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E3
expo

Electronic Entertainment Expo

161 Worcester Road, Suite 602
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**where
business
gets fun**

CONFERENCE **MAY 13-15**
EXPOSITION **MAY 14-16** | **2003**

LOS ANGELES CONVENTION CENTER

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E³
where business gets fun

SECTIONS:

FOR MORE INFORMATION ABOUT EXHIBITING AT E³, PLEASE CONTACT:

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E³: Commerce and Creativity Convene Where Business Gets Fun

THE BUCK STARTS HERE
The Electronic Entertainment Expo held its inaugural show in 1995 with an impressive array of exhibitors and attendees. That show represented the first opportunity for everyone in the interactive entertainment industry to meet in the same place, at the same time, at a show designed specifically to meet their business needs. It was the beginning of a thriving event where industry participants gathered to generate business and gain worldwide exposure.

THE WORLD STOPS HERE
Nine years later, the Electronic Entertainment Expo has become the industry's most important annual gathering place. It's still the premier event for doing business with an ever-growing number of qualified industry players. In fact, because more commerce and promotion takes place here than during the other 51 weeks of the year combined, E³ is far and away the year's most concentrated gathering of qualified industry participants.

Now it's time to get ready for E³ 2003, the testing ground for the world's interactive entertainment business. Prepare your company for its spotlight on the global stage that is E³: a collection of the world's elite media outlets, Fortune 500 retailers, leading analysts, and established publishing companies that form the cornerstone of the industry. This is where start-ups mingle with corporate giants, and where the demos and deals take place that will shape and shake the industry in the coming months. **Before the latest entertainment technology makes it, it makes it to E³ first.** ›

E³ | where business gets fun

MAKE E³ YOUR BUSINESS

E³ provides more exposure in less time than any other event throughout the entire year, making it a critical investment. Over time, the efficiency of this investment has only increased as attendee quality has improved and the amount of coverage has broadened. Experienced exhibitors understand this, which is why they come to Los Angeles every May to represent every possible interactive entertainment category:

• Entertainment and edutainment software
• Reference and special interest software
• Wireless/Mobile/PDA software and technologies
• Game and computer accessories
• Game consoles
• Online entertainment
• Online content and technologies
• Multimedia and peripherals
• Production and packaging services

E³ IS WHERE THE PRESS COMES TO BE IMPRESSED

The press loves breaking stories and E³ is a week-long celebration of industry-leading news. This news generates increasing media interest, as evidenced by the thousands of journalists from around the world who attended last year's show, including representatives from **CNN**, the *Wall Street Journal*, **MTV**, the *New York Times*, *Fortune*, *USA Today*, *Newsweek*, **FOX** and **CBS** just to name a few. Members of the media know that E³ is the one place to learn everything their audience wants to know. And, of course, E³ is also where the top retailers come to preview thousands of new interactive entertainment products and make decisions for the holiday shopping season. E³ 2003 will once again be the ultimate gathering for our growing global industry. So get on board, because this is your business…the business of fun!

