF ATTENDANCE* 36,505

*ATTENDANCE = EXHIBIT-ONLY ATTENDEES AND CONFERENCE ATTENDEES

PRESS COVERAGE

Many press, analysts and bloggers traveled to the 2010 CES, including representatives from top media outlets like ABC, BBC, CBS, CNN, NBC Universal, *The New York Times*, NPR, *USA Today* and *The Wall Street Journal*.

COUNTRIES REPRESENTED	63
PRINT PRESS	30%
ONLINE/WIRE PRESS	52%
BROADCAST PRESS	18%

% = PERCENTAGE OF OVERALL PRESS

703-907-7662 | Exhibit@CESweb.org | CESweb.org
January 6–9, 2011 | Las Vegas, Nevada