

**Meet more than**  
**4,500** members of the media and **2,200** financial/market analysts at



**DEFINING TOMORROW'S TECHNOLOGY**

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*PRODUCED BY*  **CEA**

**2006**

CES Exhibitor PR/IR Kit

# PUBLICITY TIPS

At the 2006 International CES, expect live broadcasts from all the major channels. Look for more than 4,000 journalists generating an unprecedented number of newspaper and magazine articles, television and radio reports and online stories.

Follow these tips to garner the publicity you deserve.

## 1) Media Positioning

The International CES defines innovation. Develop press materials that capture that innovative spirit and reflect how your company's brand or products portray forward thinking.

## 2) Announce New Products at the International CES

Debut your new products at the show to generate extensive national publicity, including television coverage. Will your product be the hot talk of the show?

## 3) Name Drop: The International CES

Use your exhibitor status in your announcements and benefit from CES branding.

## 4) Use the Web

Post your releases on Virtual Press Office and Business Wire through [www.CESweb.org](http://www.CESweb.org) for extreme exposure. CESweb garnered more than 10 million page views during the 2005 International CES. Don't miss the coverage!

## 5) Press/Analyst Materials

CES continues to be the international media and financial community showcase for the consumer technology industry, with the most anticipated product launches and OEM deals. Consider who will read your materials and make sure they stand out from the competition.

## 6) New Product Listing

Update your exhibitor directory listing by October 31, 2005. List announcements and product launches you plan to make, and identify which company reps will be available for interviews. Make it easy for reporters to find your booth during the show.

## 7) Think TV

Be prepared to present your products to television journalists. Television coverage of the International CES increases annually, with more programs reporting directly from the show floor. Make your presentation visually interesting and be prepared to do television interviews.

## 8) Tell Your Local Media

Announce to your local media that you'll be at the 2006 International CES. Local newspapers and business publications are likely to be interested in your CES exhibit plans. For maximum coverage, consider participating in our regional media outreach campaign.

## 9) Call the International CES for Help

The International CES wants to keep your company's name in front of key industry decision makers. CEA promotes the consumer technology industry and the International CES all year long through industry-specific events and international media tours. Contact Wendy Hudak at (770) 643-7144 or [whudak@CE.org](mailto:whudak@CE.org) for promotion assistance.

## 10) Host a Special Event or a Celebrity

Want the media to flock to your booth? There's no better way to draw attention to your product than with a special event or celebrity appearance. If you've got something special planned, fill out the celebrity appearance form and let us know.

# WELCOME FIRST-TIME INTERNATIONAL CES EXHIBITORS

With so many opportunities and deadlines, we know the first CES experience may appear intimidating. Rest assured that we are here to help your company take full advantage of all of the public and investor relations prospects the 2006 International CES has to offer.

Here are a few initial tips on navigating this kit:

## **Key Contacts and Deadlines**

This section supplies you with contact information for anyone you might need to get in touch with between now and January. It also highlights the important show deadlines. We suggest posting this list by your desk to ensure you don't miss a single opportunity.

## **Publicity Information**

Find out how to get the most media exposure for your CES investment; pay special attention to all of the free publicity opportunities.

## **Press Center and Interview Room Information**

See details about CES' on-site press room and how to schedule one of our on-site interview rooms to chat with press members or analysts in a more intimate setting.

## **Press Kits and Press Releases**

Learn the specifics of how and when to get your press kits to us. We have specific guidelines for press kit delivery, so make sure you read this section carefully. You also will find tips on writing releases and distributing them via various services.

## **Press Conference Information**

As always, we want to assist you in making all of your company's important announcements at the 2006 International CES. This section will provide you with valuable information about hosting a press conference at the show.

## **Investor Relations Information**

This section will help guide your efforts to reach the numerous financial/industry analysts at the show. Learn about the special analyst lounge within the CES press room.

## **Awards Information**

Find important information/deadlines about CES awards programs in this section.

Now that you know how to use the Exhibitor Public Relations/Investor Relations kit, you should be well prepared to implement a dynamic PR/IR campaign around your company's presence at the 2006 International CES.

# 2006 INTERNATIONAL CES KEY DEADLINES

## ASAP

- Submit your internal and external public relations contacts by e-mailing [prcontacts@CE.org](mailto:prcontacts@CE.org) or faxing the PR contact form found later in this section. Sending this information will ensure that you receive updates on key media opportunities.
- Complete your 2006 International CES Directory Listing at [www.CESweb.org](http://www.CESweb.org)
- Select pre-show and on-site sponsorship opportunities
- Confirm on-site advertising, while supplies last

## July 2005

- Make a press conference room reservation by faxing in the Press Conference Facility Reservation Form found later in the 2006 Exhibitor PR/IR Kit, or on [www.CESweb.org](http://www.CESweb.org).

## August

August 1

- CE Hall of Fame nomination deadline

August 2

- CES Speaking Opportunities deadline

## September

September 23

- Innovations Award nomination deadline

## October

October 31

- International CES Directory Updates/Company Logos deadline (print edition)

## November

November 1

- Pre-registered press/analyst list available on [CESweb.org](http://CESweb.org)

November 2

- International CES Directory Tab Ad deadline

November 4

- International CES Pre-Show Planner Ad deadline

November 9

- International CES Directory Ad deadline

November 15

- Pre-CES New York Press Event

November 18

- International CES Show Guide Ad deadline

November 21

- Regional media outreach campaign deadline
- TWICE Show Daily Editorial deadline

November 26

- TWICE Show Daily Ad deadline

## December

December 16

- International CES Directory Addendum Ad deadline

December 27

- Exhibitor press kit delivery begins (press kits may be shipped to arrive starting at this date)

December 30

- Exhibitor Profile distributed via Business Wire deadline

## January 2006

January 2

- Exhibitor press/analyst kit distribution deadline (all kits must be delivered to the LVCC and Sands press rooms by this date, both shipped and hand delivered kits)

## Ongoing

- Business Wire news release posting to [CESweb.org](http://CESweb.org)

# 2006 INTERNATIONAL CES KEY CONTACTS

## Public Relations

### Exhibitor Public Relations

**Sarah Szabo**, Senior Communications Coordinator

2500 Wilson Blvd.

Arlington, VA 22201

Phone: (703) 907-4368

Fax: (703) 907-7690

sszabo@CE.org

Sarah serves as the liaison for exhibitor public relations activities.

