

THE SPOTLIGHT ON THE CONSUMER ELECTRONICS INDUSTRY



Safe Driver TechZone

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



Distracted driving is a problem...but what are the solutions? Although 98 percent of drivers say they're safe behind the wheel, 72 percent admit they've allowed themselves to be distracted (by talking on the phone, for example) while driving, reports Nationwide Insurance. With the increasing public focus on distracted driving, this TechZone is an amazing opportunity for your company to show new technologies that empower drivers to use their in-vehicle electronics in a safe and responsible way. The Safe Driver TechZone is sure to be a key destination for buyers, media and policymakers looking for ways to improve highway safety.

If your company produces a product that does any of the following, you should be showcased in the Safe Driver TechZone!

- Auto Collision Avoidance
- Lane Drift Assistance
- Parking Assistance
- Speed Monitoring, Track and Moderation Intervention
- Cell Phone Distraction Avoidance/Hands-Free/Text-to-Voice
- Driver Drowsiness Detection and Response
- Driver Impairment Detection and Response

A focused exhibit area draws a qualified crowd.

Retailers, media, and industry analysts will be onsite at the 2010 CES to learn about the latest in-vehicle technologies and product offerings. This is your opportunity to be located in an area dedicated to this technology, and present your company as a leader in the burgeoning field of safe driving products.

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
5,500 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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Booth Investment Options:

A. Open Booth Space

- Open booth space for companies who prefer their own carpet, furnishings and display
- CEA members: \$36 per square foot
- Non-members: \$41 per square foot

B. All-inclusive TechZone Hardwall Booth Package

- 10'x10' hardwall booth package includes carpet, furnishings and other inclusions – see attached rendering for details
- CEA members: \$5,150
- Non-members: \$5,350

Plus — Exclusive CES benefits:

- Extensive show promotion for the TechZone, including:
 - Pre-show publicity opportunities in print and on the Internet
 - Access to pre-registered press lists
- FREE guest tickets for your most valued customers
- Listings in the official CES directories (print, Internet and mobile versions)
- Press promotion in the official *CES Daily*, as well as to 5,000 global journalists
- 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 Safe Driver TechZone — and your products, services and technologies
- North Hall location – prime real estate in the main area of CES exhibit with overhead TechZone identification signage

Call today to secure your spot!

For more information contact: **Shari Gray, National Account Manager**

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panels 1 & 3
visual opening
37 $\frac{9}{16}$ "w x 85 $\frac{3}{8}$ "h overall
(37 $\frac{9}{16}$ " x 57"h above table)

panel 2
visual opening
37 $\frac{9}{16}$ "w x 85 $\frac{3}{8}$ "h overall
(37 $\frac{9}{16}$ " x 35"h between table
and 48"w x 18"h sign)



TechZone Hardwall Booth

- Backwall is 8'-0"h with 36"h side rails
- All insert panels are blonde melamine
- ID sign is 48"w x 18"h white foam board with black copy.
- 1 6' x 2' black draped table with white top.
- 2 grey contour chairs
- 1 wastebasket
- 1 black arm light
- 1 500 watt outlet
- 1 Black carpeting
- 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 eeelwell@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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