

2013 International CES® EXHIBIT PLANNER

TAKE
YOUR
PLACE
ON THE
WORLD
STAGE

Your guide to success at the



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY
 CEA®

JANUARY 8-13, 2013 • LAS VEGAS, NEV

Be Part of the Industry's MUST-ATTEND EVENT

In the highly competitive, dynamic consumer electronics (CE) industry, the International CES® is arguably the single most effective venue to launch and showcase products, create buzz, meet with industry and government influencers, and reach international markets. Whether you're an industry giant or enterprising start-up, our dedicated staff is here to help you customize your show experience so you can achieve virtually any marketing objective, increase ROI and drive sales.

This planner provides some guidelines to help you plan for next year's show with:

- Attendee profiles and data from the 2012 CES
- Key marketing initiatives
- Sponsorship and promotional programs that can boost your brand
- Contact information

You'll also find a summary of the many benefits of Consumer Electronics Association (CEA)® membership.

Please contact us with any questions or ideas. We look forward to helping you make the 2013 International CES® your best show experience ever.

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MISSION of the CES Business Development Team

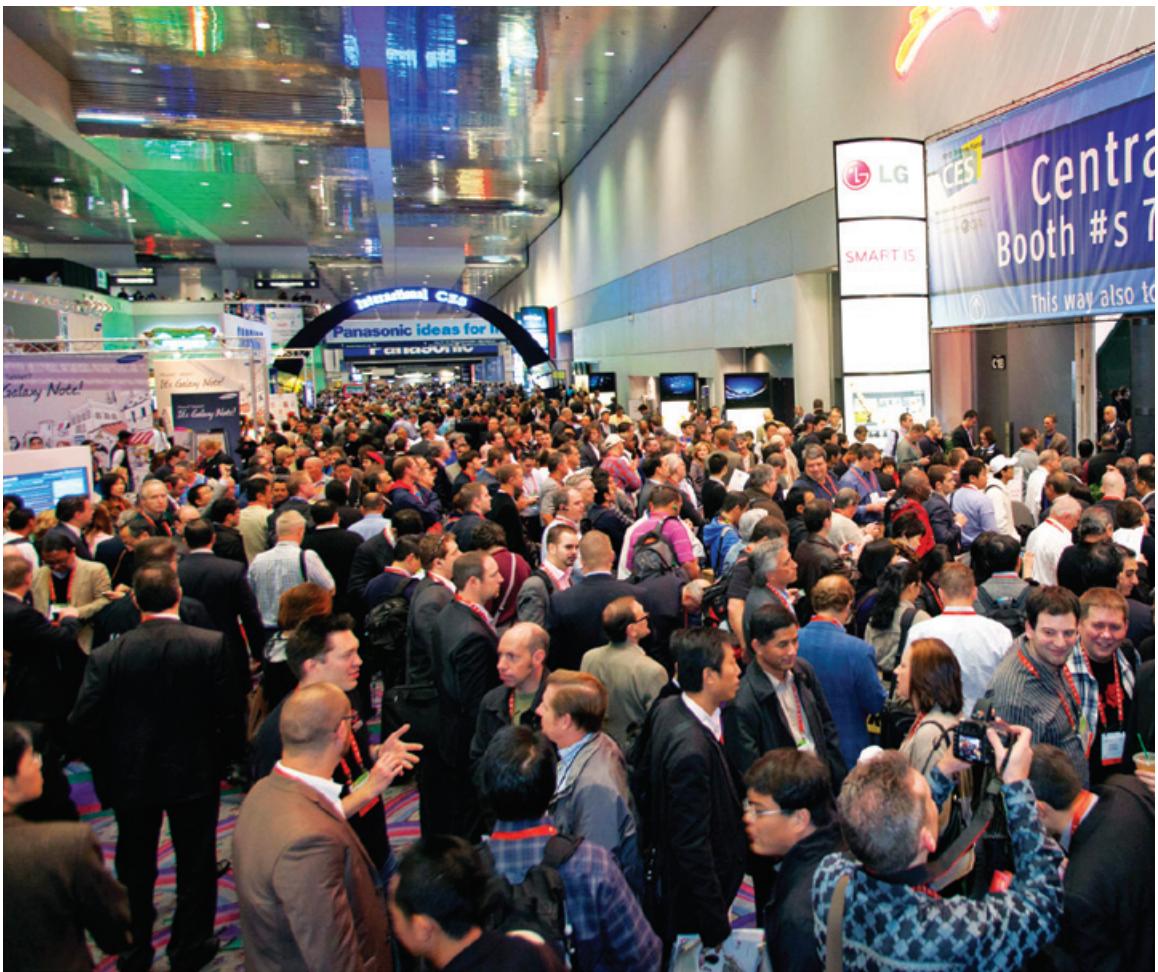
The acronym S.U.R.E.™ describes our focus as an organization and the value we bring to our relationship with you. Our marketing partnership is built on a Sense of Urgency, Responsiveness and Empathy, because we measure our success by your success.