Dazzle the Interactive World

Sixty percent of Americans play interactive games on a regular basis. The products that make their way to these 145 million gamers pass through the E³ pipeline. Last year, tens of thousands of retailers, developers, investors, distributors, and media representatives comprised that pipeline, and came together for three days of intensive deal-making and networking.
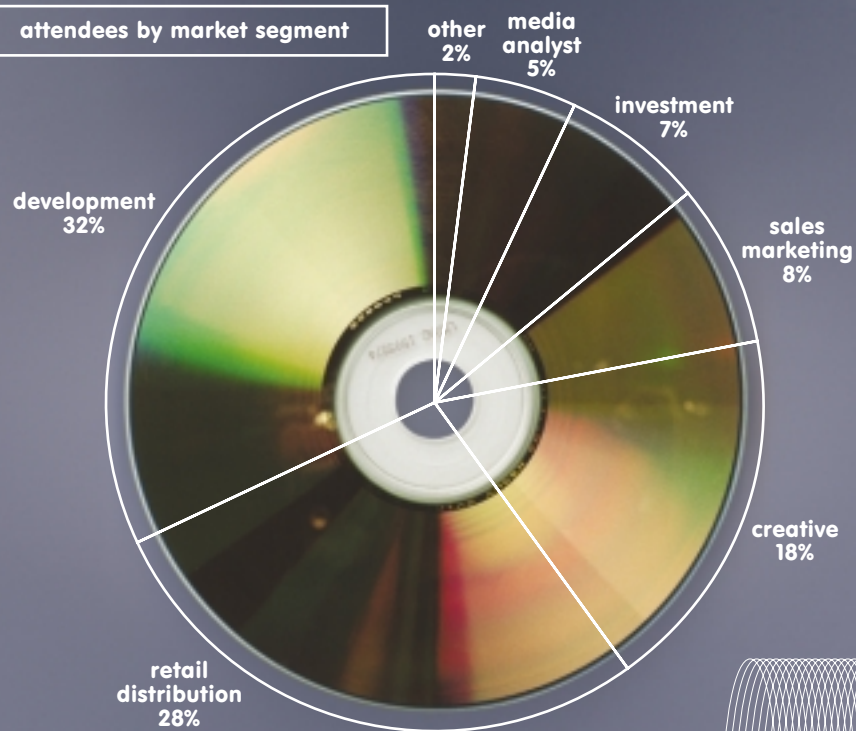
Need to get your products in front of the industry's media elite? E³ draws thousands of media representatives from all over the world. Need to convey a message to thousands of industry analysts, retailers, and other qualified consumers? There's no better way to quickly establish a stronghold for your company in three days than through the marketing powerhouse that is E³.

Half of all attendees made purchase decisions within six months of attending the 2002 show. Almost a quarter of the attendees were executives and corporate managers and almost half represented manufacturing businesses — these are serious people talking about serious investments. The bottom line: E³ is your best chance to get your products and brands in front of the buyers, media, and analysts who matter most.
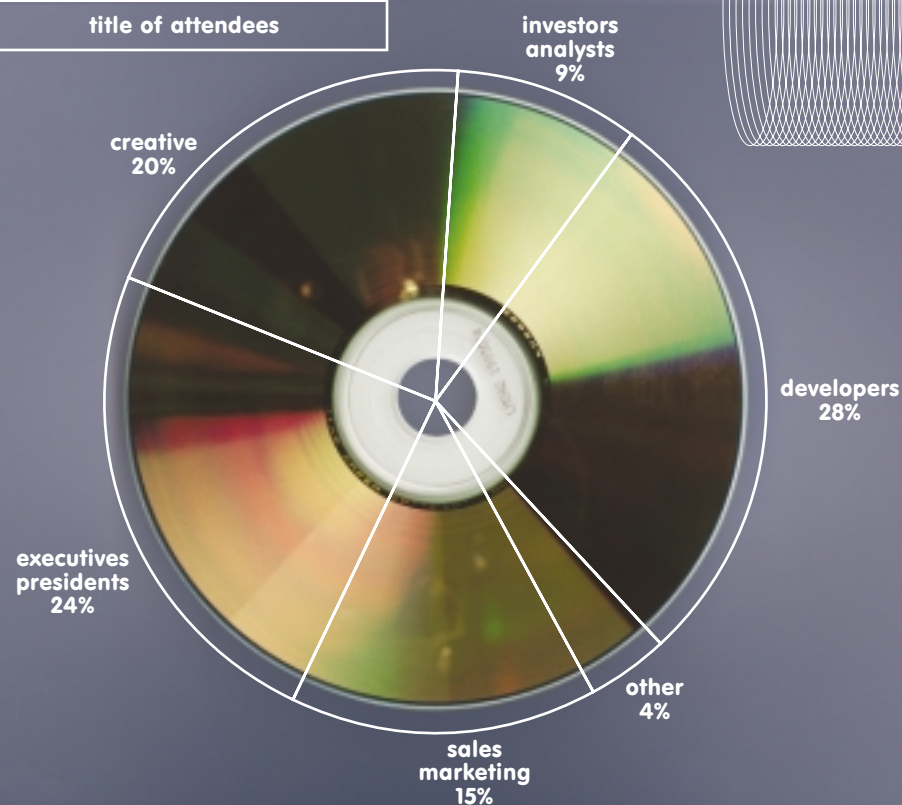
E³ | **attendees by market segment**

