

THE SPOTLIGHT ON THE
CONSUMER ELECTRONICS INDUSTRY

TechZone



Location Based Services (LBS) TechZone

North Hall • Las Vegas Convention Center
Las Vegas, Nevada • January 7-10, 2010
2010 International CES®

The **Location Based Services (LBS) TechZone** at the 2010 International CES serves as the premiere location for providers of custom technologies, services and advertising sent to portable and in-car navigation devices, based on their current locations. The TechZone features the latest technologies used to deliver highly personalized mobile services, based on location, allowing the mobile network operator to offer differentiation and increased profitability.

Who should exhibit?

The **Location Based Services TechZone** is for designers, manufacturers and service providers offering cutting-edge personalized location and navigation services.

Technology, Products and Services Featured:

- Portable and in-car navigation devices and services
- GPS services
- Digital mapping for vehicular navigation
- Personalization of mobile services, based on location

A focused exhibit area draws a qualified crowd.

When CES attendees are looking for **Location Based Services**, they'll look for the **LBS TechZone**. Exhibit in this dedicated space to make it easier for your top prospects and future partners to find you.

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 key industry leaders and decision makers.

Attendee Highlights	They're Decision Makers!
12,000+ Retail buyers	23,000+ Final decision makers
3,500+ Institutional, Corporate (non-retail) and Government buyers	30,000+ Senior-level executives
3,000+ Engineers	22,000 International professionals from 140 countries
4,500+ Media	8,000+ Manager and store managers
1,500+ Financial/market analysts	700+ VAR/dealers

* Source: 2009 International CES VERIS Audit/Registration Report

One Show. Countless Opportunities.



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Two Booth Investment Options:

A. Open Booth Space

- Open booth space for companies who prefer their own carpet, furnishings and display
- CEA members: \$36 per square foot
- Non-members: \$41 per square foot

B. All-inclusive TechZone hardwall booth package

- 10'x10' hardwall booth package includes carpet, furnishings and other inclusions – see attached rendering for details
- CEA members: \$5,150 per square foot
- Non-members: \$5,350 per square foot

Plus — Exclusive CES benefits:

- Extensive show promotion for the TechZone, including:
 - Pre-show publicity opportunities in print and on the Internet
 - Access to pre-registered press lists
- FREE guest tickets for your most valued customers
- 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 Location Based Services TechZone — and your products, services and technologies
- Prime real estate on the Sands show floor with all other in-vehicle technology exhibitors. There is also overhead TechZone identification signage.

Call today to secure your spot!

For more information contact: **Shari Gray, Account Executive**

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panels 1 & 3
visual opening
37⁹/₁₆"w x 85³/₈"h overall
(37⁹/₁₆" x 57" h above table)

panel 2
visual opening
37⁹/₁₆"w x 85³/₈"h overall
(37⁹/₁₆" x 35" h between table
and 48" w x 18" h sign)



TechZone Hardwall Booth

- Backwall is 8'-0" h with 36" h side rails
- All insert panels are blonde melamine
- ID sign is 48" w x 18" h white foam board with black copy.
- 1 6' x 2' black draped table with white top.
- 2 grey contour chairs
- 1 wastebasket
- 1 black arm light
- 1 500 watt outlet
- 1 Black carpeting
- Exhibitors may adhere graphics to panels. However, all graphics must be either laminated or mounted to a backing such as Foamcore.
- Exhibitors must provide their own Velcro or double sided tape.
- Exhibitors may commission GES to produce graphic panels. Please email your files to Elayne Elwell at eeelwell@ges.com by November 17, 2009
- Locks for storage are available upon request.
- Storage space is provided underneath the pod counter.
- Substitutions and variations to the package are not allowed.
- Any additional booth structure is not permitted.

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WHERE ENTERTAINMENT, TECHNOLOGY
AND BUSINESS CONVERGE



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