



DEFINING TOMORROW'S TECHNOLOGY

PRODUCED BY  CEA

THE 2006 INTERNATIONAL CES® | JANUARY 5-8, 2006 | LAS VEGAS, NEVADA | WWW.CESWEB.ORG

byb BUILD YOUR BRAND

INTERNATIONAL BUSINESS



OPPORTUNITIES START HERE.





"THE INTERNATIONAL CES IS AN IDEAL PLATFORM TO FOSTER RELATIONSHIPS BETWEEN ASIAN ELECTRONICS SUPPLIERS AND INFLUENTIAL BUYERS FROM ALL OVER THE WORLD. OUR PARTICIPATION IN THE INTERNATIONAL CES IS PARAMOUNT TO US MEETING A NEW FORCE OF INTERNATIONAL BUYERS FOR THE COMMERCIAL DELEGATION, ORGANIZED BY THE HONG KONG TRADE DEVELOPMENT COUNCIL, AND STARTING THE NEW YEAR WITH RENEWED ENERGY."

—Tony Wong, Director, Hong Kong Trade Development Council

LAS VEGAS, JANUARY 5–8, 2006. BOOK YOUR SPACE NOW.

YOU CAN'T AFFORD TO MISS IT.

connecting

CONSUMER ELECTRONICS PROFESSIONALS

CES is a global phenomenon. An unrivaled opportunity to build sales, find partners, and spot trends—in markets ranging from audio, wireless, digital imaging and home computing to home networking. The International Gateway at CES groups all international pavilions under one roof, so the world's retailers, distributors, VARs, press and buyers can find you easily.

See who's looking:

- + 44,000+ Buyers
- + 8,000+ Distributors
- + 5,000+ Institutional, Corporate, Government Buyers
- + 22,000+ Retailers, Online Retailers
- + 6,000+ Service Professionals
- + 2,500+ Premium/Catalog, VAR/Dealers

The International CES is the largest annual consumer technology tradeshow in America. More than 120,000 attendees from 110 countries come to CES, including more than 4,200 journalists and 1,800 financial and market analysts.

SOURCE: 2004 International CES Attendee Audit Summary Results

Opportunities Start at the International CES.

The International CES attracts buyers from leading U.S. retailers and manufacturers like [Amazon.com](#), [BMW](#), [Boeing](#), [Best Buy](#), [Circuit City](#), [FedEx](#), [Ford Motor Company](#), [Fry's Electronics](#), [Good Guys](#), [Honeywell Aerospace](#), [Ingram Micro](#), [Jaguar](#), [Lockheed Martin](#), [Maytag](#), [Microsoft](#), [Motorola](#), [Panasonic](#), [RadioShack](#), [Sears](#), [Target](#), [Texas Instruments](#), [Ultimate Electronics](#), [Wal-Mart](#) and many more.



Microsoft





international exhibitors

EVERY YEAR, INTERNATIONAL CES OFFERS

INTERNATIONAL RECEPTION. The International Reception, held the first evening of CES, provides a venue for international exhibitors to meet with international press and attendees from around the globe.

INTERNATIONAL GATEWAY. CES highlights international exhibitor delegations in a central location, easily identified by attendees as the core of international services and events.



INTERNATIONAL TECH POLICY: WHO IS LEADING THE WAY? International officials and high-tech policy makers describe how their markets are handling the transition to digital broadcasting, the allocation of wireless spectrum for new services, VoIP and the promotion of residential broadband access.

The International CES caters to the needs of international exhibitors, through these additional services:

- + Complimentary access to business services, such as computers and fax machines.
- + Complimentary on-site business meeting rooms.
- + 50,000 square feet of space dedicated exclusively to international delegations.
- + Exclusive receptions and special Keynote seating.

INTERNATIONAL BUSINESS

WE'VE ORGANIZED THE SHOW FLOOR TO PROVIDE AN UNPRECEDENTED OPPORTUNITY FOR ATTENDEES TO SHOP ACROSS CATEGORIES AND TO DIVERSIFY THEIR PRODUCT MIX. THE ICON HERE—AND ON THE SHOW FLOOR IN LAS VEGAS—HELPS IDENTIFY INTERNATIONAL BUSINESS-RELATED PRODUCTS.



The International CES is ideal for manufacturers and suppliers of:

- | | | |
|-----------------------|---------------------------|-----------------------|
| + Audio | + Digital Imaging | + Embedded Technology |
| + Emerging Technology | + Gaming | + Home Networking |
| + Home Theater | + Information Technology | + Mobile Electronics |
| + Video | + Wireless Communications | |

build your brand

WITH THE POWER OF THE INTERNATIONAL CES

Opportunities for your entire year start here. Interact with customers. Make contact with hard-to-reach prospects. Explore international markets. Initiate, enhance and solidify OEM relationships. Create B2B partnerships with established and up-and-coming players. Scout the competition. Bolster your brand with customized sponsorship and promotional opportunities, speaking engagements, product-specific TechZones and targeted marketing campaigns.

The International CES is the largest annual consumer technology show in the world. **CONSIDER US YOUR PARTNER IN BRAND BUILDING.** We'll help you with success—whether you're Fortune 500 or tomorrow's trendsetter.

THE 2006 INTERNATIONAL CES EXHIBITOR OVERVIEW | JANUARY 5–8, 2006

to lock in exhibit space for 2006, act now.

CALL OUR INTERNATIONAL CES BUSINESS DEVELOPMENT TEAM AT (703) 907-7662 OR E-MAIL EXHIBIT@CESWEB.ORG.



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