other
2%

media
analyst
5%

investment
7%

development
32%

sales
marketing
8%

creative
18%

retail
distribution
28%

E³ | **title of attendees**

investors
analysts
9%

creative
20%

developers
28%

executives
presidents
24%

other
4%

sales
marketing
15%

E³: WHERE BIG BUDGET BUYERS COME TO DEAL

A study of the net buying influence (NBI) identifies those attendees who have purchasing influence for at least one of the products or services exhibited at any given show. The NBI for E³ 2002 was 75%, with 44% having recommendation influence and 34% having the final say in product and service purchases.
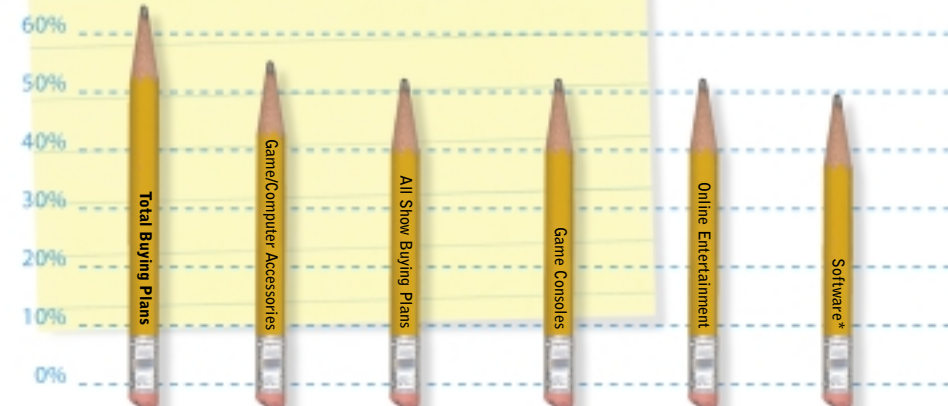
The computer and video game market is experiencing spiraling growth. This growth is initiated through the multitude of connections and contacts made at E³, including the top software retailers in the country. They attend E³ and they are treated with V.I.P. status at every show. Past participants have included:

BJ's Wholesale Club
Blockbuster, Inc.
Circuit City Stores, Inc.
Electronics Boutique
Entertainment UK Ltd
Fred Meyer, Inc.
Game Quest
GameStop, Inc.
Hollywood Entertainment
Ingram Entertainment, Inc.
JCPenney Corp
K.B. Toys
Kmart Corporation
RadioShack
Toys "R" Us
Wal-Mart
Wherehouse Music

E³ | **total buying plans**

percentage of attendees planning to purchase as a result of what they saw at the show

60%
50%
40%
30%
20%
10%
0%

Total Buying Plans

Game/Computer Accessories

All Show Buying Plans

Game Consoles

Online Entertainment

Software*

*Entertainment and Edutainment Titles

5

Market Profile

While other entertainment sectors stagnate, the interactive entertainment industry continues to power forward. Sales of video game hardware, software, and accessories increased 43% in 2001, to a record $9.4 billion. Worldwide, retail game revenue is forecast at more than $31 billion in 2002.* The E³ show floor is command central for finding a piece of this nonstop action.

Why do 145 million people enjoy playing interactive games on a regular basis? For the same reason E³ is such a preferred venue for conducting business: because it's fun. Since E³ is where business gets fun, it's the right place for reaching this incredibly lucrative market.

In addition to the burgeoning traditional packaged game sector, online and wireless games are poised for revolutionary growth as the broadband infrastructure expands and as developers create the content to match. Worldwide, 114 million people are expected to be playing online games by the year 2006, 23 million of them console users.**

Overall, the interactive entertainment market is mushrooming. E³ is where the competition is joined, as investors, publishers, retailers, and the press seek out the next blockbuster titles and the next breakthrough technologies that will lift the industry to the next level.

*Source: NPD Group, as reported in *Fortune*, March 4, 2002
**DFC Intelligence, June 2002

Marketing Opportunities

When you exhibit at E³, you're not just getting the attention of tens of thousands of attendees for three days. Your presence at the show extends into every executive boardroom, every retail establishment, and every media outlet associated with interactive entertainment. This broadened exposure comes from extensive year-round E³ marketing efforts and the focused attention of international media before and during the show. It keeps your company and its products front and center day after day for your key contacts.