EVERYTHING YOU NEED to Make Your Mark



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®



Our Verified Audit:

NUMBERS YOU CAN BANK ON

CES consistently delivers an impressive list of qualified attendees because we know that from your perspective, it's quality that counts. As an exhibitor, you'll be surrounded by the most important blue-chip companies and news-making start-ups. And you'll connect with more executive-level attendees than at any other industry tradeshow.

To help you measure your ROI accurately, we engage an independent third party to conduct a verified audit (according to IAEE standards) at the conclusion of each show. These standards are the most stringent and comprehensive for tradeshow and event auditing; the IAEE seal is your assurance that the attendee data we report has been fully vetted and verified. You can count on this audit to give you real numbers for all the categories that count: who attended and their decision-making power, broken down for you by industry, sector and market. This comprehensive report will also provide information on media, government representatives and international delegations.



INTERNATIONAL CES

Captures Executive-Level Attendees

Exhibitors rely on CES to draw attendees who come to do business, and CES delivers, year after year.

- 44% of attendees are senior-level executives
- 64% either strongly influence or make final decisions for their companies
- 78% of attendees come from Fortune 100 companies
- 86% come to see new products
- 71% come to develop new business partnerships

With several vertical markets representing every conceivable device, technology, content, platform and service, CES is the world's technology marketplace. In fact, some companies report that they execute as much as 80 percent of their annual business at the show. If you want on-the-spot deal-making with existing partners and unlimited opportunity to make new connections, you need to be at CES.

Percentages based on 2011 International CES VERIS Audit Report.





International CES TechZones:

ILLUMINATING INNOVATION

TechZones are bright spots on the show floor. Each TechZone acts as a dedicated technology hub. TechZones allow you to feature your latest products and services and to position your company as an innovator to tens of thousands of qualified CE professionals. These areas are continually evolving and showcase diverse exhibits including gaming, green, 3D, wireless, digital health and automotive.

TechZones are heavily promoted to the media during preshow tours and events, and to attendees in consistent, product-specific communications. Contact your Business Development representative today to join a TechZone, or to create one for your technology.

Sample TechZones from the 2012 CES:



Safe Driver



To view a complete list of TechZones, please visit CESweb.org/TechZones.





BUILD BRANDS AND BUSINESS: Sponsorship and Promotional Opportunities

Choose Ours or Create Your Own

The International CES delivers more distribution channels than any other industry event. Keep your name in front of our powerful audience through a variety of sponsorships and promotional opportunities. If you have ideas for something special, call us and we'll help you make it happen.

To view a complete list of available promotional and advertising opportunities, please visit CESweb.org/promotions.

