

2011 INTERNATIONAL CES® OVERVIEW AND EXHIBIT PLANNER

YOUR GUIDE TO SUCCESS AT THE



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

BE PART OF THE INDUSTRY'S

Must-Attend Event

In the highly competitive, dynamic consumer electronics (CE) industry, the International CES® is arguably the single most effective venue to launch and showcase products, create buzz, meet with industry and government influencers and reach international markets. Whether you're an industry giant or enterprising start-up, our dedicated staff is here to help you customize your show experience so you can achieve virtually any marketing objective, increase ROI and drive sales.

This planner provides some guidelines to help you plan for next year's show with:

- Attendee profiles and data from the 2010 CES
- Key marketing initiatives
- Sponsorship and promotional programs that can boost your brand
- Contact information

You'll also find a summary of the many benefits of a Consumer Electronics Association (CEA)® membership.

Please contact us with any questions and ideas. We look forward to helping you make the 2011 International CES® your best show experience ever.

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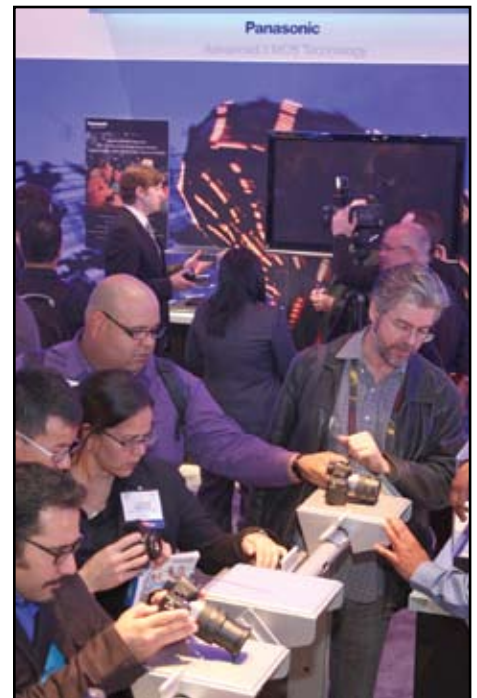
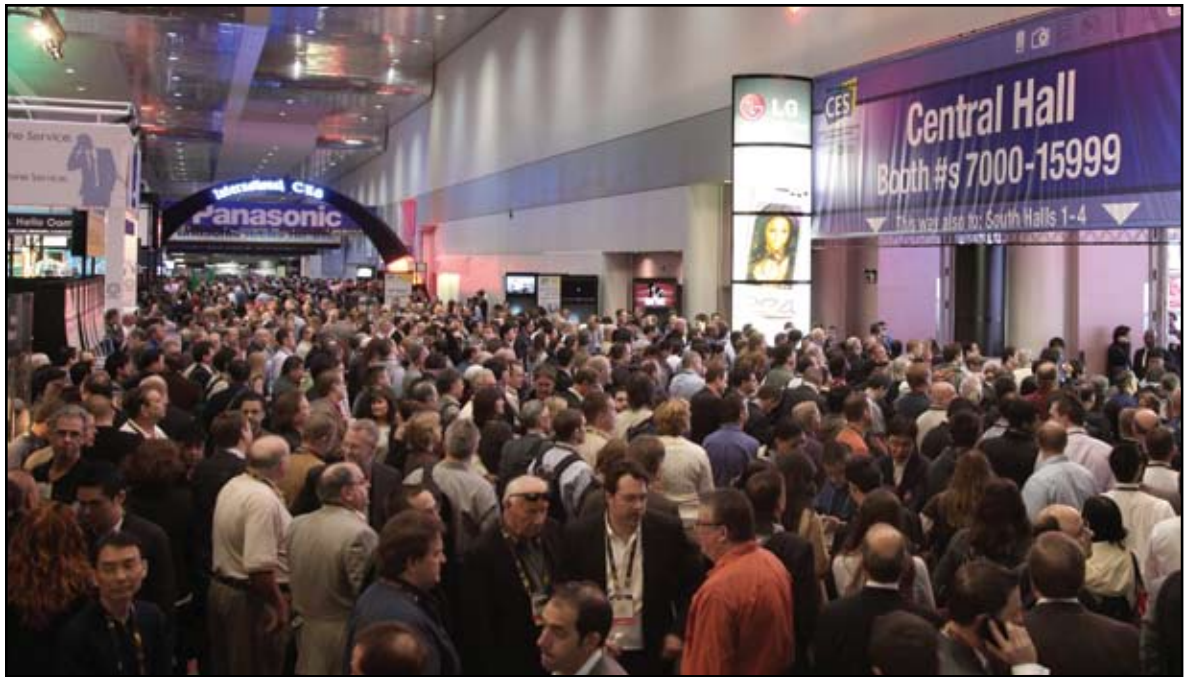
Everything You Need