MARKETING SUPPORT FOR A TRUE MULTIMEDIA CAMPAIGN:

MEDIA RELATIONS— E³ provides exhibitors with the strongest media relations program of any trade show, and offers a myriad of ways for you to generate awareness for your company or product. The E³ media relations team has experience in making sure the media you want to see are at the show, and in making it easy for you to reach them. For example, the registered media list provides you with an invaluable pre-show list of key journalists who are attending the event, and whom you can contact to arrange interviews and pitch stories. The on-site E³ media center is specifically designed to help exhibitors get their materials in front of the press efficiently and effectively. And the Business Wire and Virtual Press Office are available to help you quickly disseminate your late-breaking news to the E³ community.

INTERNETWORKING—Traffic to the E³ Web site is tremendous, averaging over 3.8 million hits a month. Take advantage of the true internetworking capabilities that the Web offers by placing a link to your organization on the E³ Web site.

SHOW GUIDE—This information-packed publication is the primary reference tool for E³ attendees. It contains workshop and conference descriptions, speaker bios, exhibitor and product lists, and general show information. And it's retained by attendees to share with colleagues and for use as a reference tool year-round. Your ad in the guide creates even more awareness among a well-focused audience.

SHOW DAILY—This is as current as current events get. The Show Daily features on-the-spot coverage of show events and breaking news from the past 24 hours. Your ad or editorial coverage in this glossy, 4-color publication is viewed by everyone interested in what's happening at the show. ›

GUEST PASSES

E³ is an exclusive industry event, which makes attendance that much more desirable for your key prospects. Make them a part of the show and create valuable goodwill by giving them complimentary guest passes (value: $200 each). Show them what the computer and video game industry is all about and treat them to a brilliant display of your products on center stage. [Note: E³ is a trade event only—only qualified industry and media professionals may attend. Every registration is screened and qualified to ensure that we deliver our exhibitors the highest-quality audience. No one under 18 will be admitted, including infants.]

EVENT MARKETING OPPORTUNITIES

The Los Angeles Convention Center overflows with opportunities for on-site marketing when E³ rolls around. From 5,000-square-foot banners…to towering columns…to the badges worn by every single attendee, there's a promotional program for every budget. There's also flexibility, so if you have a unique idea to lift your company above the competition, we can work with you to bring it to life.

Advertising and Promotion

MAKE A LASTING IMPRESSION ON A WELL-TARGETED AUDIENCE

Color. Sight. Sound. Motion. Emotion. There's no question that E³ provides plenty for attendees to take in. With this level of competition, the E³ communications network goes the extra mile to make your company, product, or service stand out.

THE E³ MESSAGE: WE PUT IT IN WRITING

The E³ print campaign creates awareness on a massive scale. Millions of ad impressions are generated by carefully constructed creative content in leading trade and business publications that reach into every corner of the interactive entertainment domain:

Animation Magazine	*License!*
BPM Culture Magazine	*MCV*
Children's Software Revue	*Official U.S. PlayStation Magazine*
Choosing Children's Software	*Post Magazine*
Dealerscope	*Retail Merchandiser*
Develop	*The Hollywood Reporter*
Digitailing	*The Licensing Book*
E-Gear	*The Toy Book*
Electronic Gaming Monthly	*TIPS & TRICKS*
Game Developer	*Variety*
Indie Magazine	*Wired*
KidScreen Magazine	*Xbox Nation*

Hundreds of thousands of direct mail pieces, distributed every year to key industry constituents, round out the extensive E³ print campaign. Informative brochures and registration materials are the motivational tools that help bring valuable contacts to your E³ exhibit. ›

ELECTRONIC DISTRIBUTION

A host of online banner ads and links carries the E³ message to an Internet-savvy audience. Ads on more than 20 highly visible, industry-related Web sites provide online impressions in the millions. The E³ Web site alone generates millions of hits a month from individuals seeking details on the show and related activities. Last year, the number of hits during the month of May alone totaled well over 36 million.

The campaign continues with links in online newsletters that direct traffic to the E³ Web site. These vital publications directly target industry executives, buyers, and key decision makers.

Animation Network World
GIGnews.com
Games Analyst Newsletter
Gaming Industry News
Wireless Gaming Review
WirelessDeveloper.com

Additional electronic support comes from timely e-mail alerts to all registrants and prospective attendees. These messages are delivered right up to the week before the show, with reminders of critical deadlines and breaking show news.

