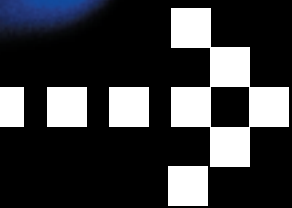


fact:

For every three people who attend
the International CES®, one of them
comes to see and buy audio
products and technologies.



Audio: the show within the show

OF THE 100,000 DECISION MAKERS WHO ATTEND the International CES, more than 30,000 are there for one reason: to identify, compare, test and buy new audio equipment and applications for 2004. They represent retailers, distributors, resellers, buyers, the press and financial analysts who drive the global market for consumer electronics.

Best Buy • Cambridge SoundWorks • Circuit City • Crutchfields • Fry's Electronics • Myer-Emco • Radio Shack • Sound Advice • Tweeter • Ultimate Electronics and Wal-Mart, to name a few.

The International CES is the largest concentration of audio buyers and technologies in one place.



PRODUCED BY  CEA

IT IS NO COINCIDENCE THAT THE MOST VISIBLE EXHIBITORS AT THE INTERNATIONAL CES ALSO ARE THE INDUSTRY'S LEADING BRANDS. Manufacturers and suppliers of audio technologies use the International CES to protect market share, build brand equity and make a statement about their leadership, innovation and financial stability.

Conrad-Johnson, Definitive Technology, Denon, Gibson, Harmon, Kenwood, Marantz, Panasonic, Philips, Pioneer, Sanyo, Sherwood, Sony, TEAC, Thiel and Yamaha, among others.

“The International CES is an indispensable part of our marketing sales strategy. CES brings the world to our door, with high quality attendees. At the Alexis Park, global attendees, journalists, dealers and distributors can access companies in an environment that serves our community’s unique needs.” —*Kathy Gornick, President, Thiel Audio*

hundreds of audio exhibitors ALREADY HAVE PLANS IN MOTION FOR THE 2004 INTERNATIONAL CES

Exhibitors at the International CES are more than the big, established names that dominate the industry. The International CES is the **proving ground** for all audio technologies—from startups to market leaders—the one event with the critical mass to put your technology on the world’s radar screen—and keep it there.

directing customers YOUR WAY

The 2004 International CES steers retailers, distributors, resellers and buyers directly to you by grouping audio technologies and products in prime locations under one roof.

- n THE ALEXIS PARK houses the world’s largest high-end audio show.
- n THE XTREME ENTERTAINMENT PAVILION debuted in 2003 and immerses attendees in new digital audio, modern music media and video technologies that depart from the ordinary, usual or expected.
- n THE HDTV SPORTS BAR, premiering in 2003, is a fun and educational way to drive home the clarity and appeal of HDTV. If your customers like crystal clear sight and sound, you’ll find them here enjoying your products!
- n CEA’S THUNDERDORM TOUR reaches the youth market, today’s buyers. Retailers want products that appeal to them. Music. Entertainment. The audio and video gadgets that fit their lifestyle. And the wireless communications that keeps them constantly in touch, as anyone with teenagers knows! CES is a powerful medium to showcase products that appeal to this ever-explosive demographic.



continued on back



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catapult your technology and brand INTO THE MARKETPLACE

The entire retail chain comes to the International CES to assess—and invest—in audio applications powered by a host of embedded technologies and drivers such as Wi-Fi connectivity. Big sellers include:

- **HOME THEATER SYSTEMS** that incorporate Dolby Digital, DTS, surround sound, high-end audio, rewritable DVDs, HDTV, PVRs, satellite receivers, set-top cable boxes and soon, ultrasonic speakers.
- **HOME NETWORKING** that distributes music, games, home theater, networking computing and Internet access throughout the house.
- **MOBILE AUDIO** technology and devices that consumers find irresistible. Portable audio with MP3 players. PDAs for audio/video communication and entertainment. Buyers are looking for an edge in a mainstream market.

access to new and existing channels— IN ONE PLACE

Sit down with **customers**. Make contact with hard-to-reach **prospects**. Explore new international **markets**. Initiate, enhance and solidify OEM **relationships**. Establish B2B **partnerships** with influential and up-and-coming players. Scout out **competitors** to see how their market strategy affects yours. The International CES is your ideal vehicle for **channel management** and development.

Cement your brand dominance through custom-tailored sponsorship and promotional opportunities. Speaking engagements, product-specific pavilions, viral marketing campaigns and more. Secure your place in the 2004 show.

Call the International CES Sales at (703) 907-7613 or e-mail Exhibit@CESweb.org today.



THE 2004 INTERNATIONAL CES EXHIBITOR OVERVIEW

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