



# SUCCESS IN MOBILE ELECTRONICS



# MOBILE ELECTRONICS

## On the move

GPS. IBD. DVD. Telematics. From satellite radio and vehicle navigation to compressed audio and wireless connectivity, new mobile products are speeding into the mainstream. More than 270 mobile electronics companies showcase these products on the show floor.

The International Consumer Electronics Show (CES®) is where all of the major players in mobile electronics converge to make deals and make history. As the largest show for mobile electronics, CES makes the defining opportunity in helping your business pull ahead. Miss it and you miss out.

“THE INTERNATIONAL CES HELPS POWER THE CONSUMER ELECTRONICS INDUSTRY. THE SHOW ALSO CONTINUES TO GROW AS THE FOCAL POINT FOR FUTURE TECHNOLOGIES.”

*–Jim Jardin, Director of Marketing,  
Directed Electronics, Inc.*



## THOUSANDS OF EXECUTIVES WANT TO LEARN ABOUT YOUR TECHNOLOGY.

More than 24,000 CES attendees are interested in mobile electronics.\* Exhibit at CES and gain valuable face time with decision makers from every buying channel, industry sector and global market all in one place.

### Who should exhibit?

Anyone who manufactures or supplies:

- Wiring
- GPS technology
- Mobile video
- Security
- Appearance products
- Aftermarket accessories
- Head units
- Sub-woofers
- Speakers
- Wireless technology for vehicles

### Mobile electronics industry attendees and exhibitors include:

Alpine, Blaupunkt, BMW, Bose, Circuit City, Clarion, DaimlerChrysler, Delphi, Ford Motor Company, GM, Honda, iBiquity, Infinity, Johnson Controls, Lexus, Mazda, Mercedes-Benz, Mitek, Mitsubishi, Nissan, RadioShack, Saturn, Toyota, Volkswagen, Volvo, XM Satellite Radio and many more.

### SPECIAL EVENTS AND DISPLAYS AT THE 2006 INTERNATIONAL CES®

- **SuperSession:** The Battle for Control of the Connected Consumer, Tim Bjarin, President, Creative Strategies Inc.
- **SuperSession:** Connect2Car: The Automobile's Convergence with Consumer Electronics
- **SuperSession:** What is the Consumer Demand for CE in the Automobile?, Bobby Likis, Car Clinic
- **TechZones** introducing emerging technologies and companies



### EVENT SPONSORS



### MOBILE ELECTRONICS AT CES IS A SHOW-WITHIN-A-SHOW

This icon helps attendees identify mobile technology-related products on the show floor across categories to diversify their product mix. Will they see you under this icon?



## BUILD YOUR BRAND AT THE WORLD'S LARGEST TRADESHOW FOR CONSUMER TECHNOLOGY.

The CES show floor is ground zero for business growth. With breakthroughs in time and place-shifting technology occurring virtually every day, 2007 will be a milestone for consumer electronics. As the industry realigns itself, CES is the one event that will define your business for the future. Enhance your presence through tailored sponsorship and promotional opportunities, speaking opportunities, product-specific TechZones and vertical marketing campaigns.

2007 exhibit space is going fast. Don't get left behind.

Call the International CES Business Development Team  
at 703-907-7662 or e-mail [exhibit@CESweb.org](mailto:exhibit@CESweb.org)

