

Electric Vehicle TechZone

**North Hall • Las Vegas Convention Center
Las Vegas, Nevada • January 6-9, 2011
2011 International CES®**

Electric vehicles are quickly gaining popularity among consumers seeking to live more sustainably by using alternative transportation. Exhibiting in the Electric Vehicle TechZone at CES will allow you to reach top suppliers, buyers, retailers, distributors and more than 5,000 media interested in cutting-edge electric vehicle technology. Major automotive brands such as Ford, Hyundai/Kia, and GM Onstar use CES as a vehicle to reach automotive, environmental and mainstream media.

Who should exhibit?

The Electric Vehicle TechZone features a full range of high and low speed vehicles, energy storage devices, and charging equipment.

- Electric Car Manufacturers
- Electric Low Speed Vehicles
- Charging Stations
- Battery Manufacturers

Why Exhibit?

- Garner unprecedented media coverage from top outlets including ABC, *Autoweek*, BBC, *Car and Driver*, CBS, *Earth2Tech*, ESPN, *Esquire*, GQ, *Huffington Post*, *Inhabitat*, *Maxim*, *Men's Health* NBC, Planet Green, *Playboy Magazine*, *Popular Mechanics*, *Stuff*, *TreeHugger*, and *Wall Street Journal*.
- Access the industry elite, government officials and final decision-makers
- Gain prominent exposure among early adopter attendees as part the Electric Vehicle TechZone
- Tap into major international distribution channels, retailers, the financial community, venture capitalists and more.

Attendee Highlights	They're Decision Makers!
More than 120,000 attendees	45% senior-level executives
5,000 influential media and bloggers	26,000+ finale decision makers
More than 22,000 international attendees	8,000+ manager and store managers
More than 130 countries represented	700+ VAR/dealers

Source: 2010 International CES VERIS Audit/Registration Report

CES is Your Best Marketing Value

Exhibiting at the 2011 International CES is one of the most cost-effective, profitable, forward thinking marketing choices you can make. This TechZone gives you a prestigious presence at lower exhibit costs than most other shows. Debut your CE products and meet face-to-face with more than 120,000 key industry leaders. The entire electric vehicle value chain and ecosystem of companies are represented at CES, delivering unparalleled efficiencies for your B2B transactions. Whether you're talking about technology, exposure or just pure opportunity, there simply is no substitute for the International CES and the Electric Vehicle TechZone.



REMEMBER THIS AS
THE MOMENT YOU LOOKED
FORWARD.

Two 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:

- Preshow 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 PDA versions)
- Press promotion in the official *CES Daily*, as well as to 5,000 media and bloggers.
- Access to an exhibitor press conference room, ideally located near the press room (*requires advance reservations, on a first come basis*)
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the Electric Vehicle 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, Account Executive**

Phone: 703-907-7025

E-mail: sgray@CE.org

TechZone Hardwall Booth

- All panel inserts are blonde melamine
- Backwall is 8'h with 36"h side rails
- Company ID sign is 48"w x 18"h printed on black recyclable substrate with white copy.
- Black carpet (100% recyclable)
- 2 grey contour chairs
- 1 6'l x 2'w x 3'h black draped table with white (100% recyclable) top.
- 1 wastebasket (100% recyclable)
- 1 black arm light
- 1 500 watt outlet
- 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 Heather Hodge hhodge@ges.com by November 19, 2010
- Substitutions and variations to the package are not allowed.
- Any additional booth structure is not permitted.

