



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

AUDIO PRODUCTS + TECHNOLOGIES



OPPORTUNITIES START HERE.





"A GOOD SHOWING AT CES IS EQUAL TO A YEAR'S WORTH OF MARKETING AND ADVERTISING. THERE'S NO OTHER SHOW DURING THE YEAR THAT CAN DRAW THE SAME VOLUME OF ATTENDEES AND DELIVER THE QUALITY THAT CES HAS CONTINUOUSLY ACCOMPLISHED YEAR AFTER YEAR."

—David Naghi, President, MOBI Technologies, Inc.

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

YOU CAN'T AFFORD TO MISS IT.

the International CES

IS THE LARGEST AUDIO TECHNOLOGY TRADESHOW IN THE WORLD

From digital satellite radio to DVD-audio and a host of new compression formats, we have transformed the way consumers listen to—and buy—audio products. The International CES is the one show that brings all of these elements together under one roof, over four days. If you're not around for these four days, your competition will be.

Audio attendees and exhibitors represent retailers, distributors, resellers and buyers—all contributing to drive the global market for audio products.

Best Buy, Cambridge SoundWorks, Circuit City, Crutchfields, Fry's Electronics, Good Guys, Myer-Emco, RadioShack, Sears, Sound Advice, Tweeter, Ultimate Electronics, Wal-Mart and many more.

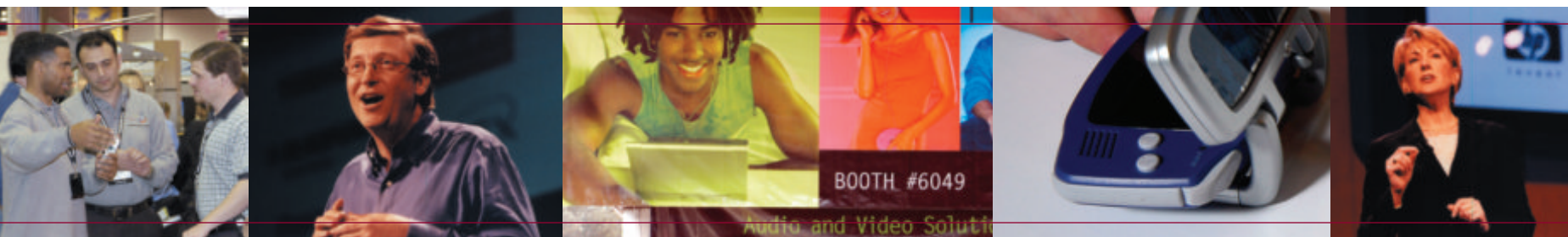
It's not just the big, established names that benefit from the glare of the international spotlight. The International CES also provides unparalleled opportunities for tomorrow's audio innovators to be seen and heard *today*. It's the one show with the critical mass to put your audio on the world's sound stage—and keep it there.

One of every three people who attend the International CES is here to compare, test and buy audio products, technologies and accessories.

SPECIAL EVENTS AND DISPLAYS AT THE 2005 INTERNATIONAL CES



- > HIGH PERFORMANCE AUDIO EXHIBITS AT THE ALEXIS PARK
- > AUDIO-RELATED TECHZONES
- > CES DIGITAL MEDIA TRAINING
- > MOBILE ENTERTAINMENT TRAINING TRACK
- > CONFERENCE SESSIONS
- > DEMMY AWARDS



surrounded

BY SOUND

Audio technology is evolving at warp speed. To experienced audio professionals, this evolution signals a unique opportunity to expand visibility across vertical markets and tap into new sales opportunities made possible by integration.

The International CES is an audio show-within-a-show. With so many buyers, every exhibitor at CES has the opportunity to connect with potential audio customers, partners, OEMs, press and analysts—and keep an eye on the competition.

TUNE INTO AUDIO AT THE INTERNATIONAL CES:

- + 40,000+ attendees are interested in high performance audio hardware

SOURCE: 2004 International CES Attendee Audit Summary Results

The International CES is ideal for manufacturers and suppliers of:

- + Audio networking solutions
- + Multi-room audio equipment and source controllers
- + Amplifiers and in-ceiling, in-wall and outdoor speakers
- + Digital music
- + Audio hardware and software
- + And more

AUDIO: SURROUNDED BY SOUND

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 AUDIO-RELATED PRODUCTS.



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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