TO MAKE YOUR MARK



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®



Mission Statement of the CES Business Development Team

The acronym S.U.R.E.[™] describes our focus as an organization and the value we bring to our relationship with you. Our marketing partnership is built on a **S**ense of **U**rgency, **R**esponsiveness and **E**mpathy, because we measure our success by your success.

Attendee Profile

INTERNATIONAL CES CAPTURES EXECUTIVE-LEVEL ATTENDEES

Exhibitors rely on CES to draw attendees who come to do business, and CES delivers, year after year.

- 45% of attendees are corporate decision makers
- 66% either strongly influence or make final decisions for their companies
- 73% of attendees come from Fortune 100 companies
- 89% want to see specific new products/categories

With nine vertical markets representing every conceivable device, technology, content, platform and service, CES is the world's technology marketplace. In fact, some companies report that they execute as much as 80 percent of their annual business at the show. So if you want on-the-spot deal-making with existing partners and unlimited opportunity to make new connections, you need to be at CES.



Percentages based on 2009 International CES Veris Audit Report.

Attendee Profile



Conducting Business
Professionally with
Honesty & Integrity

OUR VERIFIED AUDIT: NUMBERS YOU CAN BANK ON

CES consistently delivers impressive attendee numbers, but we know that from your perspective, it's quality that counts. As an exhibitor, you'll be surrounded by the most important blue-chip companies and news-making start-ups. And you'll connect with more executive-level attendees than at any other industry tradeshow.

To help you measure your ROI accurately, we engage an independent third party to conduct a verified audit according to IAEE standards at the conclusion of each show. These standards are the most stringent and comprehensive for tradeshow and event auditing; the IAEE seal is your assurance that the attendee data we report has been fully vetted and verified. You can count on this audit to give you real numbers for all the categories that count: who attended and their decision-making power, broken down for you by industry, sector and market. You'll see statistics on the media, government representatives and international delegations.



Marketing Opportunities

INTERNATIONAL CES TECHZONES: ILLUMINATING INNOVATION

TechZones are the bright spots on the show floor. Each TechZone acts as a dedicated technology hub. TechZones allow you to feature your latest products and services and to position your company as an innovator to tens of thousands of qualified CE professionals. These areas are continually evolving and showcase diverse exhibits including gaming, green, 3D, wireless, health and digital signage.

TechZones are heavily promoted to the media during preshow tours and events, and to attendees in consistent, product-specific communications. Contact your business development representative today to join a TechZone, or to create one.

TechZones from the 2010 CES

Digital Health Summit

eBooks

Experience 3D

EHX@CES

iLounge Pavilion

Gaming Showcase

Kids@Play

Mobile DTV

Netbooks

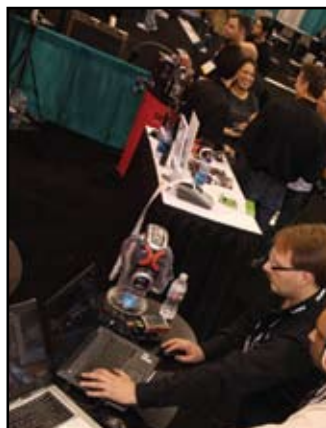
Safe Driver

Silvers Summit

Sustainable Planet



To view a complete list of TechZones, please visit CESweb.org/TechZones.



