



Location Based Services (LBS) TechZone

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



The **LBS TechZone** at the 2011 International CES serves as the premiere location for providers of custom technologies, services and advertising sent to portable and in-car navigation devices, based on their current locations. The TechZone features the latest technologies used to deliver highly personalized mobile services, based on location, allowing the mobile network operator to offer differentiation and increased profitability.

Who should exhibit?

The **LBS TechZone** is for designers, manufacturers and service providers offering cutting-edge personalized location and navigation services.

Technology, Products and Services Featured:

- Portable and in-car navigation devices and services
- GPS services
- Digital mapping for vehicular navigation
- Personalization of mobile services, based on location

A focused exhibit area draws a qualified crowd.

When Retailers, media, and industry analysts at CES look for location based services, they'll look to the **LBS TechZone**. Exhibit in this dedicated space to make it easier for your top prospects and future partners to find you.

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 more than 120,000 key industry leaders. The entire Electric Vehicle value chain and ecosystem 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 Location Based Services 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 Safe Driver TechZone — and your products, services and technologies
- North Hall 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.