Choose from these categories, where you'll find countless opportunities to display your company name and logo, underwrite an event, advertise and more:

- Sponsorships
- On-site advertising
- Print advertising
- Targeted press opportunities
- Award programs
- Direct mail/Online ads
- Online directory sponsorships
- Speaking opportunities
- Industry events
- Plus, free opportunities for every exhibitor

It's easy to go beyond the booth with these dynamic promotions! Contact our Sponsorship and Promotional Opportunities Managers at byb@CE.org or at 703-907-4324.

FREE CES SUPPORT

CES is your marketing partner before, during and after the show. We offer a range of free, highly effective marketing tools and support that help you reach your goals. We help you continue those efforts post-show with ongoing, targeted analysis and our verified attendee audit.

Before the Show

- Exhibitor Workshop Webcast Series, a crash course in effective logistics for all show locations, plus PR, marketing and media tips
- Exhibitor Manual, your guide to everything related to the show
- Exhibitor's Source Newsletter, packed with vital information, ideas and news
- CESweb.org, offering a dedicated exhibitor section for easy access to key show information
- Pre-registered media lists, so you can launch a targeted pre-show PR blitz
- Exhibitor Invitations to give your best prospects free registration

During the Show

- Floor Managers to help you with any logistical questions
- On-site support from set-up through move-out
- Exhibitor survival and welcome kits, concise compendium of everything you need for a successful show
- Dedicated CES show offices
- Exhibitor Service Centers and GES Zone Managers

After the Show

- The 2013 International CES Attendee Audit, delivering preliminary results in late February and final tallies in May
- Consultations with your CES Sales Development Team that help you analyze your successes and build on them for next year



INCREASE YOUR PRESS EXPOSURE

Jumpstart your media coverage at these incredible events! CES Unveiled: The Official Press Event of the International CES offers exhibitors other opportunities to meet the press, build buzz and stand out two months before the show and two days before the doors open.



CES Unveiled@NY

Tuesday, November 12, 2012

New York

Put your brand in front of the most influential national media, including trade and consumer pubs, TV, radio and online in the key weeks leading up to the holiday season. This is the place to kick off your pre-show publicity and your most important sales period!

CES Unveiled:

The Official Press Event of the International CES

Sunday, January 6, 2013

Las Vegas

Steal the show two days before it opens! CES Unveiled puts you front and center before more than 1,500 U.S. trade and consumer media representatives, international reporters from 20 countries and market and financial analysts from around the world...all in search of next year's must-haves in consumer electronics.

Other international Unveiled events are also available. Please check CESweb.org/Unveiled for more information. Don't miss these great opportunities to get press exposure. Contact a Business Development Representative at exhibit@CESweb.org for exhibiting information.

Top Media Names at CES Unveiled Events (2011 NY and 2012 Las Vegas)

ABC News	Forbes	Popular Mechanics
Associated Press	Fox News	Reuters
BBC	Gizmodo	San Francisco Chronicle
CBS Interactive	Los Angeles Times	The Guardian
CNET	Newsweek	The Wall Street Journal
CNN.com	MSNBC.com	TWICE
Consumer Reports	NPR	USA Today
Engadget	PC World	Variety
Financial Times	PC Magazine	Wired



CES INNOVATIONS AWARDS

Showcase Your Company's Best Design and Engineering Work

The prestigious International CES Innovations Design and Engineering Awards represent outstanding achievements in product design and engineering. Compete for top honors among the most visionary companies in the industry. The judges, who are members of the media, independent designers and engineers, evaluate products based on user value, unique features, contributions to enhanced living and aesthetics. Honorees enjoy significant press exposure and receive the coveted honoree logo to place on product packaging and promotional materials.

Many exhibitors leverage this highly respected awards program to gain market traction, prestige and industry recognition. Visit CESweb.org/innovations for details.