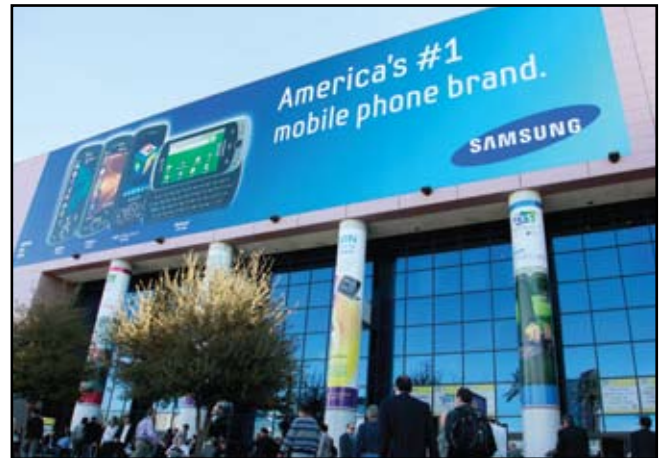
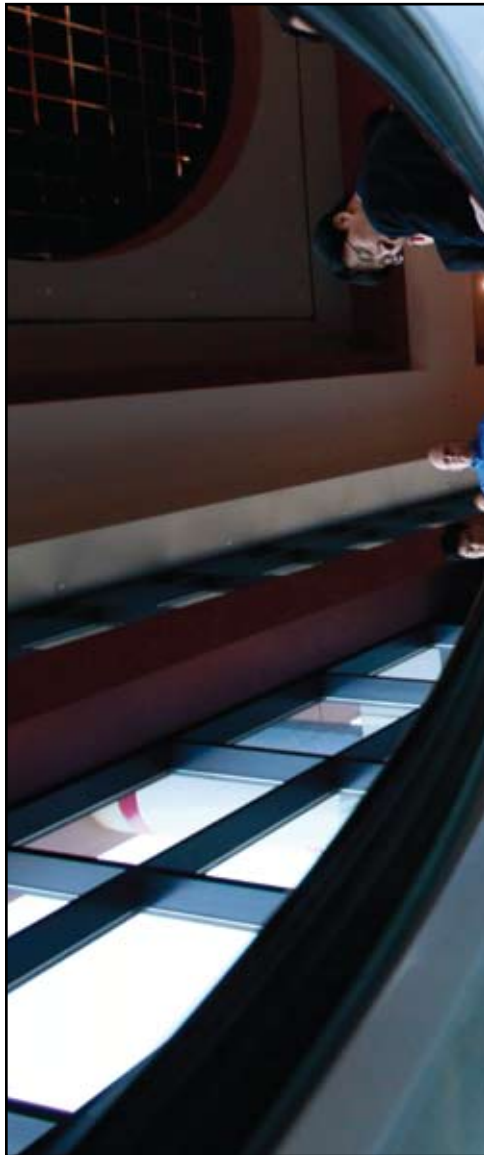
Marketing Opportunities

BUILD BRANDS AND BUSINESS: SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES

Choose Ours or Create Your Own

The International CES delivers more distribution channels than any other industry event. Keep your name in front of our powerful audience through a variety of sponsorships and promotional opportunities. If you have ideas for something special, call us and we'll help you make it happen.

To view a complete list of available promotional and advertising opportunities, please visit CESweb.org/promotions.



Choose from these categories, where you'll find countless opportunities to display your company name and logo, underwrite an event, advertise and more:

- Sponsorships
- On-site advertising
- Print advertising
- Targeted press opportunities
- Award programs
- Direct mail
- Speaking opportunities
- Industry events
- Plus, free opportunities for every exhibitor

It's easy to go beyond the booth with these dynamic promotions! Contact our sponsorship and promotional opportunities manager at 703-907-4324 or at byb@CE.org.



Marketing Opportunities

INCREASE YOUR PRESS EXPOSURE

Jumpstart your media coverage at these incredible events! CES Unveiled: The Official Press Event of the International CES offers exhibitors two opportunities to meet the press, build buzz and stand out two months before the show and two days before the doors open.

CES Unveiled@NY

Metropolitan Pavilion | New York City

November 9, 2010

Put your brand in front of the most influential national media, including trade and consumer pubs, TV, radio and online in the key weeks leading up to the holiday season. This is the place to kick off your preshow publicity and your most important sales period.

