

GOELECTRICDRIVE TECHZONE

2012 International
CES
THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY
CEA

AT THE 2012 INTERNATIONAL CES®



Automotive electronics has become a major category at CES. With automotive manufacturers such as Audi, Ford, GM, and Hyundai as exhibitors, CES is a major platform for the latest vehicle technologies. If your organization offers an electric drive product, service or technology, the *GoElectricDrive* TechZone is the place to exhibit.

The *GoElectricDrive* TechZone, sponsored by the Electric Drive Transportation Association (EDTA), is the place to display your electric drive technologies to more than 140,000 attendees at the 2012 CES.

Why CES?

The International CES is your best marketing value for 2012.

Only at CES you will find:

- More than 140,000 attendees
- More than 1.6 million net square feet of exhibit space
- More than 2,700 exhibitors
- Some 30,000 international attendees from 140 countries
- 5,000 media and analysts
- 45 percent senior level executives
- 91 percent top consumer electronics retailers

If you are interested in exhibiting in the *GoElectricDrive* TechZone, please contact Shari Sally at 703-907-7025 or ssally@CE.org.



GoElectricDrive

Sponsored by



CESWEB.ORG

GOELECTRICDRIVE TECHZONE AT THE 2012 INTERNATIONAL CES

Participation

Open Booth Space Package:

- CEA members: \$42/square foot for the first 100 sq.ft. Additional space is \$37/sq.ft.
- Non-members: \$47/square foot for the first 100 sq.ft. Additional space is \$42/sq.ft.

Receive Exclusive International CES Benefits

Extensive show promotion for the *GoElectricDrive* TechZone includes:



Preshow Promotions

- Preshow Planner (both print and virtual)
- Attendee Newsletter
- CESweb.org
- CES Press Release

On-site Impressions

- Show Guide
- Directory
- Show signage throughout CES
- Listing in the official CES Directory (online, virtual and print)
- Press promotion in the Official CES Daily
- Access to a press conference room (requires advance reservations)
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the *GoElectricDrive* TechZone - and your products, services and technologies.



**All deliverables are deadline-permitting*

