

# 6 EXHIBITOR REGISTRATION INFORMATION

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**IMPORTANT:**  
  
Registration, show directory listing, and product category information will be sent separately. It is important that you quickly act on each of these documents. If you have questions regarding these forms, please call (866) 233-7968 for registration; or (703) 907-7020 for the directory listing.

## Exhibitor Badges

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**Exhibitors will receive five (5) complimentary badges per 100 square feet of exhibit space.**

Most exhibitors will receive a minimum of 10 complimentary badges. The online exhibitor registration system will open in late August and is the most efficient method for ordering your badges. When you enter the online system, your badge allotment will be displayed.

One badge category will be processed for each individual. Exhibitors sharing space must pay the \$450 share fee to qualify as an International CES Exhibitor and to receive 10 complimentary badges. Please contact your sales representative if you have questions on a share booth.

Badges will begin mailing in late September. To receive your exhibitor badges by mail you must register online or submit your order form by Friday, December 3, 2004. All orders received after December 3<sup>rd</sup> will be available for pick-up onsite in Las Vegas at Exhibitor Registration in the LVCC Silver Registration area after 8:00 am on Monday, January 3, 2005. If a blank order form is not available, please use the sample order form located in this section or register via the web at [www.CESweb.org](http://www.CESweb.org). **Advance Registration closes Thursday, December 30, 2004.**

**QUESTIONS?** Please contact a Customer Service Representative at (866) 233-7968 for assistance.

The company name, which appears on your exhibitor badges, must match your Exhibit Space Contract. Badges for individuals not working in your booth (guests, VIPs, etc.) should be ordered via the **attendee registration form**. The **attendee registration form** is available through our online registration system at [www.CESweb.org](http://www.CESweb.org).

**REMINDER: Be sure to order exhibitor badges for all demonstrators or models working in your booth.**

## Exhibitor Registration Deadline – December 3, 2004!

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**Exhibitor Badge Orders** and **Top 10 Buyer Badge Orders** must be received by December 3, 2004 in order for badges to be processed and returned to you by mail. You may register via the web at [www.CESweb.org](http://www.CESweb.org), **beginning in late August**. Order your Buyer badges online while you are ordering your booth personnel badges. You will have the option of having the buyer badges mailed to you or directly to your buyer.

**Helpful Tip:** Please have your company ID number available to access your online exhibitor registration. If you don't know your number, contact a Customer Service Representative at (703) 907- 7617 or via e-mail at [exhreg@CE.org](mailto:exhreg@CE.org).

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## Exhibitor Appointed Contractor Registration

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**IMPORTANT:** Exhibitor Appointed Contractors (EAC's) must receive Worker Badges for move-in and move-out. Worker Badges must be ordered using the Worker Badge Order form. DO NOT order show badges for EAC employees. Badges will not be distributed unless the following paperwork has been submitted:

- Notification of Intent to Use an EAC,
- EAC Agreement, and
- An original Certificate of Insurance.

You may obtain this EAC paperwork from the online exhibitor manual at [www.CESweb.org](http://www.CESweb.org) or e-mail the International CES Operations team at [CESops@CE.org](mailto:CESops@CE.org).

The above-mentioned paperwork is **due by Monday, December 6, 2004**.

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## Customer Invitations

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**Customer Invitations** are free to exhibitors and should be used for your key buyers. An order form will be sent with the **Promo Opportunities Kit** and one is located in this section. A customer invitation is not a registration form; these individuals must register to attend the show. These individuals may register as attendees at [www.CESweb.org](http://www.CESweb.org).

