

# SUCCESS



byb BUILD YOUR BRAND



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THE 2007 INTERNATIONAL CES® EXHIBITOR OVERVIEW | JANUARY 8-11

# CES

2007 is shaping up to be a pivotal year for consumer electronics. Content and time-shifting technologies are realigning distribution channels, partnerships, applications, and technologies. The world's major players will be scouting CES for interlocking products that unlock new opportunities. The "mobile-ization" of technology is changing the balance of power, exposing threats and opportunities for every brand. It's a dynamite time for our industry, and the CES show floor is your ground floor for business.

RESERVE YOUR SPACE NOW TO  
ENSURE YOUR SUCCESS IN 2007.



DEFINING TOMORROW'S TECHNOLOGY

PRODUCED BY  CEA®

## UNSURPASSED ROI

Invaluable face  
time with real  
decision makers

CES is the one event with the reach to define your business for years to come. Buying teams from every channel, industry sector, and global market attend CES to find the partners and suppliers that can sustain their growth. In four days, you can count on seeing your important customers, distributors, dealers, vendors, and prospects.

No other industry event delivers such a comprehensive return on investment. Experience the value of hearing and seeing developments as they unfold, face-to-face discussions that reveal unexpected opportunities, and the orders and leads that ensure your success for the upcoming year.



## WORDS TO LEAD BY

Powerhouse retailers and buyers conduct all their business at CES. CompUSA is no exception. When the company needed to announce an ownership changeover, CEO Larry Mondry knew he had to get the right message to the right people at the right time.

And CompUSA drove its message home by using CES as its communication vehicle.

"In one hosted event, we spoke to 1,100 people," Mondry said. "All the important people we wanted to hear us were all in one spot and all in the right mindset. It was the perfect venue."

## SUCCESS

Larry Mondry | CEO  
CompUSA

ATTENDING CES SINCE 1983



## SUCCESS

**Jim Minarik | President and CEO**  
**Directed Electronics**

EXHIBITING AT CES SINCE 1982



## THE BIG SHOW

This major supplier of vehicle security and car/home audio, video, and satellite radio products started exhibiting at CES in 1982, and its year-over-year success keeps their participation and presence growing.

“NBC Nightly News nationally broadcasted our products from our booth. The BBC interviewed us about one of our Innovations Awards,” said Directed Electronics CEO Jim Minarik. “This is the single most important marketing event of the year, the place to go large, make a big impression, and show the world you’re in the CE business.”

## THE WOW FACTOR

Brand yourself on a world stage

The numbers are staggering:

- 130,000 attendees—one of every three is a senior-level executive
- 44,000 domestic and international buyers
- 1.6 million square feet of exhibit space
- Attendees representing 110 countries
- 2,500 exhibitors
- 4,500 media
- 2,200 financial/market analysts
- 60 Fortune 100 companies
- 250 universities
- 5,000 engineers and developers
- More key legislators and policymakers than any other commercial show

With technology morphing at breakneck speed, brand visibility is more crucial than ever. And there's no bigger brand stage than CES, with its blanket press coverage and electrifying buzz. Just being here promises you exposure on an unprecedented scale, and CES sponsorship opportunities increase the likelihood of reinforcing your strong brand presence.



Reserve your space now at [www.CESweb.org](http://www.CESweb.org)



## SUCCESS

Gary Yacoubian | President  
MyerEmco AudioVideo  
ATTENDING CES SINCE 1986

### THE PERFECT MATCH

When home theater and automation company MyerEmco AudioVideo chose to re-enter the mobile electronics space, President Gary Yacoubian knew CES could help make it happen. In one day, MyerEmco AudioVideo found and assembled all the necessary partner vendors and soon achieved their market share goals.

“CES is the most productive industry event we attend,” Yacoubian said. “In a few days, we learn what’s really happening on the product and technology front with our vendor partners and potential partners. There’s no more efficient way to interact with key contacts at the highest management levels.”

### MULTIPLE SHOWS IN ONE

Critical mass in  
every CE category

CES boasts a proud history of being several shows in one for every product and technology. Each category at CES now has its own home to help attendees find you—and identify opportunities to integrate and use your technologies.

- Audio
- Digital imaging
- Emerging technologies
- Gaming
- Home networking
- Home theater/video
- Mobile electronics
- Wireless

CES is the only event that allows you to reach decision makers from every market at once. The 2007 International Consumer Electronics Show® will take on yet greater importance as content and time shifting technologies change the business landscape once again.





## SUCCESS

**Tina Tuccillo | VP Marketing Communications  
Toshiba**  
EXHIBITING AT CES SINCE 1991

### CAPTURE THE BRAG

In 2005, Toshiba held a press conference at CES to launch a yearlong campaign touting its Talen TV engine, partnering with Orange County Choppers to create a motorcycle accentuating the CE giant's technology leadership.

