



Access on the Go

**South Hall 4 • Las Vegas Convention Center
Las Vegas, Nevada • January 6-9, 2011
2011 International CES®**

Life is fast paced, and so is our need for content. Gone are the limits of gaining your information from stationary forms of technology. As customers seek new ways to view and obtain content and communication, devices such as the eReader and the tablet are flooding the marketplace. The Access on the Go TechZone is a showcase of devices that are defining, enabling and changing the way content is accessed and viewed. This TechZone features the most innovative devices and platforms relating to eReaders, Netbooks, Smartbooks, tablets and other innovative portable devices. Reveal your key position in the marketplace by debuting your device or platform to more than 120,000 attendees, and more than 5,000 media and bloggers at the International CES.

If your company produces a product that is related to any of the following, you should be part of the Access on the Go TechZone!

- eBook
- eReader
- Netbook
- Smartbook
- Tablets

A focused exhibit area draws a qualified crowd.

Retailers, media, and industry analysts will be onsite at the 2011 CES to learn about the latest portable content devices and product offerings. This is your opportunity to be located in an area dedicated to this technology and to present your company as a leader in the burgeoning field.

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 key industry leaders. The entire eReader/Netbook/Smartbook 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 Access on the Go TechZone.



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 Access on the Go TechZone — and your products, services and technologies
- South Hall 4 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.