CONSISTENT MESSAGE FLOW WITH STRATEGIC PUBLIC RELATIONS

In between all of the scheduled campaign events that highlight E³ in the collective mind of the industry, there's "the buzz." It's generated by an ongoing PR blitz that continually fills the media pipeline with current information about the show's exhibitors and their products and services. It's a buzz that builds throughout the year, peaks during the week of the show, then carries a lasting impression in the months that follow, with stories in the world's top print and broadcast vehicles. It's immeasurable international exposure that is only available to exhibitors at E³.

The 2003 show will undoubtedly prove to be an incredible exhibitor media opportunity for the ninth consecutive year. Top-tier media attending the 2002 show included, to name just a few:

CNN
Access Hollywood
MTV
USA Today
New York Times
Fortune
Newsweek
People
Associated Press
National Networks
Wall Street Journal

Broadcast coverage was also carried by:

CNBC
FOX
CBS
CNBC
Bloomberg TV
KNTV
Tech TV
G4 Media

Print also ran in:

Entertainment Weekly
Los Angeles Times
Denver Post
San Francisco Chronicle
Dow Jones
Premier Magazine

The communications network supporting E³ amplifies your name, your product, and your message to thousands of attendees, and the benefits echo around the world as the global media carry your message to millions more beyond the show.

E³ where business gets fun

1C
21st Software
3D Labs, Inc.
3D2
3Q inc.
A.L.S. Industries, Inc.
Acclaim Entertainment, Inc.
Action Zone LLC.
Activision, Inc.
Agetec
AIAS
AlfaData Twilight
Alias/Wavefront
Altec Lansing Technologies, Inc.
AmazonTech
Analog Devices
Apple Computer
Argo USA Corporation
Artifact Entertainment
Atek Electronics, Inc.
ATGames of America
ATI Technologies, Inc.
Atlus USA
Azuradisc
Bam! Entertainment
Bandai America
BBC Multimedia
Belkin
Bert-Co
Bethesda Softworks
Bigben Interactive
BigSky Interactive
BioWare Corp.
BNS USA, Division of Hoya Limited
Boost Mobile
Brady Games
British Pavilion (ELSPA)
British Pavilion / CSSA
British Telecommunications
Broderbund Software
Buka Entertainment
Butterfly.net
ButtKicker / The Guitammer Company
CAPCOM USA Inc.
Castle Access
CDV Software Entertainment, Inc.
Cenega
Central Games Corp.
CH Products
Championet Networks
China National Publications
Clear-Vu Products
CodeFire
Codemasters
COKeM International, Ltd.
Compact Media
Compedia Ltd
Compu Data Innovation, Inc.
Comverse Network Systems, Inc.
Cosmi Corporation
Crave Entertainment
Criterion Software Ltd

Cybergun - Soft Air USA
Destination Software
Diamond Comic Distributors
Digital Dream Studios
Digital Innovations
Disc Makers
DiscChek
DiscFarm Corporation
Discreet
Disney Interactive
Ditan
Dolphin Electronic Co. Ltd.
Dream Games/Moloto
Dream Quest Technology, Inc.
DreamCatcher Games
DVD 6C
EB Carlson Marketing
Egame for Less
eGames, Inc.
Eidos Interactive
Electronic Arts
Eleven Engineering
Elite Interactive Cards
Ellis Enterprises
Empire Interactive
Emplast Inc.
Encore, Inc.
Enix
eSofnet Co., Ltd.
ESRB
Essential Reality
Europlay 1, LLC
Evolution Robotics
Exent Technologies
Fogware Publishing
Fortune Power Electronic Technology Co.
Foul Magazine
Fox Interactive
French Pavilion/UBiFrance
Funcom
FutureClub.net
G2 Interactive
Game Center Distribution Inc.
Game Infinity
Game Informer Magazine
Game Source Inc.
Game Technology Systems, Inc.
Gameinis
Gamemate Tech, Inc.
games.theglobe.com
Gamespot
GameTronics
GearGrip.com
German Pavilion
Get Games Distribution
Gigex, Inc.
Global Star Software
Gravity Corporation
Guildhall Leisure Services
Guillemot
Hanbitsoft Inc.
Havok

