



DEFINING TOMORROW'S TECHNOLOGY

PRODUCED BY  CEA

THE 2006 INTERNATIONAL CES® EXHIBITOR OVERVIEW

JANUARY 5-8, 2006 | LAS VEGAS, NEVADA | WWW.CESWEB.ORG

GET OUT IN FRONT OF THE COMPETITION.

byb

The background of the lower half of the page features a large crowd of stylized human silhouettes in various shades of blue. In the foreground, on the right side, a single silhouette of a person stands with their hands on their hips, facing away from the viewer. The word "byb" is printed in white on the back of this person's shirt.

build your business

WITH THE POWER OF THE INTERNATIONAL CES®



The International CES presents an unparalleled opportunity to get out in front of the competition, build your brand and drive sales in 2006.

No other event brings together all of the essential players in so many sales and distribution channels, including corporate and institutional buyers across **vertical markets, OEMs, partnerships and international buyers.**

they're all here at CES.

YOU NEED TO BE HERE, TOO.

Take advantage of CES' powerful reputation and media coverage to help your business:

- + Reach the broadest range of retail and corporate buying channels
- + Introduce and advance new products and services
- + Connect with your next global business partners
- + Access industry market makers and new vertical markets
- + Gain exposure to key legislators and policy makers

The International CES is the **largest annual consumer technology show** in the world, creating more positive press and buzz than any other event in the CE industry.

"CES IS A FANTASTIC WORLD-CLASS EVENT; ANYONE DOING ANYTHING OF SIGNIFICANCE IN RELATION TO CONSUMER ELECTRONICS SHOULD BE HERE!"

—Paul W. D'Arcy, executive vice president, Sanyo Fisher Company



THE INTERNATIONAL CES IS TECHNOLOGY'S MAIN EVENT, launching the most promising new products and technologies for the consumer electronics market. More than 20,000 industry and corporate buyers utilize CES to compare, assess and evaluate new products and applications. Nearly half of the Fortune 500 attends CES to plan for future technology investments. CES delivers crucial face-time with the people who make it happen.

book your space now.

LAS VEGAS, JANUARY 5–8, 2006. YOU CAN'T AFFORD TO MISS IT.

more than 2,400 exhibitors | more than 120,000 attendees | more than 44,000 buyers
4,200 members of the media | 1,500 financial analysts | 110 countries



CONTACT US! TEL (703) 907-7662 | EXHIBIT@CESWEB.ORG | WWW.CESWEB.ORG



"THE 2004 INTERNATIONAL CES WAS THE BEST EVER. THE EXCITEMENT LEVEL FROM OUR CUSTOMERS, PRESS AND OTHER SHOW ATTENDEES WAS EXCELLENT. THIS WAS A VERY IMPORTANT SHOW AND AN EXCELLENT VEHICLE TO KICK-OFF THE NEW BUSINESS YEAR."

—Henio Arcangeli Jr., senior vice president, Pioneer Electronics USA

THE INTERNATIONAL CES GATHERS CONSUMER ELECTRONICS

professionals from around the globe and every conceivable economic sector—retail, manufacturing, automotive, financial, government, higher education, travel, healthcare, entertainment and more. With exposure to so many decision makers, you're guaranteed a solid return on investment—no matter the size or marketing budget of your business. New product listings, press lists and the buzz created by celebrity appearances are just a few of the 'extras' that make the International CES a marketing must.

the 2006 International CES

IS *THE* PLACE TO COMMUNICATE YOUR CORPORATE MESSAGE AND STRENGTHS.



global reach

UNMATCHED RETURN ON INVESTMENT

120,000 ATTENDEES. 44,000 BUYERS. 110 COUNTRIES. AND GROWING.

Retail chains, mass merchants, electronics boutiques, catalog and Internet retailers, corporate and government buyers, OEMs, embedded tech companies, digital content creators, component makers, engineers, R&D and outsource vendors—the entire supply chain uses the International CES to pursue business contacts, licensing deals and joint ventures.

RETAILERS—The industry's top 100 send an average 25 representatives to CES.

Amazon.com, Best Buy, Circuit City, CompUSA, eBay, Fry's Electronics, Good Guys, KMart, Office Depot, Office Max, PC Connection, RadioShack, Sam's Club, Sears, Staples, Target, Toys 'R' Us, Tweeter, Wal-Mart and more.

CORPORATE BUYERS—Many industry sectors are represented: aerospace, automotive, consulting, entertainment, financial services, government, healthcare, higher education, sports and fitness, travel and hospitality.