CONSUMER ELECTRONICS ASSOCIATION (CEA)[®]

Your partner for Advocacy, Research, Education and Marketing

An Organization on a Mission

The Consumer Electronics Association (CEA)[®], producer and owner of the International CES, boasts a membership of more than 2,000 companies of all sizes, from all sectors of the industry. Our members rely on us to represent their interests with vigor, to provide vision and leadership, and to present a unified voice on public policy issues. In addition to advocacy, members receive some very practical benefits, including:

- Free access to cutting-edge market research
- Savings on essential business services
- Technical standards
- Training and education programs
- Peer events that keep them connected
- Promotional opportunities

In addition to these benefits, CEA members also receive the following benefits when exhibiting at CES:

- Exhibit space discounts, up to \$5 per square foot
- Priority space selection
- VIP status for 5-10% discounts from GES exposition services
- Free parking pass-one per member company
- Free VIP luncheon tickets
- Up to 55% off Innovations entry fees
- Discounts on attendee list rentals
- Use of CEA member lounges (meeting rooms with reserved scheduling, business services, refreshments)
- Free online CES press list
- Special recognition on badges, plaques and directory listings
- Member kit delivered to company in advance of the show (member plaque, parking pass, luncheon tickets and member ribbons)

Join CEA today, and be part of an organization of passionate individuals and companies who share knowledge and practice for the benefit of all.

For more information visit CE.org or email membership@CE.org.

CEA EVENTS

Your Industry Connection All Year Long

CEA sponsors a variety of events that educate and connect members throughout the year. From our flagship International CES to the CEA Industry Forum, we work continuously to grow and shape the future of consumer electronics. As a CEA member, you have an exclusive invitation to most of these events:

CEA Economic Retreat

February 28-March 2, 2012

The Lodge at Vail

Vail, CO

CEA Line Shows

June 27-28, 2012

Metropolitan Pavilion

New York, NY

CES on the Hill

April 24, 2012

Rayburn House Office Building – RM-357 (Cafeteria)

Washington, DC

Eureka Park Challenge

June 27-28, 2012

Metropolitan Pavilion

New York, NY

Digital Patriots Dinner

April 25, 2012

Newseum

Washington, DC

SINOCES

July 5-8, 2012

Qingsao, China

Spring Technology & Standards Forum

May 14-18, 2012

Gaylord Texan Resort & Convention Center

Dallas, TX

CEA Industry Forum

October 14-17, 2012

The Westin St. Francis

San Francisco, CA

Producers Guild of America –

Produced By Conference

June 8-10, 2012

Sony Pictures Studio Lot

Culver City, CA

CEO Summit and Board Retreat

October 17-19, 2012

The Fairmont Sonoma Mission Inn & Spa

Sonoma, CA

CE Week

June 25-29, 2012

New York, NY

CES New York Press Preview

featuring CES Unveiled@NY

November 12, 2012

Metropolitan Pavilion

New York, NY

CEA EVENTS

Your Industry Connection All Year Long

While CES is the main event, CEA offers other ways in which to promote your products and brand. These smaller events offer you the perfect opportunity to get even more industry and press exposure – a great way to round out your marketing mix.

CE Week featuring CEA Line Shows

June 25-29, 2012

Metropolitan Pavilion

New York, NY



Thousands of consumer electronics innovators and industry professionals converge in June to participate in a weeklong series of technology events known as CE Week, which is held in New York City, the media capital of the world. There are a variety of options for participation in CE Week:

- CEA Line Shows and Digital Downtown Conference, presented by the Consumer Electronics Association, is the CE industry's official mid-year conference and tech showcase. The 2011 CEA Line Shows featured more than 70 exhibitors and was attended by over 2,300 media, analysts, manufacturers, distributors, retailers, and members of the trade.
- Opportunities range from booth space and sponsorships to private meeting rooms and suites.
- Host your own event and benefit from massive CE Week promotion.

Don't miss your opportunity to show off your new products and technologies at this prime time in the selling season and targeted audience. For more information contact **Shari Sally** at ssally@CE.org.