**Tara Dunion**, Director of Communications

2500 Wilson Blvd.

Arlington, VA 22201

Phone: (703) 907-7419

Fax: (703) 907-7690

tdunion@CE.org

Tara oversees all CES communications, press relations and press rooms for CES.

**Jeff Joseph**, VP of Communications and Strategic

Relationships

2500 Wilson Blvd.

Arlington, VA 22201

Phone: (703) 907-7664

Fax: (703) 907-7690

jjoseph@CE.org

Jeff oversees all media relations for CEA.

Speaking Opportunities

**Megan West**, Conferences Coordinator

2500 Wilson Blvd.

Arlington, VA 22201

Phone: (703) 907-7636

Fax: (703) 907-7030

mwest@CE.org

Promotional Opportunities and Advertising

**Wendy Hudak**, Promotional Opportunities Manager

Phone: (770) 643-7144

whudak@CE.org

**Liz Tardif**, On-site Advertising Manager

Phone: (401) 849-9300

lizardifl@aol.com

## Show Publications and Broadcasts

### International CES Show Daily from TWICE

Editorial Contact

**Steve Smith**

Editor-in-Chief, TWICE

360 Park Avenue South

New York, NY 10010

Phone: (646) 746-6987

ssmith@reedbusiness.com

Advertising Contact

**Toni Ingenito**

Account Executive, TWICE

Phone: (646) 746-7005

aingenito@reedbusiness.com

### International CES Pre-Show Planner, Show Guide & Directory

**Cheryl Harmon**

Production Manager, CTPG

Phone: (215) 238-6677

jchapin@napco.com

**Exhibitor Services - LVCC EXHIBITORS**

Audio/Video Equipment Services

Encore Productions

**Joe Kenemore**

Phone: (702) 943-6902

jkenemore@encoreproductions.net

Catering

Aramark

**Misty Torricelli**

3150 Paradise Rd.

Las Vegas, NV 89109

Phone: (702) 943-6902

Fax: (702) 943-6911

torricelli-misty@aramark.com

Telecom &amp; Internet Services

Smart City

**Scott Newcomb**

3720 Howard Hughes Parkway

Las Vegas, NV 89109

Phone: (702) 943-6000

Fax: (703) 943-6001

snewcomb@smartcitynetworks.com

**Exhibitor Services - SANDS EXHIBITORS**A/V, Catering, Electrical, Internet/Telecommunications,  
SES - Specialized Event Services Order Processing  
Department

Sands Expo &amp; Convention Center

201 Sands Avenue

Las Vegas, NV 89109

Phone: (702) 733-5070

Fax: (702) 133-5568

**Exhibitor Services - BOTH LOCATIONS**

Broadcast Services

**Gourvitz Communications**

Paul Gourvitz and Dan McEnroe

Worldwide Communications Specialists

729 Seventh Ave.

New York, NY 10019

Phone: (212) 730-4806

Fax: (212) 730-4811

**Freight Handling/Furniture/  
Show Decoration and Signage**

GES

**Customer Service**

1624 Mojave Rd.

Las Vegas, NV 89104

Phone: (800) 475-2098 (service center)

Fax: (866) 329-1437

servicecenter@gesexpo.com

**Florists Services**

Spring Valley

**Howie Meyer**

169 Route 303, P.O. Drawer 9

Valley Cottage, NY 10989

Phone: (845) 268-7555

Fax: (845) 268-6570

howie@springvalleyfloral.com

**Housing Services**Housing requests may be made directly through  
CESweb.org.

www.CESweb.org/hotel/

**Newswire Services & Online Media Center**

Virtual Press Office

**Scott Valenz**

Phone: (973) 783-7787

Fax: (973) 783-1187

scott@virtualpressoffice.com

**Business Wire****Leon Harbar**

Phone: (800) 237-8212

Fax: (310) 820-7303

tradeshow@businesswire.com

**Photography**

Oscar Einzig

**Sacha Freeman**

717 South Wells, 5th Floor

Chicago, IL 60607

Phone: (312) 922-0056 ext. 208

Fax: (312) 922-2866

msfreemon@oscareinzig.com

## **Exhibit Sales**

### **Kirk Smallwood**

Phone: (703) 907-7606

Fax: (703) 907-7691

ksmallwood@CE.org

### **Chris Amos**

Phone: (703) 907-7640

Fax: (703) 907-7691

camos@CE.org

### **Adam Levy**

Phone: (703) 907-7450

Fax: (703) 907-7691

alevy@CE.org

### **Jason Stookey**

Phone: (703) 907-7678

Fax: (703) 907-7691

jstookey@CE.org

### **Ryan Strowger**

Phone: (703) 907-7679

Fax: (703) 907-7691

rstrowger@CE.org

### **Carole Russo**

Phone: (703) 907-7795

Fax: (703) 907-7691

crusso@CE.org

# EXHIBITOR PUBLIC RELATIONS/INVESTOR RELATIONS CONTACT INFORMATION

The 2006 International CES is about more than your booth. It is a chance to brand your company name and maximize your opportunities before, during and after CES. To assist your public relations staff with your CES investment, we send information throughout the year about promotional opportunities as part of your CES Exhibitor Package.

The contacts you list will be individuals to whom we will direct any inquiries we receive regarding your company or products. The contact information will be posted on [CESweb.org](http://CESweb.org) for access by the media and other visitors to the CES website. If your contact information has changed since you submitted your Public/Investor Relations Contacts form, please send any updated information to us via e-mail at [prcontacts@CE.org](mailto:prcontacts@CE.org).

Keep in mind that the PR plan does not work if the messenger is unable to deliver the message.