"CES was the ideal starting point and a unique opportunity to capture the largest group of trade, consumer and business press—all in all, over 350 reporters attended our press conference," said Toshiba Marketing Communications VP Tina Tuccillo. "Beyond press, CES also provides Toshiba with great access to our key dealers and business partners. From dealers to press to business partners, it's all at CES."

## EMERGING TECHNOLOGIES

The shape of things to come

Innovation. It's the word that drives momentum in our industry. The newest of the new is located at the Sands Expo and Convention Center. Innovations Plus at the Sands provides more room for promising new technologies such as Robotics, VoIP, IPTV, and portable audio.

The Sands is home to more than a dozen TechZones, concentrations of market-specific technology that surround attendees with the most intriguing new products, including the Innovations 2007 Design and Engineering Showcase. Complimentary shuttles whisk attendees to the Sands from the Las Vegas Convention Center as well as official CES hotels. Exhibit here and you'll be at the center of the future.



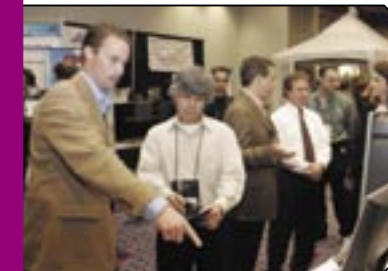
Reserve your space now at [www.CESweb.org](http://www.CESweb.org)



## PURELY BUSINESS

Protecting your investment

CES is a healthy, vibrant, and growing show that's entirely comprised of and driven by the ever evolving consumer technology industry. CES is committed to providing exhibitors and attendees the best possible experience, from making the show easier to navigate to expanding infrastructure support. In addition, CES requires attendees to demonstrate their industry affiliation when registering, respectfully denying registration to those who cannot. CES promises to deliver a better show—and the best audience—to exhibitors.



Reserve your space now at [www.CESweb.org](http://www.CESweb.org)

## A HIGH-WIRELESS ACT

Wherify Wireless knows the value of being connected. That's its goal—to keep people connected with its GPS locator phone and other products. And that's why Wherify Wireless exhibits at CES. Connections abound at the world's largest consumer technology event. Current customers. Prospects. Partners. Press.

"The meetings and contacts we make at CES saves us weeks of time and countless travel hours," said Wherify Wireless Director of Communications John Cunningham. "As the foremost consumer electronics show in North America, CES is a great way to effectively promote our company's products and messages."

## SUCCESS

**John Cunningham | Director of Communications  
Wherify Wireless**  
EXHIBITING AT CES SINCE 2001



# WATCH THIS SPACE: TECHNOLOGY'S THIRD SCREEN.

A major upheaval is underway, liberating the way people structure their lives for information and entertainment. It's technology's "third screen." No longer must consumers be tethered to a television at home or computer screen at work. Cell phones and mobile devices for audio and video content are on their way to becoming the new primary source for infotainment. As this technology evolves, so does the show.

CES is the backdrop for changing technologies and industry realignments—the place where every innovation unfolds. What will this mean for you? **Watch this space.**

2007 International CES® Las Vegas, Nevada January 8–11



## CEA MEMBERSHIP KEEPS YOU ON TOP AND AHEAD.

CES does not profit from your investment as an exhibitor. All revenue from the show is reinvested back into the consumer electronics industry through the activities of the Consumer Electronics Association.

Become a member of the Consumer Electronics Association®, and you join more than 2,000 companies who work together as a powerful force to enhance the CE industry:

- Promotional opportunities
- Public policy awareness
- Free market research reports
- Training and certification
- Technology and standards
- CEA Award Program entry-fee discounts
- Networking opportunities
- Industry news



As a CES exhibitor and CEA member, you enjoy a wealth of benefits to help you maximize your marketing dollars and your presence at the show:

- Up to a \$5 per square foot discount on open booth space at the Las Vegas Convention Center and the Sands Expo and Convention Center
- Seniority for exhibit space selection
- Free parking space at your booth's venue
- Free VIP luncheon tickets
- Up to 55% discount on Innovations awards entry fees
- Free online CES press list
- 20% CES attendee list rental discount
- Exclusive CEA Member Lounges
- Free business services
- Special recognition on badges, plaques, and directory listings



Ask your CES representative for more details or visit [www.CE.org](http://www.CE.org)

Reserve your space now at [www.CESweb.org](http://www.CESweb.org)



## DEFINING TOMORROW'S TECHNOLOGY

PRODUCED BY  CEA®

START WRITING YOUR SUCCESS STORY NOW.

The need to be at CES has never been greater. Exhibit space always sells out, and while innovations happen every year, the 2007 show will be remembered as a benchmark in the technology shift. Don't get left behind. The best rates and locations are available now. Reserve your space today. [www.CESweb.org](http://www.CESweb.org).



## Notes





Plug this flash drive directly into a USB port on your computer to view a multimedia presentation containing detailed information about the 2007 International CES® and your vertical market.



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DRIVE  
PLACED  
HERE

BUSINESS CARD SLOTS HERE





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