

CEA MEMBERSHIP OVERVIEW

THE KEY TO GROWING YOUR CE BUSINESS



CEA
Consumer Electronics Association®



THE HOME OF THE CONSUMER ELECTRONICS INDUSTRY

SERVING MORE THAN 2,000 MEMBER COMPANIES

FROM EVERY SEGMENT OF THE MARKET, THE CONSUMER ELECTRONICS ASSOCIATION (CEA)[®] IS THE HOME OF THE CONSUMER ELECTRONICS INDUSTRY. MEMBERSHIP IN CEA GIVES YOU THE CREDIBILITY YOU NEED TO SUCCEED AND AN OPPORTUNITY TO SHAPE THE FUTURE OF OUR INDUSTRY. WHEN YOU JOIN CEA, YOU HAVE MEMBERSHIP IN A UNIQUE COMMUNITY OF PASSIONATE INDIVIDUALS WHO SHARE KNOWLEDGE AND PRACTICES, AND WORK TOGETHER TO GROW THIS VIBRANT AND EXCITING INDUSTRY. WE WELCOME YOUR VALUABLE PERSPECTIVE AND EXPERIENCE.

Access to Market Intelligence and Industry Research

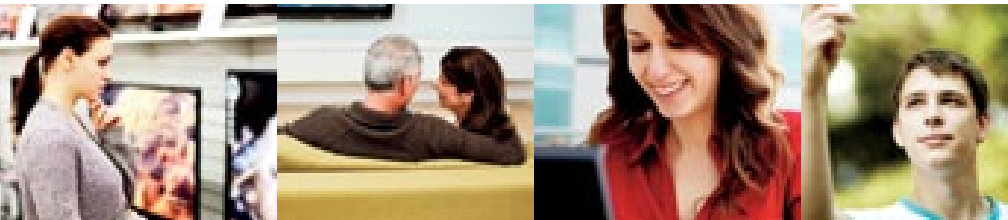
Our industry is ever-changing, due in large part to the efforts your company puts forth on a daily basis. Your customers are no different. Whether you are new to the industry or a 20-year veteran, identifying with them is key to your growth. By becoming a member of CEA, you'll be able to access more than \$1 million in market research. With the latest consumer trends and information at your disposal, you'll be able to connect with your customer base like never before.

Let Your Voice Be Heard

Legislation and regulations impacting the consumer electronics industry are under consideration every day in Washington, D.C., and in state capitals nationwide. As your legislative voice and policy advocate, CEA is busy advising, lobbying and reporting on key issues on behalf of you and the industry. We serve as your voice in Washington; help us decide what we need to be saying.

Business Development Events and Opportunities

- > **INTERNATIONAL CES**
- > **CEO SUMMIT**
- > **CES ON THE HILL**
- > **INDUSTRY FORUM**
- > **ECONOMIC RETREAT**
- > **CE WEEK**



The International CES®

This can't-miss industry event is the world's largest tradeshow for consumer technology and the only place to find all the newest products and industry professionals under one roof. With manufacturers representing every market segment, the International CES is the best place to compare products and explore business development opportunities. As a CEA member, you can take advantage of numerous benefits at CES, including exhibit space discounts, attendee registration and conference discounts, and exclusive member lounges with refreshments and meeting room access.

Membership Categories

> REGULAR

Regular membership is for companies that manufacture or distribute consumer electronics and related products, or provide a technology or service that interoperates with or enhances a CE device.

> RETAILER/INTEGRATOR

Retailer/Integrator membership is for companies that either sell CE products directly to consumers online and/or storefront or install consumer electronics products in the home or business.



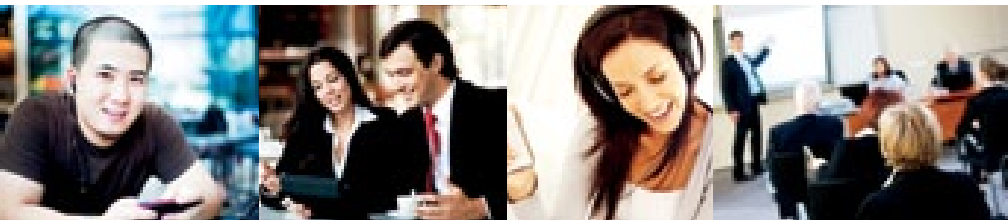
> ASSOCIATE

Associate membership is for companies that provide solutions, conduct B2B services or conduct business within the CE industry, but don't fall under the Regular or Retailer/Integrator membership categories. These members include consultants, investment firms and market research analysts.

> INTERNATIONAL AFFILIATE

CEA also offers opportunities for companies without a North American office to participate through our International Affiliate membership. This category is for international companies interested in learning more about the United States CE market and establishing a U.S. location.

To see a comprehensive list of the benefits and opportunities available to you under these membership groups, visit CE.ORG/MEMBERSHIP and click on the corresponding link for details.



"As a small company, having CEA's services and programs at our disposal has been like having a great business consultant for a very affordable price."

Kathy Gornik, President • Thiel Audio

CEA Regular Member since 1990

"If you look at the market trends and the market analysis that is done by CEA, it can certainly help you with the direction as to where you should go with a particular product or service."

Pat Lavelle, President and CEO • VOXX International

CEA Regular Member since 1993

"CEA's holiday shopping forecasts and the economic briefings from CEA's staff economist are invaluable to me and my business. I live for when this information comes out. I can't get this anywhere else and the direction it provides more than pays for my annual dues. Another reason why CEA is my trade association."

Vance Pflanz • President, Pflanz Electronics

CEA Retailer/Integrator Member since 2004

"CEA is very important to me and my business, retail marketing, in that the bulk of our business is done with CE clients. We really look at CEA as a place to learn what's going on in the industry, network with key players and keep our finger on the pulse of what is happening in the industry."

Kristen Cook, Chief Marketing Officer • BDS Marketing

CEA Associate Member since 2001



PRODUCER OF



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