CES Unveiled: The Official Press Event of the International CES

The Venetian | Las Vegas

January 4, 2010

Steal the show two days before it opens. CES Unveiled puts you front and center before more than 600 U.S. trade and consumer media representatives, international reporters from 20 countries and market and financial analysts from around the world...all in search of next year's must-haves in consumer electronics.

Don't miss these two great opportunities to get press exposure. Contact Roz Graham at rgraham@CE.org for exhibiting information.

Top Media Names at CES Unveiled Events (2009 NY and 2010 Las Vegas)

ABC Network News

Bloomberg Radio

CBS News

CNET

CNN

Consumer Reports

Financial Times

G4 TechTV

*Investor's Business
Daily*

Martha Stewart Living

Newsweek

The New York Times

Omnimedia

Popular Science

Reuters

Time Magazine

The Wall Street Journal

The Washington Post

Yahoo! Tech

ZDNet



Marketing Opportunities

SHOWCASE YOUR COMPANY'S BEST DESIGN AND ENGINEERING WORK



The prestigious International CES Innovations Design and Engineering Awards, endorsed by the Industrial Designers Society of America, represent outstanding achievements in product design and engineering. Compete for top honors among the most visionary companies in the industry. The judges, members of the media, independent designers and engineers, evaluate products based on user value, unique features, contributions to enhanced living and aesthetics. Honorees enjoy significant press exposure and stage time for product demos.

Visit CESweb.org/innovations for details.



Marketing Opportunities

MARKETING TOOLS AND SHOW SUPPORT

CES is your marketing partner before, during and after the show. We offer a range of free, highly effective marketing tools and support that help you reach your goals. And we help you continue those efforts post-show with ongoing targeted analysis and our verified attendee audit.

Before the Show

- [Exhibitor Workshop Webcast Series](#), a crash course in effective logistics for all show locations, plus PR, marketing and media tips
- [Exhibitor Manual](#), your guide to everything related to the show
- [Exhibitor's Source Newsletter](#), packed with vital information, ideas and news
- [CESweb.org](#), a dedicated exhibitor page for easy access to key show information
- [Preregistered media lists](#), so you can launch targeted preshow PR outreach
- [Exhibitor Invitations](#), free invitations provided by CES, for getting your best prospects to the show

During the Show

- [Floor managers](#) who help you with any logistical questions
- [On-site support](#) from set-up through move-out
- [Exhibitor survival and welcome kits](#), concise compendium of everything you need for a successful show
- [Dedicated CES show offices](#)
- [Exhibitor Service Centers and GES Zone Managers](#)
- [Exhibitor Hotline](#)

After the Show

- [The 2011 International CES Attendee Audit](#), delivering preliminary results in late February and final tallies in May
- [Consultations with your CES Sales Development Team](#) that help you analyze your successes and build on them for next year

Consumer Electronics Association

YOUR PARTNER FOR ADVOCACY, RESEARCH, EDUCATION AND MARKETING

The Consumer Electronics Association (CEA)[®], producer of the International CES, boasts a membership of more than 2,000 companies of all sizes, from all sectors of the industry. Our members rely on us to represent their interests with vigor, to provide vision and leadership, and to present a unified voice on public policy issues. In addition to advocacy, CEA members receive some very practical benefits, including:

- Free access to cutting-edge market research
- Savings on essential business services
- Technical standards
- Training and education programs
- Peer events that keep them connected
- Promotional opportunities



In addition to these benefits, CEA members also receive the following benefits when exhibiting at CES:

- Exhibit space discounts, up to \$5 per sq. foot
- Priority space selection
- VIP status for 5-10% discounts from our general show contractor GES
- Free parking pass - one per member company
- Free VIP luncheon tickets
- Up to 55% off Innovations entries
- Discounts on attendee list rentals
- Use of CEA member lounges
(meeting rooms with reserved scheduling, business services, refreshments)
- Free online CES press list
- Special recognition on badges, plaques and directory listings
- Member kit delivered to company in advance of the show
(member plaque, parking pass, luncheon tickets and member ribbons)

Join CEA today, and be part of an organization of passionate individuals and companies who share knowledge and practice for the benefit of all.

For more information visit **CE.org** or contact Victor Furnells at vfurnells@CE.org.



