



ELECTRONIC ENTERTAINMENT EXPO 2004: REGISTRATION APPLICATION

▶▶ **IMPORTANT!** New E³ Registration Policies. Read Entire Document, Complete All Six Steps! ◀◀

NEW for 2004: If you qualify to attend, you will receive an electronic confirmation containing a bar code. Please bring this confirmation on-site to receive your badge and badge holder. All badges will be distributed on-site beginning May 10, 2004.

Conference and Workshops
May 11-13, 2004

Exposition May 12-14, 2004

Los Angeles Convention Center
Los Angeles, CA

No refunds

Enter four-digit code from brochure:

E304

FOUR WAYS TO REGISTER

WEB www.e3expo.com by May 7, 2004. Registration for Package 5 is NOT available after April 9, 2004. Registrations received after April 9, 2004 will be charged at regular pricing.

PHONE 877.216.6263 by May 7, 2004. A \$5 service fee applies. TTY Service is available for the hearing impaired at 800.735.2929. Registration for Package 5 is NOT available by phone.

FAX 508.875.7364 by April 9, 2004. Faxed registration forms must include credit card information if applicable.

MAIL by April 9, 2004. Mail your completed registration with payment information to:
Electronic Entertainment Expo Registration
161 Worcester Road, Suite 602
Framingham, MA 01701

1 SELECT REGISTRATION PACKAGE

For details on conference and workshop sessions visit e3expo.com. Conference sessions are on first come, first-served basis. Tuesday lunches are on a limited seating basis.

PACKAGE ONE: SUPER PASS Tues-Thurs: Includes 9 workshops, 22 panel discussions, choice of lunch on Tuesday with guest speaker and 3 day exhibit floor pass. Please select your workshop preferences ___Morning ___Mid-day ___Afternoon

PACKAGE TWO: CONFERENCE PACKAGE Wednesday & Thursday: Includes 22 panels discussions and 3 day exhibit floor pass.

PACKAGE THREE: WORKSHOP PROGRAM Tuesday: Includes 9 workshops, choice of lunch with guest speaker and 3 day exhibit floor pass. Please select your workshop preferences ___Morning ___Mid-day ___Afternoon

PACKAGE FOUR: EXHIBITS ONLY Includes a three day pass to the show floor.

PACKAGE FIVE: QUALIFIED INDUSTRY PROFESSIONALS ONLY This package is only available to qualified professionals of the interactive entertainment industry, and includes a 3 day exhibit floor pass. Two forms of industry ID must accompany your application. **Incomplete applications will not be processed. Deadline for Package 5 is April 9, 2004.**

Early Registration Regular Price

Discount on or before April 9, 2004 Beginning on April 10, 2004

☐ \$475 ☐ \$550

☐ \$375 ☐ \$450

☐ \$300 ☐ \$375

☐ \$275 ☐ \$325

☐ \$0 Not valid after 4/10/04

2 CREDENTIALS ACCEPTED

E³ is a trade-only event and is not open to the general public. Individuals who are not able to document their direct, professional affiliation to the interactive entertainment industry are not qualified to attend. To be considered for registration, **two forms** of industry ID must accompany your application. Forms will not be processed without complete information. The Management of E³ 2004 reserves the right to deny any applicant admission.

ACCEPTED INDUSTRY IDENTIFICATION

Resale Tax Certificate
Company Credit Card
Insurance Card
Business Ad
(with business cards)

Business License
Commercial Lease
Paycheck Stub
W-2 Form

3 SELECT AN ATTENDEE PROFILE

Primary Business
(select from one of four categories below)

Retail:

- ☐ 1. Consumer Electronics
- ☐ 2. Computer Hard/Software
- ☐ 3. Video store
- ☐ 4. Discount, warehouse, Price club
- ☐ 5. Toy, Hobby store
- ☐ 6. Catalog Showroom
- ☐ 7. Mass merchant
- ☐ 8. Department store
- ☐ 9. Bookstore
- ☐ 10. Mail order/catalogs and clubs
- ☐ 11. Super Store Chain
- ☐ 12. Online Retailer
- ☐ 13. Importer/Exporter