PRODUCED BY  CEA

Thursday January 5 - Sunday January 8, 2006  
Las Vegas, Nevada USA

Please Return Form ASAP

# Free Public Relations Contact Form

— This information is given to the media at CES® and also posted on CES's website, [www.CESweb.org](http://www.CESweb.org) —  
Please return this form by either **FAX:** (703) 907-7690 or **E-mail:** [prcontacts@CE.org](mailto:prcontacts@CE.org) or **Mail:** CEA

## INTERNAL PUBLIC RELATIONS INFORMATION

Please print or type clearly

Exhibitor Company Name (as listed in the Show Directory)

(we must have a company contact)

First Name

Last Name

Exhibitor PR Contact Name

Exhibitor PR Contact Title

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

## EXTERNAL PUBLIC RELATIONS INFORMATION

Please print or type clearly

Name of Public Relations Consultant/Agency (if applicable)

First Name

Last Name

Contact Name

Contact Title

Exhibitor Company Name

Agency Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

If you have any questions, please call CES Exhibitor PR Liaison, Sarah Szabo at (703) 907-4368

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Please Return Form ASAP

# Free Public Relations Contact Form -continued

— This information is given to the media at CES®  
and also posted on CES's website, [www.CESweb.org](http://www.CESweb.org) —

Please return this form by either **FAX:** (703) 907-7690 or **E-mail:** [prcontacts@CE.org](mailto:prcontacts@CE.org) or **Mail:** CEA

## INVESTOR RELATIONS INFORMATION

Please print or type clearly

Exhibitor Company Name (as listed in the Show Directory)

Investor Relations Contact Name

First Name

Last Name

Investor Relations Contact Title

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

If you have any questions, please call CES Exhibitor PR Liaison, Sarah Szabo at (703) 907-4368

CEA • 2500 Wilson Boulevard • Arlington, VA 22201-3824

# SPECIAL EVENTS OR CELEBRITY APPEARANCE INFORMATION

Is your company planning a special concert with a popular chart-topper? How about an autograph session with Hollywood royalty or product demonstration with a sports legend?

If so, we can't stress enough to let us know. We can assist you with special security arrangements, staging requirements, catering requests or anything else you need to make your event a success. We'll even help you publicize it by including event details on [CESweb.org](http://CESweb.org), in news releases and in the press room.

Many exhibitors that host special events or celebrities choose not to announce the event until closer to the show or not at all, and we will certainly accommodate those requests. Your secret is safe with us. In addition, we will also be happy to designate it as a strict invitation-only event should you want to publicize it, but set attendance limits.



PRODUCED BY 

Thursday January 5 - Sunday January 8, 2006  
Las Vegas, Nevada USA

# SPECIAL EVENT/CELEBRITY APPEARANCE FORM

Please return this form by either **FAX:** (703) 907-7690 or **E-mail:** [prcontacts@CE.org](mailto:prcontacts@CE.org) or **Mail:** CEA

## EXHIBITOR INFORMATION

Please print or type clearly

Exhibitor Company Name (as listed in the Show Directory)

(we must have a company contact)

First Name

Last Name

Exhibitor PR Contact Name

Exhibitor PR Contact Title

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

## SPECIAL EVENT INFORMATION

Please print or type clearly

Type of Event ☐ MEDIA RECEPTION ☐ CELEBRITY AUTOGRAPH SESSION ☐ OTHER (please specify)

Name of Celebrity

Time and Location

Celebrity Publicist/Manager or Event Contact Name

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

Do you want your event publicized? Is it invitation only?

☐ YES

☐ NO

Additional Information

# REGISTERED PRESS & ANALYST LIST INFORMATION

The pre-registered press and analyst list contains contact information for the media and analysts that have registered for the 2006 International CES. For your convenience, the list will be accessible via the CES website starting November 1, 2005.

Simply go to [www.CESweb.org](http://www.CESweb.org) and click on the "Exhibitor Services" tab across the top of the page. Then click on "PR Help" and you will see a link for the CES press and analyst list. To download the list you will need to enter your company name and exhibitor ID number, which may be found on your show invoice. Please contact your sales representative or send an email to [prcontacts@CE.org](mailto:prcontacts@CE.org). Remember this link will not be available until November 1, 2005.

The ASCII-formatted list will be updated every Friday as the number of registered press and analyst attendees grows. There is also a Word document to download that explains the system of demographic codes in the press and analyst list. Press and analysts choose whether or not to list their phone, fax and e-mail contacts on the list, however titles, company names and addresses automatically are incorporated.

**Please note that if no phone number or e-mail address is provided on the list, CES cannot divulge that information due to privacy concerns. We apologize for any inconvenience this may cause.**

# 2006 INTERNATIONAL CES PRESS ROOM

Although exhibitor and public relations representatives are not allowed in the press room, your company's presence is visible through press kits and sponsorships. The press room is where the media and analysts come to write their stories, conduct interviews, prepare for broadcasts, make telephone calls and relax. This is also where they come to collect your press kits, press conference and events schedules, directories and public relations contact information.

There will be two official CES press rooms at the 2006 International CES, one in the South Hall Connector Bridge of the LVCC and one on the show floor at the Sands. A smaller, satellite press room will be available for Alexis Park exhibitors at the Alexis Park.

Put your company name and logo in front of attending media and analysts by sponsoring one of the many products and services CES offers the media. Consider sponsoring a press breakfast, lunch, snack or giveaway. For information about CES press sponsorships or to have a package custom designed for your product, contact:

**Liz Tardiff**

Phone: (401) 849-9300

[liztardiff1@aol.com](mailto:liztardiff1@aol.com)

or

**Wendy Hudak**

Phone: (770) 643-7144

[whudak@CE.org](mailto:whudak@CE.org)

## Hours of Operation

Official press room hours are listed below, although you can drop off press kits as early as January 2, 2006 at the LVCC. Only journalists, analysts and CES staff are allowed in the press room as a general rule.

