

Every great company started with a eureka moment, a unique idea that launched the next great product or service that consumers had to have. For more than 40 years CES has been the place to find those fledgling start-ups and diamond-in-the-rough companies waiting to be discovered and make it big.



### What is Eureka Park:

Intended for small companies looking to gain a footing in the CE industry, Eureka Park at the 2012 International CES (CES) is a specialized TechZone exhibit area that provides a unique exhibiting opportunity to launch a new product, service or idea. Eureka Park will be the premier destination at the show where retailers, venture capitalists, manufacturers and other key attendee groups can find the budding entrepreneurs, fledgling start ups and home grown innovation. CES attracts the world's top electronics manufacturers and retailers, so you'll reach a key, global business audience all in one place.

### Why Eureka Park

- More than 140,000 Industry Professionals
- 5,000 Media and Analyst
- Great location in The Venetian adjacent to the Innovations Design and Engineering Showcase and 2012 keynotes
- 44% Senior Level Executives
- 4,000 VCs and Financial Executives
- 140 Countries Represented



### Who Should Participate?

- Startups seeking outside funding
- Angel/venture investor recipients
- Strategic corporate capital recipients
- Small Business Innovation Research grantees
- Research park companies
- State development incubated companies
- University research spin offs
- For profit incubated companies
- Advanced development teams



## Entry Criteria

- The technology displayed must be applicable to the consumer technology space: if you dream that your technology would benefit consumers one day, then you belong in Eureka Park.
- Entries must show a technology that can be realized commercially within three years but is not currently available to consumers.
- Entries must be innovative with the potential to make a profound impact on the market.
- Entries can be products or services and can be fundamental inventions with broad applicability.
- The technology must be demonstrable as a prototype or software mockup, no paper/concept entries.
- Participation is not limited to researchers and startups. Exhibiting organizations may have other commercial technologies as long as the technology shown in Eureka Park meets these criteria.
- Must be a first-time exhibitor at CES

## Reserve your space now!

- Turnkey, hardwall TechZone package priced at \$1,000 for a 10'x10'
- Over \$5,000 in savings over typical TechZone packages

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