



CES Exhibitor Manual

Section 5: Exhibitor Registration

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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.



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Exhibitor Badges

Exhibitors 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 opened 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 a CES Exhibitor and to receive 10 complimentary badges. Please contact your sales representative if you have questions on a shared 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 **Tuesday, December 5, 2006**. All orders received after December 5 will be available for pick-up onsite in Las Vegas at Exhibitor Registration in the LVCC South 4 Lobby or Central Plaza Registration area or at Exhibitor registration in the Sands Hall B Registration area after 8 a.m. on Friday, January 5, 2007. 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. Advance Registration closes Friday, **December 29, 2006**.

QUESTIONS? Contact Customer Service 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.

Helpful Tip: Remember to order exhibitor badges for all demonstrators or models working in your booth.

Exhibitor Registration Deadline: December 5, 2006!

Exhibitor Badge Orders and Top 10 Buyer Badge Orders must be received by **December 5, 2006** in order for badges to be processed and returned to you by mail. Registration via the web at www.CESweb.org began on August 7, 2006. 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: 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.



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Exhibitor Appointed Contractor Registration

Exhibitor Appointed Contractors (EACs) must receive Worker Wristbands for move-in and move-out. Wristbands must be ordered using the EAC Agreement found in the Exhibitor Appointed Contractor tab of this manual. **DO NOT** order show badges for EAC employees. Badges will not be distributed unless the following paperwork has been submitted by December 15, 2006:

- 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 or e-mail the CES Operations team at CESops@CE.org.

Customer Invitations

Customer Invitations are free to exhibitors and should be used for your key buyers. An order form is included in the Promo Opportunities Kit. This form is also 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.



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Exhibitor Registration Locations and Hours

Friday, January 5, 2007	
LVCC CES Central Plaza (Silver Lot) registration area	7:30 a.m. - 6 p.m.
LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	7:30 a.m. - 6 p.m.
LV Hilton—Ballroom F&G	Closed
Sands	7:30 a.m. – 6 p.m.
Saturday, January 6, 2007	
LVCC CES Central Plaza (Silver Lot) registration area	7:30 a.m. - 6 p.m.
LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	7:30 a.m. - 6 p.m.
LV Hilton—Ballroom F&G	7:30 a.m. - 6 p.m.
Sands	7:30 a.m. - 6 p.m.
Sunday, January 7, 2007	
LVCC CES Central Plaza (Silver Lot) registration area	7:30 a.m. - 7:30 p.m.
LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	7:30 a.m. - 7:30 p.m.
LV Hilton—Ballroom F&G	7:30 a.m. - 9 p.m.
Sands	7 a.m. – 7:30 p.m.
Monday, January 8, 2007	
LVCC CES Central Plaza (Silver Lot) registration area	7:30 a.m. to 6 p.m.
LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	7:30 a.m. to 6 p.m.
LV Hilton—Ballroom F&G	7:30 a.m. to 6 p.m.
Sands	6:00 a.m. - 6 p.m.
Tuesday, January 9, 2007	
LVCC CES Central Plaza (Silver Lot) registration area	7:30 a.m. to 6 p.m.
LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	7:30 a.m. to 6 p.m.
LV Hilton—Ballroom F&G	7:30 a.m. to 6 p.m.
Sands	7:00 a.m.- 6 p.m.
Wednesday, January 10, 2007	
LVCC CES Central Plaza (Silver Lot) registration area	7:30 a.m. to 3 p.m.
LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	7:30 a.m. to 6 p.m.
LV Hilton—Ballroom F&G	7:30 a.m. to 6 p.m.
Sands	7:00 a.m. – 6 p.m.
Thursday, January 11, 2007	
LVCC CES Central Plaza (Silver Lot) registration area	8 a.m. to 3 p.m.
LVCC South Hall 4 – East Entrance (Swenson Street Entrance at top of escalators)	8 a.m. to 3 p.m.
LV Hilton—Ballroom F&G	8 a.m. to 3 p.m.
Sands	7:30 a.m. – 3 p.m.