Honey Bee Electronic Int'l
Horizon
Hytechnology Inc.
iBeta Quality Assurance
id Software
iGames
IGN.com
ILY Enterprises, Inc.
Imagine Media
Immersion Corp.
InfoBank Technology Corp.
Infogrames, Inc.
INO Communications, Inc.
Integral Media
Integrity Ware, Inc.
Intel Corporation
InterAct Accessories
Interactive Rights Management
Interplay Entertainment
Intrinsic Graphics
IPAC Media
IR-VONLINE.COM
Island Def Jam Music Group
Ixtek
J.F.J. Disc Repair / G.T.M. Video
Jack of All Games
Jaleco
JAMDAT Mobile
JC Research
JOWOOD PRODUCTIONS SOFTWARE AG
Kemco
Key West Marketing, Inc.
Koei
Konami of America, Inc.
KTI Networks, Inc.
L.S.P.
LA Components
Learning Company, The
Levac
LithTech
Logitech
LucasArts Entertainment Company
Lucky Star Enterprise & Co., Ltd.
Macrovision Corporation
Mad Catz
Majesco
Majorem Ltd.
Marjacq Micro Ltd.
Matias Corporation
Matrox Graphics
Maui Innovative Peripherals
Media Create Co., Ltd.
Metro3D
MGA Entertainment
Microids
Microsoft Corporation
Midas Interactive Entertainment
Midway Home Entertainment
Milo's Workshop
MLS Laserlock Intl., Inc.
Monte Cristo Multimedia
MSI Computer Corp.
Multimedia 2000/M-2K

Mythic Entertainment
Namco Hometek, Inc.
Navarre Corporation
NCSoft
Netdragon Websoft Inc.
NewKidCo
Nintendo of America Inc.
Nokia
Norvanco International, Inc.
NovaLogic
NUBY Interactive
NVIDIA
NXN Software
Nyko
Off-Price, Inc.
Online Marketing and Public Relations
Pan Vision
Pelican Accessories
Pengo Technologies
Perforce Software
Phantagram Interactive, Inc.
Phenomedia Inc.
Playcom
Price Design Team
Prima Games
Primal Software
Privo
Promax Wireless Products
Provision Interactive
Q-Mark Technology Corp.
Radica USA
Rage
Ravensburger Interactive/Fishtank
Realtime Wholesale
Red-Purple Game Technology Co., Ltd.
ROM-MAN Distribution
Rotokiller
Russobit-M
Saitek
Salem Software Inc.
Sammy Entertainment
Scanavo Ltd.
Schanz International Consultants
School Zone Interactive
Scottish Games Alliance
SecuROM
SEGA of America, Inc.
Selectsoft Publishing
SETTEC
SF Video
Simi Reality Motion Systems
Slingshot Game Technology Inc.
Smarte Solutions
Software Unlimited
Soft-World International
Softwrap
Sonopress
Sony Computer Entertainment
America, Inc.
SPIN Magazine
Sprint
Square Soft/Square Electronic Arts
Star Force Technologies Ltd.

Strategic Marketing Partners
Streaminghand Service
Summitsoft Corporation
Sunflowers GmbH
Surplusoft Distribution
Take Two Interactive Software, Inc.
TDK Mediactive, Inc.
TDV Technologies
Team Xbox LLC
Tech Excel
Techland
Technicolor
Tecmo
Telefilm Canada
Telex Communications
TESTING TESTING 123, Inc.
The Source
THE YES ALLIANCE
Thomson Multimedia
THQ
Tigergame Ltd.
Tips & Tricks Magazine
Titus Software/Virgin Interactive
Tivola
Topics Entertainment
Torus Games
Touching Systems Co., Ltd.
Trans Electric Co., Ltd.
Tremor Entertainment
Turbine Entertainment
Tyndale House Publishers
U.S. Army
U.S. Games Distribution, Inc.
Ubi Soft Entertainment
UCC Distributing, Inc.
Univenture Inc.
Valusoft
Vancouver Film School
Victory Multimedia
ViewSonic
Vivendi Universal Games
W.I.T.
Wanadoo
Warner Bros. Interactive Entertainment
Webzen Corp.
Westka Interactive GmbH
WildTangent
Wizard Soft Ltd.
Wizards of the Coast
Wizgate Corporation
Working Designs
XenGen
Xgaming, Inc.
Xicat Interactive Ltd.
Xtecnologies / Arxel Tribe
Yobo Gameware Company
Z-Best Audio & Video
Ziff-Davis Publishing
ZioSoft Inc.