CEA Events

YOUR INDUSTRY CONNECTION ALL YEAR LONG

CEA sponsors a variety of events that educate and connect members throughout the year. From our flagship International CES to the CEA Industry Forum, we work continuously to grow and shape the future of consumer electronics. As a CEA member, you have an exclusive invitation to most of these events:

CEA Economic Retreat

February 24-26, 2010

Dakota Mountain Lodge
Park City, Utah

Digital Patriots Dinner

April 21, 2010

Andrew W. Mellon Auditorium
Washington, D.C.

Industry Forum

October 17-20, 2010

San Francisco, Calif.

Digital Music Forum East

February 24-25, 2010

New York, N.Y.

LA Games Conference

April 29, 2010

Los Angeles, Calif.

Digital Hollywood Fall

October 18-21, 2010

Santa Monica, Calif.

Greener Gadgets

February 25, 2010

McGraw-Hill Conference
Center
New York, N.Y.

**Technology & Standards
Spring Forum**

May 24-28, 2010

Hilton Clearwater Beach
Clearwater, Fla.

i-stage

October 18, 2010

San Francisco, Calif.

ATSC M/H PlugFest-#2

March 1-4, 2010

CEA Headquarters
Arlington, Va.

**CEO Summit and Board
Retreat**

June 16-19, 2010

Ojai, Calif.

T&S Fall Forum

October 18-21, 2010

San Francisco, Calif.

EHX Spring 2010

March 24-27, 2010

Orlando, Fla.

CEA Line Shows

June 22-23, 2010

New York, N.Y.

Future of Television East

November 19, 2010

New York, N.Y.

CES on the Hill

April 20-21, 2010

Washington, D.C.

SINOCES

July 8-11, 2010

Qingdao, China

2011 International CES

January 6-9, 2011

Las Vegas, Nev.

Consumer Electronics Vision Magazine

AT THE TOP OF EVERYONE'S READING LIST

CEA's bi-monthly magazine gives decision makers, manufacturers and retailers an insider's perspective on trends, issues, policies, emerging technologies and important business news. The editorial content is fresh, focused and filled with insights about the direction in which the CE industry is moving.

For advertisers, *CE Vision* offers a unique and positive environment in which to showcase their products and services, promote their organizations and exchange information.

An Industry "Who's Who" Reads *CE Vision*

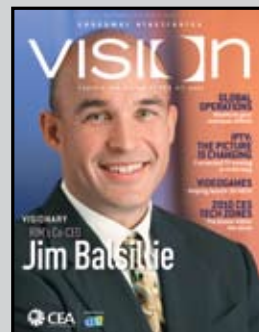
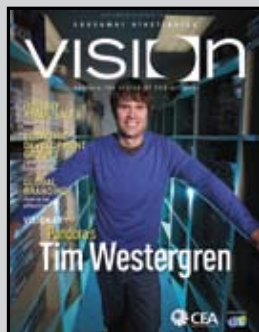
Advertise in *CE Vision*, and we'll deliver the targets you need to reach. Here's a breakdown of our audited circulation:

- 23,000 Total Readers
- 12,732 Chairmen, CEOs/Presidents/Owners
- 2,839 Global Executives
- 4,297 Manufacturers and Engineers
- 7,373 Retailers and Distributors
- 588 Analysts

**Based on Nov/Dec 2009 Qualified Circulation*



Your company's presence in *CE Vision* strengthens your corporate brand, enhances your reputation on Wall Street and allows you to connect with potential partners from the international and engineering sectors. And *CE Vision* is a presence at every major CEA event throughout the year, extending your reach even further. For more information on advertising opportunities, contact Dan Cole at dcole@CE.org.