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New this year: Exhibitor Temp Badge Pick-Up

Are you going to be needing access to your booth on a day before registration opens? If you are please visit one of the Temporary Badge Pick-Up counter to pick-up your badge holder or get a temporary badge if you do not have a badge. You will need to have a badge as well as photo identification and proof of company affiliation. Access onto the floor will not be granted without a temporary badge or badge in a badge holder. Group badge holder pick-up and exhibitor registration is not available at these counters; these services will be available when registration opens on Friday, January 5.



Exhibitor Temp Badge Pick-Up

Thursday, December 28, 2006	
* LVCC Grand Lobby	7:30 a.m. - 5 p.m.
Friday, December 29, 2006	
* LVCC Grand Lobby	7:30 a.m. - 5 p.m.
* LVCC S1 Lobby	7:30 a.m. - 5 p.m.
* LVCC S2 Lobby	7:30 a.m. - 5 p.m.
Saturday, December 30, 2006	
* LVCC Grand Lobby	7:30 a.m. - 6 p.m.
* LVCC S1 Lobby	7:30 a.m. - 6 p.m.
* LVCC S2 Lobby	7:30 a.m. - 6 p.m.
Tuesday, January 2, 2007	
* LVCC Grand Lobby	7:30 a.m. to 6 p.m.
* LVCC S1 Lobby	7:30 a.m. to 6 p.m.
* LVCC S2 Lobby	7:30 a.m. to 6 p.m.
* Las Vegas Hilton Ballroom Lobby	7:30 a.m. to 6 p.m.
Wednesday, January 3, 2007	
* LVCC Grand Lobby	7:30 a.m. to 6 p.m.
* LVCC S1 Lobby	7:30 a.m. to 6 p.m.
* LVCC S2 Lobby	7:30 a.m. to 6 p.m.
* Las Vegas Hilton Ballroom Lobby	7:30 a.m. to 6 p.m.
* Sands Hall B	7:30 a.m. to 6 p.m.
Thursday, January 4, 2007	
* LVCC Grand Lobby	7:30 a.m. to 6 p.m.
* LVCC S1 Lobby	7:30 a.m. to 6 p.m.
* LVCC S2 Lobby	7:30 a.m. to 6 p.m.
* Las Vegas Hilton Ballroom Lobby	7:30 a.m. to 6 p.m.
* Sands Hall B	7:30 a.m. to 6 p.m.



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Attendance Verification/Badge Holder Pick-Up

CES 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 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.

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

You'll need one personal, picture ID (i.e. driver's license or passport) **and** one business ID (i.e. business card, pay stub or statement on company letterhead) indicating that you are representing that company at CES.

Badge Holder Pick-Up Location and Hours*

**Subject To Change. Visit www.CESweb.org updated information remote hotel pick up locations.*

Location	1/6/07 (Sat)	1/7/07 (Sun)	1/8/07 (Mon)	1/9/07 (Tue)	1/10/07 (Wed)	1/11/07 (Thurs)
McCarran Airport, behind the info desk at Baggage Claim Central	8a.m. - Midnight	8 a.m. – Midnight	8 a.m. - Midnight	8 a.m. – Midnight		
Las Vegas Hilton	NA	8 a.m. – 9 p.m.	7:30a.m. – 6:30 p.m.	7:30 a.m. – 6:30 p.m.	7:30 a.m. – 6:30 p.m.	8 a.m. – 3p.m.
LVCC Central Lobby Patio	NA	12 p.m. – 6 p.m.	8 a.m. – 6 p.m.	8 a.m. – 6 p.m.	8 a.m. – 6 p.m.	9 a.m. – 3 p.m.
LVCC North Hall Lower Lobby	NA	7 a.m. – 6 p.m.	8 a.m. – 6 p.m.	8 a.m. – 6 p.m.	8 a.m. – 6 p.m.	9 a.m. – 3 p.m.
LVCC South Hall 2 Swenson St Lobby – East Lobby	NA	8 a.m. – 6 p.m.	7:30a.m. - 6 p.m.	8 a.m. – 6 p.m.	8 a.m. – 6 p.m.	9 a.m. – 3 p.m.
LVCC South Hall Front Lobby	NA	8 a.m. – 6 p.m.	8 a.m. – 6 p.m.	8 a.m. – 6 p.m.	8 a.m. – 6 p.m.	9 a.m. – 3 p.m.
LVCC Central Hall 2 Entrance	NA	NA	8 a.m. – 6 p.m.	8 a.m. – 6 p.m.	8 a.m. – 6 p.m.	NA
LVCC South Hall Patio	NA	NA	8 a.m. – 6 p.m.	8 a.m. – 6 p.m.	8 a.m. – 6 p.m.	NA
Sands	NA	8:30 a.m. - 5 p.m.	7:30 a.m. – 6 p.m.	7:30 a.m. – 6 p.m.	7:30 a.m. – 6 p.m.	7:30 a.m. – 3 p.m.



