

TAKE YOUR PLACE ON THE WORLD STAGE

GoElectricDrive

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Automotive technology has become a major product category at CES. With automotive manufacturers such as Audi, Ford, GM, Mercedes and Hyundai as exhibitors, CES is a major platform for the latest vehicle technologies. If your organization offers an electric drive product, service, or technology, the *GoElectricDrive* TechZone is the place to exhibit.

The *GoElectricDrive* TechZone, sponsored by the Electric Drive Transportation Association (EDTA), the preeminent trade association representing battery, hybrid, plug-in hybrid and fuel cell electric drive technologies and infrastructure, is the place to display your electric drive technologies to more than 153,000 (unaudited) attendees at the 2013 CES.

WHY CES?

The International CES is your best marketing value for 2013.

Only at CES will you find:

- More than 153,000 (unaudited) attendees
- More than 1.86 million net square feet of exhibit space
- More than 3,100 exhibitors
- 3,500 international attendees from 150 countries
- 5,000 media and analysts
- 43 percent senior-level executives
- 91 percent top consumer electronics retailers

If you are interested in exhibiting in the *GoElectricDrive* TechZone, please contact **Shari Sally** at **703-907-7025** or **ssally@CE.org**. To join the electric drive industry's strongest advocate, EDTA, visit **ElectricDrive.org**. For information about owning and operating electric vehicles, please visit **GoElectricDrive.com**.



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Participation

Open Booth Space Package:

- CEA members: \$42/square foot for the first 100 sq.ft. Additional space is \$37/sq.ft.
- Non-members: \$47/square foot for the first 100 sq.ft. Additional space is \$42/sq.ft.

Receive Exclusive International CES Benefits

Extensive show promotion for the *GoElectricDrive* TechZone includes:

Pre-show Promotions

- Preshow Planner (both print and virtual)
- Attendee Newsletter
- CESweb.org
- CES Press Release

On-site Impressions

- Show Guide
- Directory
- Show signage throughout CES
- Listing in the official CES Directory (online, virtual and print)
- Press promotion in the official CES Daily
- Access to a press conference room (requires advance reservations)
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the *GoElectricDrive* TechZone - and your products, services and technologies.

**All deliverables are deadline-permitting.*

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