Day	Las Vegas Convention Center Press Room (S229)		Sands Press Room		Alexis Park Press Lounge (Suite 2551)	
	Open	Close	Open	Close	Open	Close
Tuesday, January 3, 2006	12 p.m.	7 p.m.	12 p.m.	7 p.m.	closed	closed
Wednesday, January 4, 2006	7:30 a.m.	9 p.m.	7:30 a.m.	6 p.m.	10 a.m.	6 p.m.
Thursday, January 5, 2006	7:30 a.m.	6:30 p.m.	7:30 a.m.	6:30 p.m.	9:30 a.m.	6:30 p.m.
Friday, January 6, 2006	8 a.m.	6:30 p.m.	7:30 a.m.	6:30 p.m.	8:30 a.m.	6:30 p.m.
Saturday, January 7, 2006	8:30 a.m.	6:30 p.m.	7:30 a.m.	6:30 p.m.	8:30 a.m.	6:30 p.m.
Sunday, January 8, 2006	8:30 a.m.	4:30 p.m.	8 a.m.	3:30 p.m.	8:30 a.m.	4 p.m.

## Press Room Amenities

- State-of-the-art computers
- Free wireless and T-1 Internet connections
- Schedule of exhibitor press conferences and events
- Celebrity listings
- Show videos and B-roll
- Show photos
- Phones/fax machines
- Copiers
- Message boards
- Keynote speech transcripts
- Exhibitor-sponsored gifts

# Pre-CES Press Events

## Nov. 15 New York CES Press Preview

Debut your company's new product just in time for the holiday season at the New York CES Press Preview on November 15, 2005. More than 250 key media attend this exclusive pre-CES event, which features a product showcase and networking reception.

The 2006 Press Preview will be held at Bridgewater's in New York's South Street Seaport. Don't miss this great opportunity to stand out in the crowd!

### Sponsorships for the 2006 New York CES Press Preview include:

#### Gold Sponsorship:

- All Silver Sponsorship Benefits, PLUS:
- Logo on event invitations (print and electronic) with URL link on electronic invites
- Opportunity to place company gifts in media materials kit
- Logo on media event gift
- Description, URL and logo in pre-CES press e-mails (3 per sponsor)
- Logo on event napkins
- 6-foot x 3-foot banner behind tabletop

#### Silver Sponsorship:

- Exhibitor tabletop – 6' long and draped
- Signage
- Free electrical and high-speed internet access
- Pre-event media invite list, RSVP list and post-event verified attendee list
- Company press kit can be given out on-site at company tabletop
- Name on event signage and on flyer in event press kit
- Logo with URL link on event description within CESweb.org

For more sponsorship information for the New York CES Press Preview, please contact Wendy Hudak at (770) 643-7144, or [whudak@CE.org](mailto:whudak@CE.org).

## 2006 CES Unveiled

Be the first to grab CES headlines! The second annual CES Unveiled: The Official Press Event of the International CES will be held January 3, 2006, two days before the show opens.

CES Unveiled gives exhibitors the exclusive opportunity to display their hot new products to more than 600 media and analysts, from more than 20 countries.

Only credentialed media and analysts are allowed to attend CES Unveiled. This is your company's chance to debut new products and innovations to the major players from the international trade and consumer press – print, broadcast and online – in one location!

This year's CES Unveiled will be held at the new Innovations Plus area at the Sands and will feature the Innovations Design and Engineering Showcase honorees.

**Exhibitors at the 2006 CES Unveiled receive the following benefits:**

- Access to more than 600 credentialed media and analysts, attending from more than 20 countries
- Extensive pre-event promotion of all event exhibitors and sponsors to CES' worldwide media list via web, e-mail, news wires, print materials and direct individual pitching
- Free contact lists of pre-registered and confirmed media/analysts
- Virtual Press Office online press kit with reports on which media are viewing your kit online
- 150-word product description and photo in the *Unveiled Program Guide* within the January/February issue of *Consumer Electronics Vision* magazine which will be distributed at the press event, during the 2006 International CES and to *CE Vision's* 23,000 industry readers
- Your product displayed among the Innovations 2006 Honorees' products – a must-see for press and analysts!
- One 6-foot draped exhibit table
- Four exhibitor passes to the event
- 22"x28" pole sign
- High-speed Internet access included
- 500 watts of electricity
- Telephone lines and A/V equipment available

For more information regarding CES Unveiled, please contact Ryan Strowger at (703) 907-7679, or [rstrowger@CE.org](mailto:rstrowger@CE.org).



# PRESS KIT PREPARATION

## What goes in a press kit?

Press kits are a one-stop source for the media to get information about your company and products. Information included in kits should be kept simple and to the point-journalists are not interested in slick marketing materials or brochures; they are after hard news. The best kits are enclosed neatly in a folder that is marked clearly with the company's name and CES booth number on the outside for easy reference. Loose brochures or flyers are discouraged, but CD-ROMS and single press releases will be distributed. While creativity is key in distinguishing your kits from others, keep in mind that most kits that are not in standard-sized folders are often passed over or thrown out.

You might also consider an electronic press kit. Recent CES surveys show that the media prefer online or CD-ROM kits. These kits should contain the same information as hard copy kits. More information on online press kits can be found in the Online Media Center section of the Exhibitor PR Kit.

Most press kits typically include all or some of the following:

- Recent and relevant news releases (preferably from news at the show)
- Company/executive backgrounders
- Detailed product fact sheets/specs
- Product images
- Copies of company publications (annual reports, external magazines, etc.)
- Any special events you have scheduled during the show
- Media contact information

## Press Kit Tips

1. Determine the most relevant information to include in the press kit.
2. Order online press kits through the Online Media Center's online order form.
3. For hard copy kits, make sure your company name is clearly listed on the front cover. The press prefers press kits be listed by company, not product name.
4. Send an appropriate number of printed kits. Large exhibitors and those holding important news conferences should send at least 500 kits. For smaller exhibitors and those without any news announcements, 250 should suffice. Please note that you may reduce the amount of printed kits by up to 50 percent if you order online press kits.
5. Make sure your kits arrive before the press room opens on Tuesday, January 3, 2006, to ensure your kit is picked up by as many press members as possible.
6. All hard-copy press kit materials should be contained in a binder or folder. Kits on CD-ROM or single press releases are an exception.
7. Since a great deal of money is invested in these kits, take some insurance out on your investment. Send the kits through a delivery method that provides a tracking number. This number should be brought with you to CES to assist us in the event that your kits are misplaced.
8. If you have invested in an online kit, include a brightly colored sign in your printed kit that gives the URL address.
9. Check with the CES press kit office staff during the show to determine the number of kits you have remaining. Check again on the last day of the show to collect any unused kits. Kits that are not collected will not be returned.
10. Alexis Park exhibitors must hand carry their kits to the press room; we cannot accept shipped kits.