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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 began in late August. Register online at www.CESweb.org. You may register multiple booth personnel via a quick and easy upload process. Be sure to place your order before **Tuesday December 5, 2006** to receive your 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

OFFLINE ORDERING: See attached Booth Personnel Badge Order Form. Be sure to place your order before **Tuesday, December 5, 2006** to receive your booth personnel badges by mail.

Questions? Contact CES Customer Service at (866) 233-7968 or (301) 694-5243. You can also e-mail us at 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	1000 sq. ft
Divide by 100 square feet	/100
	<hr/>
	10
Multiply by 5 complimentary badges	X5
Equals total complimentary badges	<hr/> 50 badges



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Badge Ordering (For Staff Not Working In Your Booth)

The online and offline Exhibitor Registration systems are only for *your* company personnel working in your booth. To register other company staff and guests, you must use the Attendee Registration system also available online at 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.

Attendee Qualifications

CES is not open to the general public and all attendees *must* be in the consumer electronics industry to be eligible to attend the show. Due to the investment made by you our exhibitors, Show Management wants to ensure that its attendees are members of the trade. All attendees must provide for two forms of ID: one photo ID and the other proving their affiliation with the consumer electronics industry (pay stub, business card, etc.) Attendees will not be admitted into CES without these two forms of I.D

Children, friends and family who accompany you to Las Vegas will not be granted access to CES unless they are over the age of 16 and have proof of Industry affiliation.

Important Deadlines - Mark Your Calendar

To receive your badges by mail, your order must be received by **Tuesday, December 5, 2006**. Orders received after December 5 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

An up-to-date exhibitor directory can be found online at:
www.cesweb.org/attendees/directory/exhibitor_name.asp.



Exhibitor Booth Personnel Badge Order Form

Register now to avoid on-site lines!

For faster processing: Register online at www.CESweb.org

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• Sands Expo and Convention Center/The Venetian

Exhibiting Company		Company ID	
Exhibiting Contact		Address	
City	State/ Province	Zip/Postal Code	Country
Phone	Fax	E-mail	

	Badge Category	Title Code	Full Name* (First, Last)	Phone	Fax	E-mail	**Visa Letter Needed? Y/N	If Y, Gender	If Y, Legal Name	Badges Mailed (M) or Picked up Onsite (P)
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

* Full name listed needs to match personal and business ID's, in order for badges to be released on-site. Identity will be verified.

**Letters of invitation for visa purposes will be created within 72 business hours and sent via e-mail.

You are entitled to five badges per 10x10 space, with a minimum of 10 badges. All badges in excess of scheduled allotment are subject to a \$10 fee per badge.

Please provide payment information below.

I have read and agree to the allotment schedule for exhibitor badges.