## Exhibitor Registration Locations & Hours

<b>Monday, January 3, 2005</b>	
Exhibitor Registration	
* LVCC CES Central Plaza (Silver Lot) registration area	8:00 a.m. to 5:00 p.m.
* LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	8:00 a.m. to 5:00 p.m.
* LV Hilton—Ballroom F&G	8:00 a.m. to 5:00 p.m.
* Alexis Park—Alexis Gardens	Noon to 5:00 p.m.
<b>Tuesday, January 4, 2005</b>	
Exhibitor Registration	
* LVCC CES Central Plaza (Silver Lot) registration area	8:00 a.m. to 5:00 p.m.
* LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	8:00 a.m. to 5:00 p.m.
* LV Hilton—Ballroom F&G	8:00 a.m. to 5:00 p.m.
* Alexis Park—Alexis Gardens	8:00 a.m. to 5:00 p.m.
<b>Wednesday, January 5, 2005</b>	
Exhibitor Registration	
* LVCC CES Central Plaza (Silver Lot) registration area	8:00 a.m. to 7:30 p.m.
* LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	8:00 a.m. to 7:30 p.m.
* LV Hilton—Ballroom F&G	8:00 a.m. to 9:00 p.m.
* Alexis Park—Alexis Gardens	8:00 a.m. to 6:00 p.m.
<b>Thursday, January 6, 2005</b>	
Exhibitor Registration	
* LVCC CES Central Plaza (Silver Lot) registration area	7:30 a.m. to 6:00 p.m.
* LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	7:30 a.m. to 6:00 p.m.
* LV Hilton—Ballroom F&G	7:30 a.m. to 6:00 p.m.
* Alexis Park—Alexis Gardens	7:30 a.m. to 6:00 p.m.
<b>Friday, January 7, 2005</b>	
Exhibitor Registration	
* LVCC CES Central Plaza (Silver Lot) registration area	7:30 a.m. to 6:00 p.m.
LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	7:30 a.m. to 6:00 p.m.
* LV Hilton—Ballroom F&G	7:30 a.m. to 6:00 p.m.
* Alexis Park—Alexis Gardens	7:30 a.m. to 6:00 p.m.
<b>Saturday, January 8, 2005</b>	
Exhibitor Registration	
* LVCC CES Central Plaza (Silver Lot) registration area	7:30 a.m. to 6:00 p.m.
* LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	7:30 a.m. to 6:00 p.m.
* LV Hilton—Ballroom F&G	7:30 a.m. to 6:00 p.m.
* Alexis Park—Alexis Gardens	7:30 a.m. to 6:00 p.m.
<b>Sunday, January 9, 2005</b>	
Exhibitor Registration	
* LVCC CES Central Plaza (Silver Lot) registration area	8:00 a.m. to 3:00 p.m.
* LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	8:00 a.m. to 3:00 p.m.
* LV Hilton—Ballroom F&G	8:00 a.m. to 3:00 p.m.
* Alexis Park—Alexis Gardens	8:00 a.m. to 3:00 p.m.

## Attendance Verification/Badge Holder Pick-Up

CES Show Management verifies on-site attendance at each show. A verification coupon will accompany each badge and must be turned in at the badge holder counters to obtain an official 2005 International CES badge holder. Badges will begin mailing in late September.

Any representative from your company may pick up one or more badge holders as long as they have the verification coupon for each badge and appropriate personal and company identification. They must, however, be able to distribute them prior to the other booth personnel needing access to the exhibit hall.

**PLEASE NOTE:** Exhibitors will be required to show two forms of ID in order to obtain their badge and/or badge holder. Only exhibitors with proper identification (personal ID and company ID) will be permitted to pick-up multiple badges for person in their company.

## Identification Requirements

**Accepted forms of required identification are:**

- One personal, picture ID such as a drivers license or passport **and** one business ID such as a business card, pay stub or statement on company letterhead indicating that you are representing that company at the International CES.