NOTE: CES does not have the facilities or staff to assist you with the transport of press kits from your booth to the press room. Contact GES, (800) 475-2098 for labor to transport heavy boxes and materials around the show floor.

GES will bill you directly for any labor costs you incur. On-site service orders should be placed through your show location's Exhibitor Service Center. The following service centers will be staffed throughout move in/out and show days:

**LVCC:**

- Show location – Central Hall (Tunnel beneath C3 Concourse)
- Show location – North Hall (Front of North 4 Hall)
- Show location – South Hall (Rear of South 4)

**Las Vegas Hilton:**

- Location – Hilton Pavilion  
(across from ticket booth)

**After the Show**

Send a follow-up release to the media who attended the show. Include information such as:

- A recap of all activity in your booth
- Which products attracted the most attention and why
- Future expectations relating to your company's new products
- Any upgrade to information contained in your press releases during the show

# INVESTOR RELATIONS

More than 2,200 industry and financial analysts attended the International CES in 2005, and many more will return to Las Vegas in 2006 looking for the companies that are bringing innovative and exciting products to the market and how your company stacks up financially and competitively against the rest.

All analysts receive the same benefits as editorial media, which means access to the press room, press kits, press luncheons and press conferences, as well as free access to the CES paid conference tracks.

The pre-registered media list, posted online beginning November 1, 2005, also contains a list of all pre-registered analysts for CES.

In the months prior to CES, conduct an analyst tour to begin a face-to-face dialog with your core analysts and introduce them to your company and the products you plan on bringing to the show. Tradeshows can be very hectic environments, leaving minimal time for lengthy, one-on-one conversations about the industry, products, etc. An analyst tour will allow you to begin a working relationship with key analysts who will hopefully follow your company in the months and years to come.

Once on-site, it is important to provide the financial community with pertinent financial information about your company. To accomplish this, a number of exhibitors compile a separate investor relations kit in addition to a general press kit. While these kits are similar to press kits, they contain more tailored information including:

- Earnings announcements
- Annual reports
- Stock charts/history
- Company/executive backgrounders
- FAQs
- News releases

It is important to note that while separate investor relations kits are a valuable tool, a number of companies choose to integrate financial materials into their regular press kits since analysts are welcome in the press room.

Please ship investor relations kits to the press room at the following addresses:

**2006 International CES**  
Attn: Analyst Lounge  
Las Vegas Convention Center  
Press Room S229  
3150 Paradise Rd.  
Las Vegas, NV 89109  
(702) 943-3521

**2006 International CES**  
c/o GES Exposition Services  
Exhibitor name  
**Attn: Sands Press Room-Halls B&C (Press kits)**  
Sands Expo and Convention Center  
201 Sands Ave.  
Las Vegas, NV 89109

# PRESS AND INVESTOR RELATIONS KIT DISTRIBUTION

Your exhibitor press and IR kits provide information about your company to the press and analysts that attend CES. All exhibitor press/IR kits will be distributed from the press room in cubicles labeled alphabetically by company name. Electronic press kits and releases are distributed to those media and analysts in attendance as well as thousands who cannot make it to the show. Only kits of exhibitors at CES are distributed from the press room. Exhibitors sharing booth space must be officially listed in the CES directory to have their press kits distributed.

Exhibitors at the Sands are encouraged to send their press materials to the Sands press room, while exhibitors at the LVCC should send theirs to the press room at the LVCC.

## Delivery Address and Timeline

Shipped press/IR kits must arrive between December 26, 2005 and January 2, 2006. Press kits may also be dropped off during press room hours up to January 3.

Electronic press kits may be ordered and set-up at any time prior to, during and even after the event.

If you plan on shipping your press kits to the press room, please mark them to arrive at the LVCC by December 30, 2006, due to the volume of shipments arriving into the LVCC and the Sands. All shipments arrive at the same distribution center and are then delivered accordingly, which usually takes 2-3 days.

### LVCC Exhibitors

2006 International CES  
Las Vegas Convention Center  
Press Room S229  
3150 Paradise Rd.  
Las Vegas, NV 89109  
Phone: (before 1/1/2006) (703) 907-4368  
prcontacts@CE.org

### Investor Relations Kit Mailing Address:

#### Sands Exhibitors

2006 International CES  
c/o GES Exposition Services  
Exhibitor Name  
Attention: SANDS PRESS ROOM - HALLS B & C (Press Kits)  
Sands Expo and Convention Center  
201 Sands Ave.  
Las Vegas, NV 89109

The press kit office at the LVCC is located in the middle of the press room in the South Hall Connector Bridge, Room S229. At the Sands, the press kit office is located within the press room on the show floor.

## HOW MANY KITS DO I NEED?

- Large exhibitors and those holding important news conferences should send in at least 500 press kits.
- For smaller exhibitors and those without any news announcements, 250 press kits should suffice.
- Public companies and soon-to-be-public companies should send at least 25 IR kits for the analyst lounge.
- For those companies exhibiting at the Alexis Park, you will need to hand-carry your kits to the Alexis Park press room. Only 50-75 kits are needed for the Alexis Park press room.

