

## **THE 2011 INTERNATIONAL CES EXHIBIT SPACE SELECTION PROCESS...TEN SIMPLE STEPS:**

Here is what you can expect:

**EXHIBIT SPACE SELECTION BASICS:** Exhibit Space Selection is the process by which you will select your company's 2011 CES exhibit space on-site during the 2010 show.

**EXHIBIT SPACE SELECTION LOCATION:** The Exhibit Space Selection Room is located in the meeting room connector in the South Hall at the Las Vegas Convention Center in Room S223. A map showing the location of the Exhibit Space Selection Room is included in this e-mail. The Exhibit Space Selection Room will be fully functional during show hours.

1. **COME EARLY:** Please arrive at least 15 minutes prior to your scheduled selection time. Your selection date and time is located in this packet, on the bottom of the letter.
2. **CHECK IN:** A member of our staff will greet you at the Check-in Desk. You will be given your company's Space Selection Card; keep this card handy and please try not to write on it.
3. **PREVIEW THE FLOORPLAN:** Please use the Preview Boards to review available booths and see where other companies have selected space prior to making your final selection in the Selection Room. Please note the Preview Boards are updated concurrently with the floor plans in the Selection Room. **These drawings may have changed from the floor plans you received in your exhibit space selection packages.** Please review carefully, as we do make changes up to the time of actual space selection.
4. **VISIT WITH A CEA MEMBERSHIP REPRESENTATIVE:** Consumer Electronics Association (CEA) members receive additional discounts on exhibit space, as well as other great benefits!
5. **BEGIN COMPLETING YOUR CONTRACT:** If you have not done so already, please begin to complete the 2011 International CES Application and Exhibit Space Contract by filling in your Exhibitor Information. At this time, there is no need to enter your Exhibit Space Choices; it is better to wait until your final selection has been made.
6. **LISTEN FOR YOUR SPACE SELECTION NUMBER:** This is very important! Please listen carefully for your Selection Number to be called. Your Selection Number is located in this packet.
7. **THE SELECTION ROOM – MAKING YOUR FINAL SELECTION:** Once your Selection Number has been called, you will be invited into the Selection Room to make your final exhibit selection. Please give your Selection Card to a Selection Room staff member. The Selection Room staff member will assist you in making your final selection and record your selection on the Selection Room Floor Plans.
8. **CES ANNOUNCES YOUR EXHIBIT SELECTION:** Once your final exhibit selection has been made and recorded in the Selection Room, your selection will be formally entered into the CES database and the Preview Floor Plans will be updated accordingly.
9. **FINISH COMPLETING YOUR CONTRACT:** Please record your booth number(s) of final selection and calculate the Total Exhibit Space Cost on the Application and Exhibit Space Contract.
10. **CHECK-OUT:** Please return your completed Application and Exhibit Space Contract to a staff member at the check-out desks.

**THAT'S IT! YOU'RE DONE!  
THANK YOU FOR COMING! WE LOOK FORWARD TO SERVING YOU FOR ANOTHER SUCCESSFUL YEAR!**