



Currently there are about 78 million boomers in the US (450 million worldwide)—born between 1946 and 1964—hitting their peak earning and spending. One of the main catalysts is technology. Whether they're playing brain games for fun, monitoring their homes, visiting the grandkids via video conferencing, or navigating the back roads in their GPS-enabled SUVs; this generation is maximizing the benefits of the digital age. The Silvers Summit will showcase the products and services that keep boomers engaged, entertained and connected.

*The digital life
of this generation
changes the rules
about how we "age."*

What:

Silvers Summit,
a Conference Track
plus 4 days of exhibits

Where:

2014 International CES
in Las Vegas

When:

January 7-10, 2014

Silvers Summit is the premier destination where technology meets the needs of an aging society. Companies, distributors, journalists, research firms, think tanks, buyers and sellers demonstrate the products and services that will help the Boomer and Beyond consumer maintain their high quality of life and independence.

The Conference Track takes place at CES and features panels, presentations and interactive demonstrations on products and services ranging from home security, aging with technology and more. With a power breakfast, a networking lunch and in-depth panel sessions, the Silvers Summit will be a must-attend ticket during CES.

The Exhibition (TechZone) is a uniquely designed showcase on the show floor at the 2014 CES to display products that serve the mature market. Under the unified Silvers Summit banner, exhibitors will reap the benefits of being part of the larger exhibit area.

Attendees will be able to view and interact with products and services, as well as meet the companies and people behind the innovations targeting the older consumer.

Why Your Company Belongs at the Silvers Summit:

- CES is the premiere destination for showcasing new technology. The Silvers Summit gathers the products that enrich an aging demographic—calling attention to solutions.
- Cost effective pooling of resources maximizes your investment.
- Public relations and marketing outreach are the combined efforts of Silvers Summit and each individual exhibitor. Together we create a must-see exhibit space in a crowded world of me-too's and single products.
- Over 30,000 square feet of exhibit space in the Las Vegas Convention and World Trade Center (LVCC), South Hall.
- The combined expertise of CES and Living in Digital Times.



For more information, contact SummitInfo@silverssummit.com or call 800-553-2399



Review the different levels of sponsorship and conference marketing options and select the mix that maximizes your exposure and effectively builds your brand at the world's largest consumer technology tradeshow.

The Silvers Summit staff is eager to assist you in your selection, and work on custom solutions to presenting your company to an audience of 150,000 attendees.

Sponsor Costs & Benefits

	PLATINUM	GOLD	SILVER	BASIC	POD
Cost	\$36,000	\$24,000	\$12,000	\$10,000	\$7,500
Exhibit Space Size	20 x 30	20 x 20	10 x 20	10 x 10	6' turnkey
Advertising in Program Book	Full Page	Full Page	1/2 Page	Listing	Listing
Size of Banner in Conference Room	8' x 10'	8' x 10'	4' x 5'		
Invites to Networking Party	8	6	4	2	1
Participation on Conference Panel	✓	✓			
Listing in CES Print and Online Directories	✓	✓	✓	✓	✓
Listing on Silvers Summit Website	✓	✓	✓	✓	✓
Participation at the LIDT Press Conference	✓	✓	✓		
Access to Show Floor Meeting Room	✓	✓	✓		
Demo Spots on LIDT Stage on Show Floor	4	3	2	1	

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