# **SAMPLE 2006 INTERNATIONAL CES PRESS RELEASE**

Press releases are an ideal way to keep the press up-to-date on your organization's news and activities at CES. Keep in mind that a press release is only as good as the news it announces. A release that is not noteworthy is unlikely to be read or covered no matter how eloquently written, or where it is distributed. Do not waste the time of an editor, reporter or analyst on information that can be communicated in a less formal manner. And, always remember that press releases are a reflection of your company and its executives.

Tips on press releases:

- ◆ Unless a release date is necessary, "For Immediate Release" is acceptable.
- ◆ A contact name with title, office phone, on-site phone and e-mail must be included. The on-site contact information is imperative.
- ◆ The dateline should include the date and location (Las Vegas, if being released during the show)

**Sample Press Release:****FOR IMMEDIATE RELEASE****Contact: Jane Doe****Company representative****(123) 456-7890****(345) 678-9012****anns@CE.org*****http://www.CE.org*****COMPANY X INTRODUCES NEW PRODUCT AT**  
**2006 INTERNATIONAL CES**

**Las Vegas, Nevada, January XX, 2006** – Company X today introduced the new product B that will enhance Product Y. Company X, located in Booth #, is demonstrating the product and its enrichment of the current line.

- ♦ The lead must be complete. Include important information such as who, what, where, when and why.
- ♦ The lead should grab the attention of the reader as well as summarize the chain of events.

The second paragraph can continue to describe the product and/or include a quote about the product or service from a company executive.

- ♦ Sentence length should be less than 25 words. Technical terms should be avoided or clearly explained. Avoid acronyms or anything that might confuse the reader.
- ♦ Releases should always be kept short and informative.

The third paragraph can be used to include unique and/or interesting details about the new product. If appropriate, price and availability can be mentioned in this paragraph.

The last paragraph should always be a description of your company and its capabilities. For example: Company Z, a Virginia-based company, focuses on delivering...

- ♦ End the release with ### centered at the bottom of the page.
- ♦ If a release continues on to another page, the word “more” should be centered at the end of each page.

# ONLINE MEDIA CENTER

The preferred press kit format is keeping pace with technology; recent CES surveys show that the media prefer online or CD-ROM kits. To that extent, Virtual Press Office and Business Wire again will create and manage the official Online Media Center for the 2006 International CES.

Post a single release or your entire press kit to the 2006 International CES website and be listed on every computer screen in the working press room. Select one of VPO/Business Wire's custom news management packages at [www.virtualpressoffice.com](http://www.virtualpressoffice.com) or [www.businesswire.com](http://www.businesswire.com).

In addition to the broadest exposure and distribution of your media materials, VPO/Business Wire will provide a media usage report, tracking who's accessed your content for analysis of your current PR campaign and to assist you in projections for future campaigns.

Press kits and news releases may be posted before, during or after the show and remain on the site for one year.

Business Wire also will electronically distribute a free 100-word profile to all registered CES media and related audiences worldwide. E-mail [tradeshow@businesswire.com](mailto:tradeshow@businesswire.com) to receive the form before December 30, 2005.

For more information regarding the Online Media Center, please contact Virtual Press Office and Business Wire.

## Online Media Center

### *Virtual Press Office*

Scott Valenz

Phone: (973) 783-7787

Fax: (973) 783-1187

[scott@virtualpressoffice.com](mailto:scott@virtualpressoffice.com)

<http://www.virtualpressoffice.com/>

### *Business Wire*

Leon Harbar

Phone: (800) 237-8212

Fax: (310) 820-7303

[mailto:tradeshow@businesswire.com](mailto:mailto:tradeshow@businesswire.com)

<http://www.businesswire.com/>

# PRESS CONFERENCES

A press conference at CES is an excellent way to have the media as a captive audience to debut new products, make a company announcement or introduce a new member to your executive team. If a press conference is part of your marketing strategy, the information below might be of assistance.

## **Can any company exhibiting at CES hold a press conference or event?**

Yes, all CES exhibitors are eligible.

## **Where can press conferences and events be held?**

They may be held in any of three locations

- 1) CES-provided press conference room
- 2) Exhibitor's booth
- 3) Exhibitor's paid meeting room

## **I don't have any news to announce, but I would like to host a reception for the press. May I use one of the available rooms for that purpose?**

Yes, rooms are free for press conferences and events such as receptions or breakfasts.

## **How do I request a press conference room?**

Fill out the Press Conference Facility Reservation Form found in this kit and fax it to Sarah Szabo at (703) 907-7690. CES will contact you within three business days to finalize arrangements.

## **On what dates may press conferences and events be held?**

Scheduling begins Wednesday, January 4 and runs until Sunday, January 8, 2006.

## **At what times may press conferences or events be held?**

Press conferences or events may be held by written notification before, during or after show hours. However, events held on the show floor before or after show hours require advanced security forms and hired security guards. Please contact Sarah Szabo at (703) 907-4368 or [sszabo@CE.org](mailto:sszabo@CE.org) for more information or to receive the 2006 In-Booth Event Form.

## **Can I reserve a room for an entire day?**

No. Rooms may only be reserved in two-hour increments and only one reservation per exhibitor is allowed. Time limits are strictly enforced. If you are planning a large event with complicated staging, lighting or A/V work that might exceed the two-hour limit, you might consider purchasing a meeting room for the duration you need. Contact your CES business development representative for meeting room availability.

## **Is there a charge for press conference rooms?**

No. The three rooms reserved for press conferences are provided free of charge, but exhibitors will have to pay for any additional A/V equipment or furniture not included in the standard room-set, as well as any desired catering.

## **What does the room typically include?**

- ◆ Theater-style seating with chairs for up to 200 people
- ◆ Three draped tables for press kits, sign-in, catering, etc.
- ◆ A podium with light and microphone (Microphone is connected to in-house speaker system)
- ◆ Ethernet line
- ◆ Two easels (one inside as well as one outside for signage)



**Is signage for the press event provided?**

No. We provide two easels, but you may contact GES customer service to request custom signage for your event.