Every Issue is Packed with Exciting News and Features

In every issue of *CE Vision* you'll find Shapiro's Spectrum, C4, Tech Speak, Market Insider, Eye on Business, Going Global and many more must-read features. Here's a preview of the year's editorial calendar and the events where *CE Vision* will be available:

Editorial Calendar 2010–*Consumer Electronics Vision*

JANUARY/FEBRUARY – 2010 INTERNATIONAL CES SHOW ISSUE

- The Latest Mobile Apps
- In-vehicle A/V
- Augmented Reality Begins w/Gaming
- CE Goes Green- Energy Efficiency
- Special: Global Flat-Panel Production

Showcase Events:
2010 International CES
Greener Gadgets Conference

Plus:

- Innovations – A look at the winners in the 2010 Innovations Design and Engineering Showcase.
- CES Unveiled: A Preview of the Latest Products at CES
- iLounge Highlights

MARCH/APRIL

- Content Partnerships/Distribution
- Navigation System Tech/ Radar Detector Tech/Driver Safety
- Smart Homes
- Mobile Broadband and CE
- Niche Technology (Education, Moms, Kids, Health)
- Special: Tactics to Reach Global Customers

Showcase Events:
CES on the Hill
EH Expo Spring

MAY/JUNE

- Mobile TV on the Move
- Opportunities in Digital Imaging
- HDMI Update
- The Battle over Handset Operating Systems
- Industrial design in CE
- Special: Global Look at Asia

Showcase Events:
CEA Line Shows
CEO Summit

JULY/AUGUST

- Semiconductors Enable Next-Gen Mobile Computing
- Home Entertainment/Speakers
- Keeping Shipping Costs Down
- Accessories Add Profits
- Internet-connected TVs (widgets or over the top video)
- Special: Manufacturing in Mexico

Showcase Events:
2010 SINOCES

SEPTEMBER/OCTOBER

- CE Technology for Seniors
- Branding with Social Media
- Audio Special
- M2M/Telematics/Telemetry
- Flash Drives Mobile and Video Content
- Special: Outsourcing – Pros and Cons

Showcase Events:
CEA Industry Forum
Technology and Standards Fall Forum

NOVEMBER/DECEMBER – 2011 INTERNATIONAL CES PREVIEW ISSUE

- TechZones at the 2011 International CES
- 3D HDTV
- eBooks Take Off
- Evolution in CE Retailing
- U.S. Economic Development Incentives
- Special: India
- CES Unveiled@NY: A First Look at CES Debuts

Showcase Events:
CES New York Press Preview featuring CES Unveiled@NY

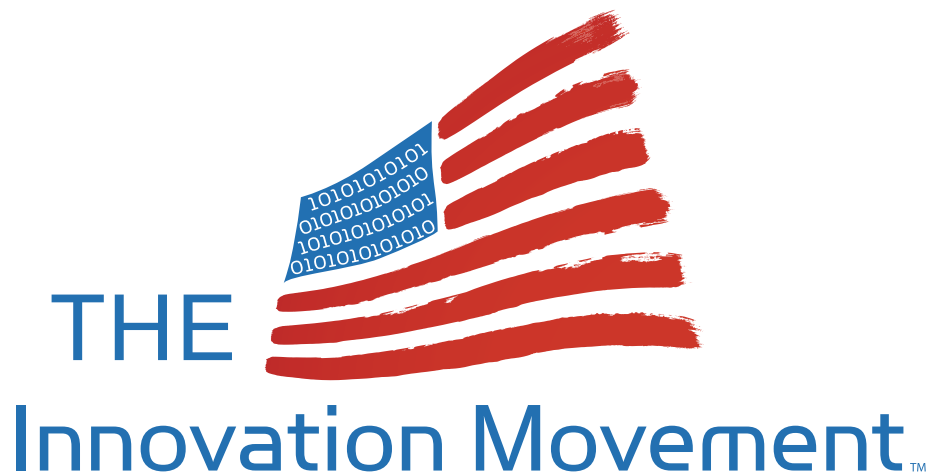
In every issue: Shapiro's Spectrum • The Economist • C4 • Visionary • Tech Policy • Tech Speak • Going Global • Corporate Profile • CEA Newline • Market Insider • Just the Stats

Join The Movement

CEA'S INNOVATION MOVEMENT

The Innovation Movement is a coalition of Americans who believe innovation is the key to reviving the global economy and creating new American jobs. We believe that Congress and the private sector need to work together to support policies that stimulate America's innovation economy and promote entrepreneurship.

Get involved today. Visit innovation-movement.com



Your Contacts at CES

The CES team is ready to assist you with your marketing initiatives for the upcoming show. To discuss any of the information in this guide, please contact:

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To learn more about CEA, please visit us at CE.org. To join, or to receive the latest research, please contact:

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