Electronic Entertainment Expo

Conference and Workshops
May 13-15, 2003

Exposition
May 14-16, 2003

Los Angeles Convention Center
Los Angeles, CA

NO REFUNDS

Enter four-digit code from brochure:

E303

REGISTRATION REQUIREMENTS

E3 is a trade event and only professionals from the interactive entertainment industry will be allowed to attend. **To be considered for registration, please complete the registration form and return it with 2 pieces of industry identification:**

- Resale Tax Certificate
- Company Credit Card
- Insurance Card
- Business Ads (with business cards)
- Business License
- Commercial Lease
- Paycheck Stub
- W-2 Form

Registration forms will not be processed without complete information and identification.

PLEASE READ

DO NOT USE THIS FOR MEDIA APPLICATIONS. Visit www.e3expo.com for Media Registration Form.

The deadline for registrations by fax and mail is April 4, 2003. Forms received after April 4, 2003 will not be processed.

The deadline for registrations by Web or phone is May 2, 2003.

Early registration discounts end on April 4, 2003. Registrations received via the Web or phone between April 5 and May 2, 2003 will be charged regular price.

All on-site registrants will be charged regular price.

Confirmation of registration will be sent once registration is processed for all registrations received by April 4, 2003.

U.S. badges will begin to mail March 15, 2003 for registrations received through April 4, 2003. If you register between April 5 and May 2, 2003 by fax or phone, you will need to pick up your badge on-site at Attendee Will Call.

International badges (including Canadians) will not be mailed. You will need to pick up your badge at the International Attendee Registration counter beginning May 12, 2003.

Photo ID will be checked on-site.

FOUR WAYS TO REGISTER

WEB **www.e3expo.com** by May 2, 2003. Registration for Package 5 is NOT available online. Registrations received after April 4, 2003 will be charged at regular pricing.

PHONE **877.216.6263** by May 2, 2003. Registration for Package 5 is NOT available by phone. Registrations received after April 4, 2003 will be charged at regular pricing. A $5 service fee applies. TTY Service is available for the hearing impaired at 800.735.2929.

FAX **508.875.7364** by April 4, 2003. Faxed registration forms must include credit card information if applicable.

MAIL by April 4, 2003. Mail your registration with payment information to:

Electronic Entertainment Expo Registration
161 Worcester Road, Suite 602
Framingham, MA 01701

>>> ATTENDEE ADVANCE REGISTRATION APPLICATION

1. APPLICANT'S INFORMATION

Name	First	Last	
Title			
Company			
Address		Suite/Apt .	
City		State/Prov.	
Country		ZIP/Postal Code	
Phone	– –	Fax	– –
E-Mail			
Emergency Contact			

2. ATTENDEE PROFILE (REQUIRED FOR REGISTRATION)

Primary Business (Select from one of the four categories below)

Retail
- ❑ 01. Consumer Electronics Store
- ❑ 02. Computer Hardware/Software Store
- ❑ 03. Video Store
- ❑ 04. Discount, Warehouse, Price Club
- ❑ 05. Toy, Hobby Store
- ❑ 06. Catalog Showroom
- ❑ 07. Mass Merchandiser
- ❑ 08. Department Store
- ❑ 09. Bookstore
- ❑ 10. Record Store
- ❑ 11. Super Store Chain
- ❑ 12. Mail Order/Catalogs and Clubs
- ❑ 13. PX or Exchange
- ❑ 14. Online Retailer
- ❑ 15. Importer/Exporter
- ❑ 16. Buyer

Manufacturer
- ❑ 17. Distributor/Wholesaler
- ❑ 18. Developer
- ❑ 19. Publisher

Financial
- ❑ 20. Investor/Banker
- ❑ 21. Brokerage/Venture

Other
- ❑ 22. Education/Libraries
- ❑ 23. News Media
- ❑ 24. Other

Job Title (Select one)
- ❑ 25. Buyer
- ❑ 26. President/CEO/Owner
- ❑ 27. Corporate Management
- ❑ 28. Store Manager
- ❑ 29. Product Manager
- ❑ 30. Sales/Marketing Management
- ❑ 31. Sales Person
- ❑ 32. Store Planner/Designer
- ❑ 33. Distribution Manager
- ❑ 34. Merchandiser
- ❑ 35. Operation Manager
- ❑ 36. Retail Operations Manager
- ❑ 37. Media Advertising Representative
- ❑ 38. Developer
- ❑ 39. Investor
- ❑ 40. Financial Analyst
- ❑ 41. Venture Capitalist
- ❑ 42. Investment Banker
- ❑ 43. Broker
- ❑ 44. Other