**Why doesn't CES provide a projector and a screen?**

We have found that no two exhibitor press conferences are the same and each exhibitor has a preference for the type of projector and screen they wish to use. Encore has several different options and it is easiest for the exhibitor to order additional A/V services directly. Other A/V equipment commonly ordered are wireless and/or lavalier microphones.

**How can I make sure that the press attends my event?**

The pre-registered media list is a database of media and financial analysts that have registered and are expected to attend CES. This list will be available beginning November 1, 2005 on [CESweb.org](http://CESweb.org). Use the list to send product information, event invitations and company announcements. This database allows you to identify those journalists that have an interest in your particular product category, including contact information.

**How are the press events publicized?**

The list of press conferences and events is posted on [CESweb.org](http://CESweb.org) and is distributed in hard copy from the CES press room and lounges.

**Who should I contact for catering, audio/visual, telephony and signage services?****Audio/Visual, Catering, Telephony/Internet****Encore Productions**

SES - Specialized Event Services  
Order Processing Department  
Sands Expo and Convention Center  
201 Sands Avenue  
Las Vegas, NV 89109  
Phone: (702) 733-5070  
Fax: (702) 733-5568

**Catering (Sands/Venetian)**

Venetian Resort Hotel Casino  
Rachel Bender  
Phone: (702) 414-1530  
Fax: (702) 414-4808  
[rachel.bender@venetian.com](mailto:rachel.bender@venetian.com)

**Signage/Labor**

GES  
Liz Burns  
Phone: (702) 515-5579  
Fax: (702) 515-5592  
[lburns@gesexpo.com](mailto:lburns@gesexpo.com)

# PRESS CONFERENCE FACILITY RESERVATION FORM

To request a reservation time in one of the three free press conference rooms or to have an event in your booth added to our schedule, please complete this form. Press conference room reservations are limited to two hours total: 30 minutes for set-up, 30 minutes for tear down and a one-hour press event. Exceptions are sometimes made for evening or early morning events. Reservations are made on a first-come, first-serve basis. **Please fax requests to Sarah Szabo at (703) 907-7690.**

**Please submit the following information:**

**1. Enter the name of the Exhibiting Company as it appears on your exhibit space contract or as it will appear in the CES Directory.** \_\_\_\_\_

## 2. Exhibitor contact

FIRST NAME	LAST NAME		
TITLE			
ADDRESS			
ADDRESS			
CITY	STATE	ZIP	
PHONE ( )	FAX ( )		
MOBILE ( )	E-MAIL		

## 3. Event Location - Please check one

☐ CES Press Conference Room at the Sands/Venetian

☐ Exhibitor Booth

Booth Location Facility \_\_\_\_\_ Booth Number \_\_\_\_\_

☐ Other CES location (paid meeting/conference room, off-site hotel, etc.)

Location Facility \_\_\_\_\_ Location Room Number \_\_\_\_\_

Note: If your event is being held in your booth before or after show hours, you must complete the Booth Event Access Form.

## 4. Date Requested

☐ Tuesday, January 3, 2006

☐ Wednesday, January 4, 2006

☐ Thursday, January 5, 2006

☐ Friday, January 6, 2006

☐ Saturday, January 7, 2006

☐ Sunday, January 8, 2006

## 5. Time Requested (reservation will begin 1/2 hour before and end 1/2 hour after your chosen time)

Start time: \_\_\_\_\_ End Time: \_\_\_\_\_

**7. Title of your Press Event:** \_\_\_\_\_

## 8. Will your event include:

☐ Breakfast

☐ Lunch

☐ Dinner

☐ Snacks

☐ Cocktails

## 9. Description of your event as you would like it to appear online for the media. (Description should not exceed 25 words).

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## 10. All press events are listed on the CES press conference and events schedule unless otherwise requested.

**Please check one of the following:**

☐ Please list my event

☐ Please do **not** list my event

☐ Please list my event as **invitation only**

CES staff will accept or decline your reservation within 72 hours of receipt. If your request is declined, we will contact you to make other arrangements. You will receive detailed information regarding contacts for catering, A/V, labor/signage and Internet needs in your confirmation letter.

If you have any additional questions, please contact Sarah Szabo at [sszabo@CE.org](mailto:sszabo@CE.org) or (703) 907-4368.

# PRESS CONFERENCE TIPS

A press conference at CES can be a very useful public relations tool. With proper planning, a CES press event provides a forum to have a large, targeted audience at your disposal so that you may deliver news, demonstrate a new product or introduce a new company executive.

Here are some guidelines to a successful event:

1. Establish clear and precise objectives.
2. Decide on a setting that might enhance delivery. You have the option of a conference room, your booth or one of the three rooms CES offers for this purpose.
3. Decide on a strategic date and time to hold the event. Then complete a Press Conference Facility Reservation Form to increase your odds of securing a room at the preferred time. Please note that first requests are rarely available. Please have additional times ready. Times are not confirmed until you receive the press conference agreement from CES.
4. Use the pre-registered media list to identify and target the media and analysts that you wish to attend your event. Try setting a goal and working to meet it.
5. Send electronic or printed invitations to the targeted media one month before CES.
6. Follow-up with phone calls two weeks prior to CES to confirm attendance and remind potential attendees of the date and time.
7. Prepare an announcement about the event to include in your press kits.
8. Make sure to notify CES staff of any changes in the date, time or location of your event-even if it is in your booth or outside the venue of CES.
9. Have a sign-in book or business card collector at the door to see who attends your conference. Send thank you letters to those who attended and include any new information.
10. For those exhibitors requesting an invitation-only event it is important to have someone stationed outside the door to ensure only those with invitations are allowed in. CES does not have the manpower to do this for you.

# ON-SITE INTERVIEW ROOMS

Press and exhibitors can hold interviews in designated interview rooms available in both CES press rooms.

Interview rooms include a conference table for six people and a restricted single phone line for credit cards only. Request additional services, such as an Ethernet line or speaker phone, at least 48 hours in advance; these services will be billed back to the exhibitor/company making the request.

The rooms can be reserved for up to two hours at a time by contacting Jamie Lilly at [jlilly@CE.org](mailto:jlilly@CE.org) or (703) 907-7650.

