

THE SPOTLIGHT ON THE CONSUMER ELECTRONICS INDUSTRY



i-stage TechZone

**North Hall • Las Vegas Convention Center
Las Vegas, Nevada • January 7-10, 2010
2010 International CES®**



A unique exhibit area for one low cost.

The i-stage TechZone features the winner and finalists of CEA's annual i-stage competition, among the most jaw-dropping products, apps and services from other leading start-ups across the globe. This area on the show floor is specifically for products in their initial stages of development looking to gain exposure to press, investors and venture capitalists.

Exhibitor Criteria:

- The product must be introduced within the past 12 months prior to, or within the 6 months following, the 2010 International CES.
- Prototypes are allowed.
- The product does not have to be on the shelves as of show start.
- The exhibit set-up must be turnkey only, no modifications to the display.
- An exhibitor cannot participate in this TechZone for more than two years.

A focused exhibit area draws a qualified crowd.

Retailers, media and industry analysts will be on-site at the 2010 CES to learn about the latest technologies and product offerings. This is your opportunity to be located in an area dedicated to new start-up technologies and to present your company as a contender.

CES delivers incredible ROI and powerful market position!

The International CES sets the stage for the year. This TechZone gives you a prestigious presence at lower exhibit costs than most other shows. The International CES is your best venue to tap major international distribution channels, OEMs, the financial community and others. Heighten your visibility through key press coverage delivered by the International CES. Debut your CE products and meet face-to-face with more than 110,000 key industry leaders and decision makers.

2009 Attendee Highlights	They're Decision Makers!
12,000+ Retail buyers	23,000+ Final decision makers
3,500+ Institutional, corporate (non-retail) and government buyers	30,000+ Senior-level executives
3,000+ Engineers	22,000 International professionals from 140 countries
5,000 Media, analysts and bloggers	8,000+ Manager and store managers
1,500 Financial/market analysts	700+ VAR/dealers

** Source: 2009 International CES VERIS Audit/Registration Report*

One Show. Countless Opportunities.
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All-inclusive TechZone Pod package

- 5'x8' sq. ft. pod package includes carpet, counter and other inclusions – see rendering for details
- **One easy low price: \$1,995**

Plus — Exclusive CES benefits:

- Extensive show promotion for the TechZone, including:
 - Preshow publicity opportunities in print and online
 - Access to pre-registered press lists
- FREE guest tickets for your most valued customers
- Listing in the official *CES Daily*, as well as access to 5,000 media, analysts and bloggers
- Access to a press conference room, ideally located near the press room (*requires advance reservations*)
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the **i-stage TechZone** – and your products, services and technologies
- Las Vegas Convention Center North Hall location – prime real estate in the main area of CES exhibits with overhead TechZone identification signage

Call today to secure your spot!

For more information contact: **Stacey Banchek, CES Sales**

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TechZone Pod Package

- 1 wastebasket
- 1 freestanding literature rack
- 2 bar height stools
- 1 black arm light
- 1 500 watt outlet
- Standard booth carpet
- Company ID sign
- Counter dimensions are 40"x40"x40 3/4"
- Panels are blonde melamine
- Exhibitors may adhere graphics to panels. However, all graphics must be either laminated or mounted to a backing such as Foamcore.
- Exhibitors must provide their own Velcro or double sided tape.
- Exhibitors may commission GES to produce graphic panels. Please email your files to Elayne Elwell at eelwell@ges.com by November 17, 2009
- Locks for storage are available upon request.
- Storage space is provided underneath the pod counter.
- Substitutions and variations to the package are not allowed.
- Any additional booth structure is not permitted.

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