

DEFINING THE RETAIL STORE OF THE FUTURE



2003 INTERNATIONAL CES®

Las Vegas, Nevada USA | January 9 - 12, 2003 | www.CESweb.org

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ZONED FOR HIGH BUZZ

LOCATED JUST INSIDE THE SOUTH HALL main doors in 3,500 square feet of coveted exhibit space, this new concept in wireless retailing is sure to be the talk of the 2003 International CES.

SELECT FROM A RANGE of flexible participation and exhibit packages in the following themed Ultimate Wireless SuperStore zones:

TOUR: Help retailers see wireless from the customers' point of view, and score points that translate to sales.

> Zone 1 **How to Buy Wireless**

VIGNETTES: Real life settings and scenarios show retailers how consumers can rely on wireless to keep in touch and in control of their lives.

Zone 2 The 3G Lifestyle Zone 3 The Secure Lifestyle The Accessorized Lifestyle Zone 4 7one 5 The Informed Lifestyle

DISPLAYS: Individual product displays are out—category management is in. The best way to sell wireless phones, PDAs and accessories is to group them in displays that show how they complement each other.

> Zone 6 **Wireless Phones** 7one 7 **Smart Phones** 7one 8 Gaming & MP3 Zone 9 Handheld Wireless Data Devices & Accessories Zone 10 **Family Radio** Zone 11 **Enhanced Services** Zone 12 **Advanced Content Services** Zone 13 **Accessories**





THE ULTIMATE WIRELESS SUPERSTORE is certain to be high on the list of "must-see" stops for wireless retailers, dealers, distributors, press and analysts at the 2003 International CES. Can you afford NOT to be here?

For more information about the Ultimate Wireless SuperStore, contact Jason Stookey, Account Executive at (703) 907-7678 or istookey@ce.org

RISK-AVERSE RETAILERS LOOK TO BRANDS

THEY KNOW BEST. Put your brands in the hands of a top retail sales trainer who will show retailers how to merchandise and drive wireless sales. Edward Legum, president of the Edmond-Howard Network, will use YOUR brands to demonstrate how wireless products should be displayed and sold. Position your brand as the teaching tool that retailers know how to sell!