American International Group, Bank of America, ExxonMobil, Fannie Mae, FedEx, Ford Motor Company, GE, IBM, JP Morgan Chase & Co., Jaguar, Lockheed Martin, Morgan Stanley, SAIC, SBC Communications, U.S. Department of Defense, U.S. Navy, United Airlines, and many more.

MAJOR DISTRIBUTORS AND VARS—Thirteen percent of CES attendees are market suppliers, representing more than 8,000 distributors and 2,500 premium/catalog VAR/dealers.

INTERNATIONAL—The International CES attracts 3,100 international retailers, 3,400 distributors, and 750 manufacturers' representatives and more than 40 delegations from 30 countries.

Carrefour, Casino, Daimaru, Dixons, Hudson's Bay Company, John Lewis, Laox, Loblaw, Izumi, Otto and many more.

MARKET MAKERS—4,200 press from 45 countries, 1,500 analysts, more government VIPs than any other commercial show and 150 universities represented.

THE INTERNATIONAL CES IS THE PLACE TO MAKE DEALS.

WHAT ARE YOU WAITING FOR?

CONTACT US! TEL (703) 907-7662 | EXHIBIT@CESWEB.ORG | WWW.CESWEB.ORG

technology's launch pad

TAP INTO MAJOR NETWORKS—PLUG INTO TECHNOLOGY TRENDS

The following product categories have reached such critical mass at CES that each one now represents a show-within-a-show. CES has organized the show floors according to these product categories for the benefit of exhibitors *and* attendees, creating a concentrated and vibrant atmosphere in which to do business.

These icons designate the product categories that represent each show-within-a-show at CES. Use them to navigate your way to the information, products and technologies you're looking for:



Audio Products
+ Technologies



Digital
Entertainment



Digital Imaging,
Content + Creation



Embedded
Technologies

new
in 2006

FutureScape:
Imaging. Technology.
Tomorrow.



Home
Theater



Information
Technologies



International
Business



Mobile
Electronics



The Networked
Home



Video



Wireless

This commitment to cross-category growth reflects the Consumer Electronics Association's™ (CEA) dedication to building and growing the CE industry as a whole. Unlike other shows, *the International CES does not profit from your investment as an exhibitor.* All revenue from the show is reinvested back into the consumer electronics industry through the activities of the CEA.



intel®

Microsoft®



MOTOROLA

Panasonic
Broadcast & Television Systems Company



TEXAS
INSTRUMENTS

THE 2006 INTERNATIONAL CES® EXHIBITOR OVERVIEW
JANUARY 5-8, 2006 | LAS VEGAS, NEVADA | WWW.CESWEB.ORG



FUTUREScape AT THE SANDS features the digital imaging, emerging and embedded technologies at the heart of the International CES.

A NEW VENUE FOR 2006: The Sands Expo and Convention Center will house emerging technologies, enabling technologies and the award-winning new applications that keep the industry on a growth trajectory.



CONSUMER ELECTRONICS BUSTS LOOSE WITH
FUTUREScape: IMAGING. TECHNOLOGY. TOMORROW.
DEBUTING AT THE SANDS EXPO AND CONVENTION CENTER IN 2006.

For more information about exhibiting at the 2006 International CES, call (703) 907-7662, e-mail: Exhibit@CESweb.org or visit www.CESweb.org.

the 2006 International CES

A VIBRANT AND GROWING SHOW

CONSIDER THESE NUMBERS:

The International CES was one of the first shows to conduct a verified attendee audit, and we stand by our numbers.

- + 89% of the CE industry's \$108 billion buying power attends or exhibits at CES
- + Nearly three-quarters of attendees are final decision makers
- + One of every three attendees is a senior-level executive
- + 100 conference sessions and 300 expert speakers represent an unrivaled source of business intelligence

YOUR BUSINESS STARTS HERE.
THE INTERNATIONAL CES IS THE TECHNOLOGY EVENT OF 2006.

to learn more

ABOUT EXHIBITING AT THE 2006 INTERNATIONAL CES, CALL (703) 907-7662, E-MAIL: EXHIBIT@CESWEB.ORG OR VISIT US
ON THE WEB AT WWW.CESWEB.ORG.



DEFINING TOMORROW'S TECHNOLOGY

PRODUCED BY  CEA

THE 2006 INTERNATIONAL CES | WWW.CESWEB.ORG | 2500 WILSON BOULEVARD | ARLINGTON, VA | 22201-3834 | USA
TEL (703) 907-7662 | FAX (703) 907-7691 | EXHIBIT@CESWEB.ORG