## Badge Holder Pick-Up Location & Hours\*

**\*SUBJECT TO CHANGE; VISIT [WWW.CESWEB.ORG](http://WWW.CESWEB.ORG) FOR TIMELY UPDATES.**

Location	1/4/05 (Tues)	1/5/05 (Wed)	1/6/05 (Thurs)	1/7/05 (Fri)	1/8/05 (Sat)	1/9/05 (Sun)
McCarran Airport – behind the information desk near Baggage Claim Central	8:00 a.m. - midnight	8:00 a.m. – midnight	8:00 a.m. - midnight	8:00 a.m. – midnight		
Las Vegas Hilton	NA	8:00 a.m. – 9:00 p.m.	7:30 a.m. – 6:30 p.m.	7:30 a.m. – 6:30 p.m.	7:30 a.m. – 6:30 p.m.	8:00 a.m. – 3:00 p.m.
Alexis Park Resort	NA	8:00 a.m. – 6:00 p.m.	7:30 a.m. – 6:30 p.m.	7:30 a.m. – 6:30 p.m.	7:30 a.m. – 6:30 p.m.	8:00 a.m. – 3:00 p.m.
LVCC Central Lobby Patio	NA	12:00 p.m. – 4:00 p.m.	9:00 a.m. – 6:00 p.m.	8:00 a.m. – 6:00 p.m.	8:00 a.m. – 6:00 p.m.	9:00 a.m. – 3:00 p.m.
LVCC North Hall Lower Lobby	NA	NA	9:00 a.m. – 6:00 p.m.	8:00 a.m. – 6:00 p.m.	8:00 a.m. – 6:00 p.m.	9:00 a.m. – 3:00 p.m.
LVCC South Hall 2 East Lobby	NA	NA	9:00 a.m. – 6:00 p.m.	8:00 a.m. – 6:00 p.m.	8:00 a.m. – 6:00 p.m.	9:00 a.m. – 3:00 p.m.
LVCC South Hall Front Lobby	NA	NA	9:00 a.m. – 6:00 p.m.	8:00 a.m. – 6:00 p.m.	8:00 a.m. – 6:00 p.m.	9:00 a.m. – 3:00 p.m.

## Exhibitor Badging Procedures

In charge of your exhibitor badges? The following procedures will help you with ordering badges for your booth personnel.

### TAKE THE EASY ROAD AND ORDER YOUR BADGES

**ONLINE!** Online badge ordering begins late August 2004. Register online at [www.CESweb.org](http://www.CESweb.org). We've made it easier this year! You may register multiple booth personnel via a quick and easy upload process. Be sure to place your order before **Friday December 3, 2004** to receive your badges by mail.

**OFFLINE ORDERING.** See attached Booth Personnel Badge Order Form. Be sure to place your order before **Friday, December 3, 2004** to receive your booth personnel badges by mail.

### Why should I order my badges online?

**It's Faster!** Online badge orders are directly entered into the registration system.

**No faxing involved.** Online ordering eliminates the chance of forms being blurred by fax machines.

**It's Accurate!** You control how names are entered.

**Step-by-Step instructions.** Online ordering walks you through every question of the registration process to ensure that nothing gets missed.

**Where can I do it?** [www.CESweb.org](http://www.CESweb.org)

**Questions?** Contact International CES Customer Service at (866) 233- 7968 or e-mail us at [exhreg@CE.org](mailto:exhreg@CE.org).

## Badge Ordering Details

We've calculated your badge allotment for you. The following example illustrates the formula used to calculate the number of complimentary badges for use by your company based on the size of your exhibit space. The number of complimentary badges allocated appears within the online order system. If you have exceeded your badge allotment but need to register additional booth personnel, badges are available for purchase for \$10 USD each.

Total square feet of exhibit space	1000 sq. ft
Divide by 100 square feet	/100
	10
Multiply by 5 complimentary badges	X5
<b>Equals total complimentary badges</b>	<b>50 badges</b>

## Badge Ordering (For Staff Not Working In Your Booth)

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The online and offline **Exhibitor Registration** systems are only for your company personnel who will work in your booth. To register other company staff and guests, you must use the **Attendee Registration** system also available online at [www.CESweb.org](http://www.CESweb.org).

### Company Name and Address

- Exhibitor badges will be printed with the company name as it appears on your exhibit space contract.

### What You See Is What You Get

- Double-check your order before submitting it to us for processing. Badges will be printed as requested. Use abbreviations in names and addresses as needed.

### Important Deadline - Mark Your Calendar

To receive your badges by mail, your order must be received by **Friday, December 3, 2004**. Orders received after December 3<sup>rd</sup> will be processed and held for on-site pickup. Changes and substitutions must be made on-site. Please bring your badges to have changes and substitutions made.

### When will badges be mailed?

Badges will begin mailing late September.



## International CES Exhibitor List

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An up-to-date exhibitor directory can be found under the Exhibitors section of CESweb at: [www.cesweb.org/attendees/directory/exhibitor\\_name.asp](http://www.cesweb.org/attendees/directory/exhibitor_name.asp).