Authorized Signature _____

Date _____

Title _____

To allow time for processing and mailing, your form must be submitted
by December 5, 2006 to:

2007 International CES c/o ExpoExchange Inc.
P. O. Box 590 Frederick, MD 21705-0590 USA
Fax to 301-694-5124

Or register online at www.CESweb.org

Payment Information

☐ Visa ☐ Master Card ☐ Amex ☐ Discover ☐ Check Payable to International CES

Invalid account numbers will be assessed a \$50 processing fee in addition
to express charges incurred by the International CES.

Card# _____ Expiration Date _____

Cardholder Name _____

Signature _____

If you need your badges sent via express shipment, please contact CES Customer
Service at 866-233-7968.

Badge Categories

Select the appropriate badge category for
each registrant. This information will
appear on each badge.

- 199. Exhibitor
- 195. Exhibiting Manufacturer's Rep.
- 197. Business Development/
Strategic Relationship Exec.

Title Codes

Select one title code per registrant.

- A. President/CEO/Owner
- B. Vice President
- C. Director
- D. Manager
- E. Sales/Marketing
Account Manager
- F. Sales Representative
- G. Manufacturer's Rep.
- H. Consultant
- J. Booth Personnel
- K. Service Technician
- L. Actor
- M. Producer
- N. Business Developer
- O. Public/Industry Relations
- P. Other _____

• Use this form to register your
booth personnel only. Separate forms
are available for registering your
Top Ten Buyers.

• You may register other company staff,
customers and guests online at
www.CESweb.org or by obtaining our
attendee registration forms via our
website.

• Select the appropriate badge category
and title for each registrant.

Note: Complete all information to avoid
badge-processing delays. If badge
category and/or title codes are not
selected, the badge will be processed as
(199) Exhibitor and (K) Booth Personnel,
respectively.

If you have any questions regarding your
registration, please contact International
CES Customer Service at 866-233-7968
or e-mail exhreg@CE.org.



Exhibitor Top Ten Buyers

Register your *Top Ten Buyers* Now!

For faster processing: Register online at www.CESweb.org

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Las Vegas Hilton • Sands Expo and Convention Center/The Venetian

Priority Code: **TTB**

Exhibiting Company	
Exhibiting Contact	
Address	
City	State Zip/Postal Code
Phone	Fax Email (Contact)

Badge Categories: Select the appropriate badge category for each registrant. A category must be selected to complete registration.

- 101 Retail Buyer
- 1001 Department Store
- 1002 Electronics Superstore/Mass Merchandise/Warehouse
- 1003 Local Specialty/Regional Specialty
- 104 Premium Catalog
- 150 Online/Ecommerce
- 1006 Other
- 102 Institutional
- 1050 College/University (Educational Institution)
- 1051 Medical and Healthcare Industry
- 1052 Secondary School (Educational Institution)
- 103 Corporate (Non-Retail) Enterprise
- 110 VAR/Dealer
- 111 Service Professional (Non-Retail)
- 112 Distribution/Packaging
- 113 Installation
- 157 Government Procurement
- 1040 Federal Government
- 1041 State Government
- 1042 Local Government
- 1043 Military

Note: This information will appear on each badge.

Badge Category	Full Name (First, Last)	Company (Buyer will represent)	Address	City	State	ZIP/Postal Code	E-mail	**Visa Letter Needed? Y/N	If Y, Legal Name	If Y, Gender	Check to have badge sent directly to buyer
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											

Buyer Badges will be shipped back to the exhibiting company's contact, unless otherwise indicated above.

Select the appropriate badge category for each buyer. Exhibitors may order up to ten buyer badges. Complete all information to avoid badge processing delays. If a badge category is not selected, the badge will not be processed.
Be sure to let your buyers know that you have registered them.

If you have any questions regarding your registration, please contact International CES Customer Service at 866-233-7968 or extreg@ce.org.
**Letters of invitation for visa purposes will be created within 72 business hours and sent via e-mail.

To allow time processing and mailing, your form must be submitted by December 5, 2006 to:

2007 International CES • c/o ExpoExchange Inc. • P. O. Box 590 • Frederick, MD 21705-0590
Fax to 301-694-5124 or register online at www.CESweb.org