Manufacturer:

- ☐ 14. Distributor/wholesaler
- ☐ 15. Developer
- ☐ 16. Publisher

Financial:

- ☐ 17. Investor/Banker
- ☐ 18. Brokerage/Venture

Other:

- ☐ 19. Education/Libraries
- ☐ 20. News Media
- ☐ 21. Movie/film
- ☐ 22. Other Please Specify

Job Title (select one)

- ☐ 23. Buyer
- ☐ 24. President/CEO/Owner
- ☐ 25. Corporate Manager
- ☐ 26. Store Manager
- ☐ 27. Product Manager
- ☐ 28. Sales/Marketing Management
- ☐ 29. Sales Person
- ☐ 30. Store Planner/Designer
- ☐ 31. Distribution Manager
- ☐ 32. Merchandiser

- ☐ 33. Operations Manager
- ☐ 34. Retail Operations Manager
- ☐ 35. Media Advertising Representative

What Platforms do you purchase titles for?

(check all that apply)

- ☐ 36. Developer
- ☐ 37. Investor
- ☐ 38. Financial Analyst
- ☐ 39. Venture Capitalist
- ☐ 40. Investment Banker
- ☐ 41. Broker
- ☐ 42. Other

What Platforms do you purchase titles for?
(check all that apply)

- ☐ 43. Sony Playstation, Playstation 2
- ☐ 44. Nintendo 64, Game Cube
- ☐ 45. Microsoft Xbox
- ☐ 46. PC
- ☐ 47. Hand-held Platforms
- ☐ 48. Other mobile Platforms (PDAs, hand-held, etc.)

What type of interactive titles do you purchase?

(check all that apply)

- ☐ 49. Online
- ☐ 50. Other
- ☐ 51. Business
- ☐ 52. Education
- ☐ 53. Edutainment
- ☐ 54. Games-Action
- ☐ 55. Games-Adventure-Role Playing
- ☐ 56. Games-Simulation
- ☐ 57. Games-Sports
- ☐ 58. Games-Strategy
- ☐ 59. Informational/Digital
- ☐ 60. Movies
- ☐ 61. Music
- ☐ 62. Reference
- ☐ 63. Special Interest
- ☐ 64. Other

4 COMPLETE REGISTRATION PROFILE

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

5 SELECT PAYMENT OPTION

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)

6 SIGN AGREEMENT TO TERMS

IMPORTANT: DO NOT USE THIS FOR MEDIA APPLICATIONS.

Visit www.e3expo.com for Media Registration Form.

The deadline for registrations by mail or fax is April 9, 2004. The deadline for registrations by Web or phone is May 7, 2004. Registrations received after deadline dates will not be processed. Early registration discounts end on April 9, 2004. Registrations received between April 10 and May 7, 2004 will be charged regular price. All on-site registrants will be charged regular price.

NEW for 2004: If you qualify to attend, you will receive an electronic confirmation containing a bar code. Please bring this confirmation on-site to receive your badge and badge holder. All badges will be distributed on-site beginning May 10, 2004.

International attendees (including Canadians): Please bring your confirmation to the International Attendee Registration counter to receive your badge and badge holder beginning May 10, 2004.

All E³ attendees will be required to show a government issued photo (driver's license or passport) in order to receive the 2004 badge and badge holder.

All registrations are non-refundable and non-transferable.

BY SIGNING BELOW I AGREE TO THE TERMS SET FORTH ON THIS REGISTRATION FORM:

X _____

QUESTIONS? CALL TOLL-FREE 877.216.6263

for calls outside the U.S. 805.677.4291

E³ is a trade event - only qualified industry professionals may attend. No one under 18 will be admitted.