

THE SPOTLIGHT ON THE CONSUMER ELECTRONICS INDUSTRY



Experience 3D TechZone
Central Hall • Las Vegas Convention Center
Las Vegas, Nevada • January 7-10, 2010
2010 International CES®



The 3D experience makes content pop, and it's coming to the International CES. The **Experience 3D TechZone**, sponsored by 3D@Home Consortium, features next-gen innovators who make 3D a reality in the home. 3D has the potential to be the next ground-breaking technology for home entertainment. Manufacturers, content creators and broadcasters are working to speed the deployment of this visually immersive technology.

Who should exhibit?

- Display manufacturers
- Content creators
- Software developers
- Service providers
- Distribution and transmission pipelines

A focused exhibit area draws a qualified crowd.

Retailers, media, and industry analysts will be onsite at the 2010 CES to learn about the latest technologies and product offerings – specifically 3D for home entertainment! This is your opportunity to be located in an area dedicated to this technology, and present your company as a leader in this burgeoning field.

When CES attendees look for 3D technologies and accompanying devices, they'll look for the **Experience 3D TechZone**. Exhibit in this dedicated space to make it easier for your top prospects and future partners to find you.

CES delivers incredible ROI and powerful market position!

The International CES sets the stage for the year. This TechZone gives you a prestigious presence at lower exhibit costs than most other shows. The International CES is your best venue to tap major international distribution channels, OEMs, the financial community and others. Heighten your visibility through key press coverage delivered by the International CES. Debut your CE products and meet face-to-face with more than 110,000 key industry leaders and decision makers.

2009 Attendee Highlights	They're Decision Makers!
12,000+ Retail buyers	23,000+ Final decision makers
3,500+ Institutional, Corporate (non-retail) and Government buyers	30,000+ Senior-level executives
3,000+ Engineers	22,000 International professionals from 140 countries
4,500 Media	8,000+ Manager and store managers
1,500 Financial/market analysts	700+ VAR/dealers

** Source: 2009 International CES VERIS Audit/Registration Report*

One Show. Countless Opportunities.
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Open Booth Space

- Open booth space for companies who prefer to rent or bring their own carpet, furnishing and display
- CEA members: \$36 per square foot
- Non-members: \$41 per square foot

Plus — Exclusive CES benefits:

- Extensive show promotion for the TechZone, including:
 - Pre-show publicity opportunities in print and online
 - Access to pre-registered press lists
- FREE guest tickets for your most valued customers
- Listing in the official *CES Daily*, as well as to 5000 media, analysts and bloggers
- Access to a press conference room, ideally located near the press room (*requires advance reservations*)
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the Experience 3D TechZone – and your products, services and technologies
- Las Vegas Convention Center Central Hall location – prime real estate in the main area of CES exhibits with overhead TechZone identification signage

Call today to secure your spot!

For more information contact: **Ryan Strowger, Director, Business Development**

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