What hardware platforms do you purchase titles for?
(Check all that apply)
- ❑ 45. Sony PlayStation, PlayStation 2
- ❑ 46. Nintendo N64, GameCube
- ❑ 47. Microsoft Xbox
- ❑ 48. PC
- ❑ 49. Hand-Held Platforms
- ❑ 50. Other Mobile Platforms (PDAs, hand-held, etc.)
- ❑ 51. Online
- ❑ 52. Other

What types of interactive titles do you purchase?
(Check all that apply)
- ❑ 53. Business
- ❑ 54. Education
- ❑ 55. Edutainment
- ❑ 56. Games-Action
- ❑ 57. Games-Adventure-Role Playing
- ❑ 58. Games-Simulation
- ❑ 59. Games-Sports
- ❑ 60. Games-Strategy
- ❑ 61. Information/Digital
- ❑ 62. Movie
- ❑ 63. Music
- ❑ 64. Reference
- ❑ 65. Special Interest
- ❑ 66. Other

3. REGISTRATION PACKAGES

	EARLY REGISTRATION	REGULAR PRICE
For details on conference and workshop sessions visit www.e3expo.com. All conference sessions are on a first come, first-served basis. Both the Tuesday and Thursday luncheons are provided with a limited seating capacity.	DISCOUNT ON OR BEFORE APRIL 4, 2003	BEGINNING ON APRIL 5, 2003
PACKAGE ONE: SUPER PASS Tuesday-Thursday: Includes 9 workshops, 24 panel discussions, Tuesday lunch with guest speaker, Thursday special lunchtime session, and a three-day exhibit floor pass. *Please select your workshop preferences:* ____ Morning ____ Mid-Day ____ Afternoon	❑ $475	❑ $550
PACKAGE TWO: CONFERENCE PACKAGE Wednesday & Thursday: Includes 24 panel discussions, Thursday special lunchtime session, and a three-day exhibit floor pass.	❑ $375	❑ $450
PACKAGE THREE: WORKSHOP PACKAGE Tuesday: Includes 9 workshops, Tuesday lunch with guest speaker, and a three-day exhibit floor pass. *Please select your workshop preferences:* ____ Morning ____ Mid-Day ____ Afternoon	❑ $300	❑ $375
PACKAGE FOUR: EXHIBITS ONLY Package 4 includes a three-day pass to the show floor.	❑ $275	❑ $325
PACKAGE FIVE: FREE ADMISSION TO EXHIBIT FLOOR Registration for Package 5 — Free Admission to Exhibits Only — is NOT available online. Please refer to the directions for registering via mail or fax. Package 5 is for qualified members of the interactive entertainment industry only. Individuals who are not able to document their direct, professional affiliation to the interactive entertainment industry are not qualified to attend E3 2003. Applications will not be processed without complete information and identification. **Deadline for Free Admission is April 4, 2003.** **Applications received after this date for Package 5 will not be processed.**	❑ FREE	NOT AVAILABLE AFTER 4/04/03

4. PAYMENT METHOD

Payment must accompany form for registration to be complete. Purchase orders are not accepted. Don't pay twice for this event! You will be charged for all registrations received, and not refunded for duplicate registrations. All registration fees are non-refundable. Please use one method of registration only. A $20 fee will be charged for all returned checks. **DON'T FORGET TO INCLUDE IDENTIFICATION!**

TOTAL AMOUNT $

❑ Check enclosed (make payable to Electronic Entertainment Expo). Enclose check and form in an envelope. Registration will not be processed until funds are cleared by bank.

CHECK NUMBER

❑ MasterCard ❑ Visa ❑ American Express

Account Number | Expires – –

Name as it appears on card | Card Holder Signature (required)

QUESTIONS? CALL TOLL-FREE **877.216.6263**
For calls outside the U.S. call 805.677.4291