

results
occur
instantly **ROI**

ONE SHOW. COUNTLESS OPPORTUNITIES.

More than 140,000 attendees.
4,500 qualified media.
Only 33 hours to make your mark.



SmartBooth™

Extend your CES booth investment 365 days a year

Imagine...

Find attendees who are looking for you. Identify your best prospects. Communicate with them. Have your company name on their event plan. Accomplish all of this weeks before the International CES® even begins.

With CES SmartBooth, you can.

www.CESweb.org/smартbooth

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CES SmartBooth is a powerful, web-based prospecting and measurement tool that allows you to continue your show investment before, during and after CES. As an exhibitor, you automatically receive a free CES SmartBooth Entry Portal that will allow you to identify your most qualified prospects, starting 12 weeks before CES.

Your CES SmartBooth Entry Portal enables you to know your opportunity.

Every exhibitor receives a CES SmartBooth Entry Portal allowing you to:

- Detect how many buyers of your products and services have registered for CES.
- Determine the level of awareness these attendees have of your company.
- Review your Exhibitor Performance Score.

These features are FREE with setup. By purchasing a CES SmartBooth package, you significantly increase attendee awareness of your company and meet more buyers before, during and after CES.

Capitalize on your opportunity and upgrade to a CES SmartBooth Package.

Purchase one of four CES SmartBooth Package options and increase your ROI.

- Automatically place your company name and booth number on your prospect's Personal Event Plans and Personal Walking Maps.
- Automatically display your company and products/services at the top of the search results every time an attendee searches your keyword(s).
- Deliver custom messages, invitations or announcements to your top leads.
- Obtain your post-CES ROI Performance Report to measure your success at the 2008 International CES®.

Drive the right prospects to your booth. Generate better leads. Schedule face time with your top prospects. Increase attendee awareness. Extend your CES booth investment 365 days a year by investing in a CES SmartBooth Package today.