Producers Guild of America –

Produced By Conference

June 8-10, 2012

Sony Pictures Studio Lot

Culver City, CA



The Producers Guild of America's (PGA) 2012 Produced By Conference (PBC) will be held June 8-10, 2012 on the Sony Pictures Studio lot in Culver City, CA with new presenting sponsor, the International CES®. CES, produced by the Consumer Electronics Association (CEA)®, will support PBC events, as well as provide significant new programming opportunities at the 2012 event.

Reaching across film, television and new media industries, PBC is an educational forum that involves acclaimed producers, including countless Academy Award® winning filmmakers and Emmy® Award winners, as well as the next generation of creative entrepreneurs.

If you're interested in an opportunity to participate at the 2012 PBC, please contact **Stacey Banchek** at sbanchek@CE.org for more information.

AT THE TOP

of Everyone's Reading List



CEA's bi-monthly magazine gives decision makers, manufacturers and retailers an insider's perspective on trends, issues, policies, emerging technologies and important business news. The editorial content is fresh, focused and filled with insights about the direction in which the CE industry is moving.

For advertisers, *Consumer Electronics Vision* (*CE Vision*) offers a unique and positive environment in which to showcase their products and services, promote their organizations and exchange information.

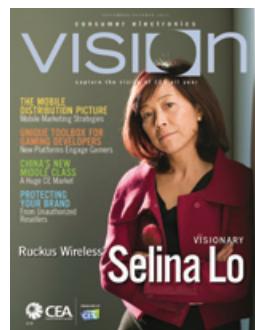
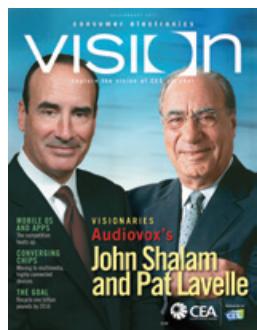
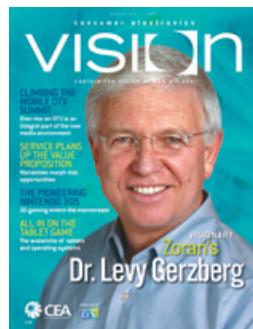
An Industry "Who's Who" Reads *CE Vision*

Advertise in *CE Vision*, and we'll deliver the targets you need to reach. Here's a breakdown of our audited circulation:

- 31,398 Industry Leaders
- 14,836 Chairmen/CEOs/Presidents/Owners/Vice Presidents
- 8,639 Retailers and Distributors
- 5,415 Global Executives
- 5,869 Manufacturers and Engineers
- 1,224 Financial Analysts

*Based on Nov/Dec 2011 Circulation

Your company's presence in *CE Vision* strengthens your corporate brand, enhances your reputation on Wall Street and allows you to connect with potential partners from the international and engineering sectors. And *CE Vision* is a presence at every major CEA event throughout the year, extending your reach even further.



EVERY ISSUE IS PACKED WITH EXCITING NEWS AND FEATURES

In every issue of *CE Vision* you'll find Shapiro's Spectrum, The Economist, C4, Visionary, Tech Policy, Tech Speak, Market Insider, Market Insider, Going Global and many more must-read features. Here's a preview of the year's editorial calendar and the events where *CE Vision* will be available:

2012 Editorial Calendar – *CE Vision*

January/February

2012 International CES Show Issue

- The cloud crowd
- Connecting the car
- Social search
- Next-gen graphics
- Nanotechnology and CE

SPECIAL:

Innovations – A look at the winners in the 2012 Innovations Design and Engineering Showcase
CES Unveiled: A Preview of the Hottest Products at CES
Hot TechZones at the 2012 International CES

SHOWCASE EVENTS:

2012 International CES

March/April

- Next-gen ultra HD
- 3D gaming
- The latest in digital imaging
- Retail tools to increase sales

SPECIAL:

What Washington Issues Impact Your Business

SHOWCASE EVENTS:

CES on the Hill/Digital Patriots Dinner

May/June

- Mobile video
- Semis drive innovation
- Selling home theater/audio
- Developing apps for CE devices

SPECIAL:

Doing Business in China

SHOWCASE EVENTS:

CEA Line Shows/Digital Downtown

July/August

- Mobile O/S including Windows 8
- Hottest smartphones and tablets
- The renaissance of U.S. manufacturing
- Using social media to increase sales

SPECIAL:

The Middle East/North Africa (MENA)

September/October

- Green energy management
- Audio special
- Convergence of entertainment and CE
- LED and home automation accessories

SPECIAL:

Technology in the Presidential Campaign

SHOWCASE EVENTS:

CEA Industry Forum/ Technology and Standards Fall Forum

November/December

2013 INTERNATIONAL CES PREVIEW ISSUE

- Connected TV
- Car tech
- How consumers shop across channels
- Health and fitness devices

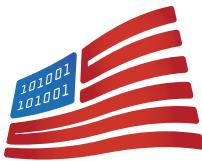
SPECIAL:

Accessories Guide to Enhance Products

CES Unveiled@NY: A First Look at CES

SHOWCASE EVENTS:

CES New York Press Preview featuring CES Unveiled@NY



The Innovation Movement™

JOIN THE MOVEMENT

CEA's Innovation Movement

The Innovation Movement is a coalition of Americans who believe innovation is the key to reviving the global economy and creating new American jobs. We believe that Congress and the private sector need to work together to support policies that stimulate America's innovation economy and promote entrepreneurship.

Get involved today. Visit DeclareInnovation.com.

The screenshot shows the homepage of The Innovation Movement website. At the top, there is a navigation bar with links for ABOUT, ISSUES, NEWS, MULTIMEDIA, and GET INVOLVED. On the right side of the header, there is a "Join the Movement" form with fields for Name, Zip, and Email, and a "SIGN UP NOW" button. Below the header, there is a section titled "Declaration of Innovation" with a quote: "We, the people of the United States of America, declare innovation a key national priority to our economic success." To the right of the quote is a bronze statue of Benjamin Franklin. Below this section, there is a red button with a checkmark icon and the text "Add your name". In the bottom left corner, there is a news summary about a threat to Internet innovation and job growth from the Las Vegas Review Journal. In the bottom right corner, there is a "WE SUPPORT" section with a list of policy priorities: Free Trade, Ubiquitous Broadband Deployment, Skilled Immigration Reform, Federal Deficit Reduction, and Saving Small Business. There is also a "TWITTER" section with a tweet from TomArdolf about Voices of #Innovation.

Join the Movement

Name _____ Zip _____ Email _____

Sign the Declaration of Innovation ([learn more](#)) **SIGN UP NOW**

ABOUT **ISSUES** **NEWS** **MULTIMEDIA** **GET INVOLVED**

Declaration of Innovation

We, the people of the United States of America, declare innovation a key national priority to our economic success.

Add your name

CEA The Innovation Movement

TOP NEWS

A threat to Internet innovation and job growth LAS VEGAS REVIEW JOURNAL

With an unemployment rate of 13 percent, Nevada is the toughest state in the nation for the jobless. With an economy based largely on tourism, Nevada often feels the effects of a down economy more severely than other states, and businesses in Nevada aren't expecting much improvement soon. A recent...

WE SUPPORT

- Free Trade
- Ubiquitous Broadband Deployment
- Skilled Immigration Reform
- Federal Deficit Reduction
- Saving Small Business

TWITTER

Check out our newest Voices of #Innovation: @TomArdolf, President of @Cybermation. <http://t.co/FiQvh3HL>

38 minutes ago

#PIPA Senate vote to be delayed, Reid announces. [@WashingtonPost](http://t.co/YvgaJrt4)

YOUR CONTACTS AT CES

The CES team is ready to assist you with your marketing initiatives for the upcoming show. To discuss any of the information in this guide, please contact:

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