



SUCCESS IN GAMING



GAMING | It's all about strategy

The gaming industry is now embraced by more than just the 18- to 34-year-old male consumer. As technology's *third screen** emerges, gaming will become as important as film and TV are in the entertainment experience.

New technologies, from chips and microprocessors to display, broadband and design continue to shift and merge. The 2007 International Consumer Electronics Show (CES®) remains a must for gaming.

***third screen:** *n.* A video screen, particularly the screen on a cell phone, that a person uses almost as often as their television and computer screens.

“FOR NVIDIA, OUR PARTICIPATION IN THE 2005 INTERNATIONAL CES WAS A SUCCESS. THE LEVEL OF EXCITEMENT AND INTEREST WE’VE SEEN FROM CUSTOMERS, PRESS AND OUR INDUSTRY PARTNERS HAS BEEN EXCELLENT.”

—David Roman, Vice President of Corporate Marketing, NVIDIA Corporation



MORE THAN 16,000 CES ATTENDEES ARE INTERESTED IN GAMING.*

CES is where you gain valuable face time with decision makers from every buying channel, industry sector and global market. It's your chance to take advantage of the opportunities that will propel you to the front of time- and place-shift technology.

Who should exhibit?

Anyone who manufactures or supplies:

- Content and services
- Consoles
- Video adapters and set-top boxes
- Whole-house video systems, including video source, delivery and display
- Wiring
- Audio, structure wiring or home networking solutions
- Multi-room audio equipment and source controllers
- Gaming software and hardware
- Controllers
- Network adaptors
- Surround sound systems and headsets

Gaming industry attendees and exhibitors include:

AMD, Apex Digital, ATI, Best Buy, Circuit City, Creative Labs, Gizmondo, Logitech, NVIDIA, Alienware, Microsoft, RadioShack, Sony and many more.

SPECIAL EVENTS AND DISPLAYS AT THE 2006 INTERNATIONAL CES®

CES Partner Programs

Top industry names sponsor these hands-on educational forums:

- CES Game Power Showcase and Forum
- Digital Hollywood
- Mobile Entertainment



EVENT SPONSORS



GAMING AT CES IS A SHOW-WITHIN-A-SHOW

This icon helps attendees identify gaming-related products on the show floor across categories to diversify their product mix. Will they see you under this icon?



BUILD YOUR BRAND AT THE WORLD'S LARGEST TRADESHOW FOR CONSUMER TECHNOLOGY.

The CES show floor is ground zero for business growth. With breakthroughs in time and place-shifting technology occurring virtually every day, 2007 will be a milestone for consumer electronics. As the industry realigns itself, CES is the one event that will define your business for the future. Enhance your presence through tailored sponsorship and promotional opportunities, speaking opportunities, product-specific TechZones and vertical marketing campaigns.

2007 exhibit space is going fast. Don't get left behind.

Call the International CES Business Development Team
at 703-907-7662 or e-mail exhibit@CESweb.org

