



## MEDIA ADVISORY

### E<sup>3</sup> 2006 PRE-REGISTRATION CLOSES IN LESS THAN ONE MONTH

DEADLINE FOR INDUSTRY PROFESSIONALS IS APRIL 7;  
MEDIA DEADLINE IS APRIL 13

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**WHAT:** *Pre-registration industry professionals for E<sup>3</sup> 2006, the world's premiere trade event for the interactive entertainment industry, ends April 7. Industry professionals who register before the deadline are offered a \$75 discount on exhibit and conference packages. Package prices range from \$500 for a three-day show floor only admission to \$650 for complete access to the workshop and conference program in addition to the exhibit floor. Qualified show attendees will experience the first look at thousands of highly anticipated, never-before-seen computer and video game products at E<sup>3</sup> 2006.*

***New This Year: E<sup>3</sup> Early Access Hours***

***Media pre-registration for E<sup>3</sup> 2006 ends April 13. Media must pre-register to participate in this year's new Early Access Hours, allowing entrance to the show floor on Wednesday, May 10 from 9 – 11 a.m., before general attendees are admitted. We strongly encourage all media to pre-register online for the 2006 show.***

**WHEN:** Early Registration Deadline for General Attendees: April 7  
Early Registration Deadline for Media: April 13  
Conference Dates: May 9 - May 11  
Exhibit Dates: May 10 - May 12

**WHO ATTENDS:**

- Leading interactive entertainment professionals from around the world including developers, software publishers, retailers, distributors, industry executives, hardware and accessories manufacturers
- Members of the international financial community including investment bankers, analysts and venture capitalists
- Worldwide electronic, print and broadcast media

**Please Note:** E<sup>3</sup> 2006 is a trade event, and is not open to the general public. No one under 18 will be admitted, including infants. This policy is strictly enforced. Submitting a registration request form does not automatically qualify you for E<sup>3</sup> 2006. The management of E<sup>3</sup> 2006 reserves the right to deny any applicant a media or attendee badge.

**WHERE:** Los Angeles Convention Center, Los Angeles, CA

**HOW TO REGISTER:** **Industry professionals:** Visit [www.e3expo.com](http://www.e3expo.com) or call 1-877-216-6263.  
**Media:** Working journalists may visit the online media center at [www.e3expo.com](http://www.e3expo.com) to submit a registration request. Required credentials, as outlined on the Web site, must be emailed, faxed or mailed to complete the registration process. Qualified media who attended E<sup>3</sup> 2005 are **NOT** automatically guaranteed a media badge for E<sup>3</sup> 2006 and are required to submit new credentials each year. For questions, please contact the E<sup>3</sup> 2006 Media Relations Team at [media@E3expo.com](mailto:media@E3expo.com).

**WHO OWNS:** E<sup>3</sup> is wholly owned and operated by the Entertainment Software Association (ESA), the U.S. association dedicated to serving the business and public affairs needs of companies publishing interactive games for video game consoles, handheld devices, personal computers and the Internet. For more information, visit [www.theESA.com](http://www.theESA.com).

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