On-site at CES, the rooms can be reserved by stopping by the press room and speaking with the receptionist or by calling the press room directly at (702) 943-3521.

# 2006 CES REGIONAL MEDIA OUTREACH CAMPAIGN

Each year, CES publicizes its exhibitors and their products and technologies to the media in their respective regions. We would like to invite you to participate in this program free of charge.

The regional press releases are a great way to get your company's news and intentions for the show publicized in your region's top news outlets in the weeks leading up to CES.

You can submit a short quote (less than 100 words) about your company's participation at CES to Sarah Szabo at [sszabo@CE.org](mailto:sszabo@CE.org). Each release contains approximately four quotes and inclusion is first-come, first-served. The deadline for inclusion is **November 30, 2005**.

The quote should be from a high-level executive involved with the show and should highlight anything new and exciting your company plans to showcase as well as why you think CES is important to your company's success.

## Sample Quote

"We look forward to participating in the 2006 International CES because it offers unparalleled business opportunities and is the very best venue to launch our new products," said John Doe, president and CEO of Exhibitor X. "This year we are showcasing our latest consumer technology product and announcing several key partnerships."

The releases will be distributed to the following regions in mid-December:

- Northeast
- New York-New Jersey Metro area
- Mid-Atlantic
- Southeast
- Midwest
- Northwest
- Northern California
- Southern California
- Southwest
- Texas
- Florida

**\*Note\*** - actual regions may vary depending on exhibitor totals in each area

# 2006 CES SPEAKING OPPORTUNITIES

More than 130,000 industry professionals from 110 countries come to Las Vegas to see the cutting edge in digital technology at the International CES, featuring four days of conference sessions, keynote speeches and exhibitors of consumer technology. It is the showcase for financial analysts, venture capitalists, developers, consumer technology manufacturers, corporate buyers and retailers. A speaker slot in the CES conference program is your opportunity to reach this audience.

The 2006 International CES will host approximately 150 conference sessions addressing wireless technology, home networking, mobile electronics, emerging technologies, retailing trends, e-commerce, digital content and much more.

CES strives to secure the best possible speakers for its conference program. Nominations are being accepted online through **August 13, 2005**.

For more information contact Megan West at (703) 907-7636 or [mwest@CE.org](mailto:mwest@CE.org).

# 2006 CES AWARDS

As you prepare your exhibits for CES, don't forget the prospect of awards. The International CES awards programs bring added prestige and value to your exhibit, which in turn increases media coverage, public relations efforts and recognition.

## Innovations Awards

Of the hundreds of new consumer electronics products launched each year, some seem destined for special success – and the Innovations awards program recognizes those products and their excellence in design and engineering. Innovations operates in conjunction with the International CES, and is one of the most likely places that attendees will be rubbing elbows with press and financial analysts who have come to see what the buzz is about. A panel of prominent industry experts judges the 2006 entries. Honorees will be displayed in the Innovations booth during the show and at a special press preview reception on January 4, 2006. Nominations will be accepted from September 2, 2005 - October 4, 2005, at [www.CESweb.or/attendees/awards](http://www.CESweb.or/attendees/awards).

## Best of CES Awards

The Best of CES awards seek out the hottest new consumer technology products on the show floor. Only those products that debut at the 2006 International CES or are available for sale after December 1, 2005 can be crowned the Best of CES. The Best of CES distinction is awarded to one product from each of the following ten categories:

- Auto, Marine and RV
- Gaming
- High-End Audio
- Home Automation and Networking
- Home Audio
- Home Theater and Home Video
- PDA, Handheld and Mobile Wireless
- Photography and Imaging
- Portable Audio
- Portable Video

A panel of judges evaluates products and prototypes based on the following categories:

- **Wow Factor:** Does the product create an entirely new market or category, or does it completely change the economics or capability of an existing category?
- **Usability and Usefulness:** Does the product actually solve a real problem, or address a real need. Will customers purchase it, and if they do, will they be ecstatic about their new device?
- **Value:** Is it affordable, within the constraints of the category, or is it just so expensive that no one will ever buy one?

### **The Next Big Thing**

CNET and ZDNet honor the most promising products and technologies in personal technology and consumer electronics. CNET editors document the search for the hottest trends of 2005 in a series of online reports and reveal their findings during a special SuperSession at CES. The editors consult industry leaders, visit manufacturers, lab test hundreds of products and reference CNET's Personal Tech Radar poll before arriving at their choice for the Next Big Thing. The CNET search takes place in the fall leading up to CES and there is no formal nomination process.

### **Consumer Electronics Hall of Fame**

CEA created the CE Hall of Fame to pay tribute to those leaders in the consumer technology industry who have helped to advance our lifestyles and workstyles. Hall of Fame inductees are the champions for the development or advancement of a new technology, business practice or concept. They are the engineers, the corporate leaders, the marketers, the journalists and other innovators who have fueled our industry throughout the decades.

The deadline for nominations is August 1, 2005. Download the nomination form at [www.CE.org/publications/hall\\_of\\_fame/nominations](http://www.CE.org/publications/hall_of_fame/nominations).

We base our entrants and nominees' eligibility on past participation in the design, development, manufacturing and retail or distribution of consumer electronics products, accessories and related products offered through consumer channels. Also eligible are those who have contributed to the industry in other significant ways. The nominees must have been retired from the position for which they were nominated for more than 36 months from August 1, 2005.

The new inductees will be showcased at the 2006 International CES in Las Vegas.

### **Technology is a Girl's Best Friend Product Showcase**

Do your products have what it takes to wow the \$55 billion female electronics market? Here's your chance to prove it. Winning products will be featured at the 2006 International CES in the centrally-located Technology is a Girl's Best Friend product showcase. Product submission deadlines and program information will be posted in early fall at [www.CESweb.org/techgirl](http://www.CESweb.org/techgirl).

**For more information on all CES awards programs, visit [www.CESweb.org/attendees/awards](http://www.CESweb.org/attendees/awards).**