

2011 International CES®

January 6-9, 2011

Las Vegas, Nevada

Conference: Jan 8, 2011



*The digital life
of this generation
changes the
rules about
how we "age"*



Currently there are about 78 million boomers in the US (450 million worldwide) — born between 1946 and 1964 – hitting their peak earning and spending. One of the main catalysts is technology. Whether they're playing brain games for fun, monitoring their homes, visiting the grandkids via video conferencing, or navigating the back roads in their GPS-enabled SUVs; this generation is maximizing the benefits of the digital age. The Silvers Summit will showcase the products and services that keep boomers engaged, entertained and connected.

Silvers Summit will assemble companies, distributors, journalists, research firms, think tanks, to demonstrate the products and services that will help mature consumers maintain their high quality of life.

The Conference takes place on Jan. 8, and features panels, presentations, and interactive demonstrations on products and services ranging from home security, aging with technology and more. With a power breakfast, a networking lunch, and in-depth panels sessions, the Silvers Summit will be a must-attend ticket during CES.

The Exhibition is a uniquely designed showcase on the convention floor at the 2011 CES (Jan. 6 - 9) to display products that serve the mature market. Under the unified Silvers Summit banner, exhibitors will reap the benefits of being part of the larger exhibit area.

Attendees will be able to view and interact with products and services, as well as meet the companies and people behind the innovations targeting the older consumer.

Advantages to Silvers Summit Participants:

- CES is the premiere destination for showcasing new technology. The Silvers Summit shows how these products can benefit a specific demographic.
- Cost effective pooling of resources maximizes your investment.
- Public relations and marketing outreach are the combined efforts of Silvers Summit and each individual exhibitor. Together we create a must-see exhibit space in a crowded world of me-too's and single products.
- Over 14,000 square feet of exhibit space in a centrally located venue.
- The combined expertise of CES, Robin Raskin (former technology editor and boomer columnist for Yahoo!Tech), Susan Ayers Walker, and Michael Sarfatti of the SmartSilvers Alliance, and Linda Nessim of Design Concepts.

For more information, contact SummitInfo@silverssummit.com or call 800-553-2399

**Review the different
levels of sponsorship and
conference marketing**

**options and select the
mix that maximizes your
exposure and effectively
builds your brand at the
largest electronic show in
the world.**

**The Silvers Summit staff
is eager to assist you in
your selection, and work
on custom solutions to
presenting your company
to an audience of more than**

100,000 attendees.

Silvers Summit Basic \$7,500

- Turnkey Pod exhibit package
- 2 complimentary passes to the Silvers Summit WRAP Party
- Official listing in the CES print and online directory
- Listing in Silvers Summit exhibitor and conference materials produced by Living in Digital Times
- Company logo/link on the Silvers Summit website
- Silvers Summit press, marketing, and public relations outreach

Silvers Summit Plus \$10,000

- 10'x10' exhibit space
- 4 complimentary passes to the Silvers Summit WRAP Party
- Official listing in the CES print and online directory
- Listing in Silvers Summit exhibitor and conference materials produced by Living in Digital Times
- Company logo/link on the Silvers Summit website
- Silvers Summit press, marketing, and public relations outreach

Silver Sponsor \$12,000

- 10'x20' exhibit space
- 6 complimentary passes to the Silvers Summit WRAP Party
- Opportunity to participate in Silvers Summit swag bag
- Half-page B/W ad in Silvers Summit program book
- Content on website: interview with your management or a blog entry
- Official listing in the CES print and online directory
- Listing in Silvers Summit exhibitor and conference materials produced by Living in Digital Times
- Company logo/link on the Silvers Summit website
- Opportunity to participate at the Silvers Summit Press Conference
- Opportunity to hang a 4' tall x 5' wide banner at Silvers Summit (banner provided by exhibitor)

Gold Sponsor \$24,000

- 20'x20' exhibit space
- 8 complimentary passes to the Silvers Summit WRAP Party
- Opportunity to participate in Silvers' swag bag
- Full-page color ad in Silvers Summit program book
- Company banner in conference room (does not include production)
- Thank you mention at the breakfast
- Shared access to 10'x10' meeting room in exhibit area
- Official listing in the CES print and online directory
- Listing in Silvers Summit exhibitor and conference materials produced by Living in Digital Times
- Company logo/link on the Silvers Summit website
- Opportunity to participate at the Silvers Summit Press Conference
- Opportunity to be on panel at the Silvers Summit Conference
- Opportunity to hang a 8' tall x 10' wide banner at Silvers Summit (banner provided by exhibitor)

Platinum Sponsor \$36,000

- 30'x30' exhibit space
- 10 complimentary passes to the Silvers Summit WRAP Party
- Opportunity to participate in Silvers Summit swag bag
- Full-page Color ad in Silvers Summit program book
- Company banner in conference room (does not include production)
- Thank you mention at opening of Summit Conference
- Shared access to 10'x10' meeting room in exhibit area
- Official listing in the CES print and online directory
- Listing in Silvers Summit exhibitor and conference materials produced by Living in Digital Times
- Company logo/link on the Silvers Summit website
- Opportunity to speak at the Silvers Summit Conference
- Opportunity to participate at the Silvers Summit Press Conference
- Opportunity to hang a 8' tall x 10' wide banner at Silvers Summit (banner provided by exhibitor)

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