Netbooks TechZone

South Hall 4 • Las Vegas Convention Center
Las Vegas, Nevada • January 7-10, 2010
2010 International CES®

netbooks
TechZone

The **Netbooks TechZone** features a rapidly evolving segment of mobile computing devices that is quickly blurring the lines between laptops and smartphones. The NEW **Netbooks TechZone** showcases the chipsets, OEMs/devices, ODMs, service providers and applications associated with netbooks. It will also feature analysts and alliances associated with these products.

Who should exhibit?
The **Netbooks TechZone** is for hardware, software and display (OEM) manufacturers as well as ODM and component makers (chipset, module).

What is the central product and service?
• Hardware, devices, netbooks and platforms
• Software, OS, and application
• Services: wireless carrier, wireline carriers (MSO/Telco), content, and remote storage applications

> **A Focused Exhibit Area Draws a Qualified Crowd**
>
> When CES attendees look for netbooks and accompanying services, they'll look for the **Netbooks 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 buying 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, retailers, the financial community, venture capitalists and more. 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. The entire Netbook value chain and ecosystem companies are represented at CES, delivering unparalleled efficiencies for your B2B transactions.

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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Two Booth Investment Options:

A. <u>**Open Booth Space**</u>
- Open booth space for companies who prefer their own carpet, furnishings and display
- CEA members: $36 per square foot
- Non-members: $41 per square foot

B. <u>**All-inclusive TechZone Hardwall Booth Package**</u>
- 10'x10' hardwall booth package includes carpet, furnishings and other inclusions – see attached rending for details
- CEA members: $5,150
- Non-members: $5,350

Plus — Exclusive CES benefits:
- Extensive show promotion for the TechZone, including:
- Pre-show publicity opportunities in print and on the Internet
- Access to pre-registered press lists
- FREE guest tickets for your most valued customers
- Listings in the official CES directories (print, Internet and PDA versions)
- Press promotion in the official *CES Daily*, as well as to 5,000 media, analysts and bloggers.
- Access to an exhibitor press conference room, ideally located near the press room *(requires advance reservations, on a first come basis)*
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the Netbooks TechZone — and your products, services and technologies
- South Hall 4 location – prime real estate in the main area of CES exhibit with overhead TechZone identification signage

Call today to secure your spot!

For more information contact: **Shari Gray, Account Executive**
Phone: 703-907-7025
E-mail: sgray@CE.org

panels 1 & 3
visual opening
$37\frac{9}{16}$"w x $85\frac{3}{8}$"h overall
($37\frac{9}{16}$" x 57"h above table)

panel 2
visual opening
$37\frac{9}{16}$"w x $85\frac{3}{8}$"h overall
($37\frac{9}{16}$" x 35"h between table
and 48"w x 18"h sign)

COMPANY NAME

panel 1   panel 2   panel 3

TechZone Hardwall Booth

- Backwall is 8'-0"h with 36"h side rails
- All insert panels are blonde melamine
- ID sign is 48"w x18"h white foam board with black copy.
- 1 6' x 2' black draped table with white top.
- 2 grey contour chairs
- 1 wastebasket
- 1 black arm light
- 1 500 watt outlet
- 1 Black carpeting
- Exhibitors may adhere graphics to panels. However, all graphics must be either laminated or mounted to a backing such as Foamcore.
- Exhibitors must provide their own Velcro or double sided tape.
- Exhibitors may commission GES to produce graphic panels. Please email your files to Elayne Elwell at eelwell@ges.com. by November 17, 2009
- Locks for storage are available upon request.
- Storage space is provided underneath the pod counter.
- Substitutions and variations to the package are not allowed.
- Any additional booth structure is not permitted.

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