

APPLICATION AND EXHIBIT SPACE CONTRACT

THE 2007 INTERNATIONAL CES™

JANUARY 8-11, 2007 • LAS VEGAS, NEVADA, USA

Priority space selection will be held January 5-8, 2006. Application and Exhibit Space Contracts received starting January 9, 2006 will be handled on a first-come, first-served, space-available basis. This Application and Exhibit Space Contract ("Application and Contract") for the 2007 International CES ("CES"), between the Consumer Electronics Association ("CEA") (Owner and Producer of CES) and your company ("Exhibitor"), will become effective upon written acceptance by CEA. It includes the terms on both page 1 and page 2 herein. CEA is open only to members of the trade who are at least 16 years of age.

(These areas must be completely filled in - Incomplete forms will not be processed.)

EXHIBITOR INFORMATION

Company Name: _____

*** Important *** If your company has changed its name since its last participation in a CES event, please list the previous name below.

Former Company Name: _____

Company Contact: _____

Title: _____

Street Address NO (P.O. Boxes): _____

City, State: _____

Zip: _____

Country: _____

Telephone: (_____) _____

Fax: (_____) _____

E-mail Address: _____

Website Address: _____

Note: This document, when signed by Exhibitor and CEA, constitutes a binding legal agreement. CEA agrees to review this Application and Contract and assign exhibit space to your company, if available, consistent with CES eligibility requirements and policies. Exhibitor agrees that upon acceptance of this Application and Contract by CEA, with or without appropriate payment, this Application and Contract shall become a legally binding contract; enforceable against Exhibitor in accordance with its terms. By the signature below, the individual signing this document represents and warrants that he/she is duly authorized to execute this binding contract on behalf of Exhibitor. It is understood that the booth will be assigned to the company name listed above.

By signing this agreement, Exhibitor agrees that they have received, read and agree to the attached **2007 International CES Application and Space Contract Terms and Conditions**, incorporated in their entirety herein and expressly made a part of this Application and Contract. **This Application and Contract and the included 2007 International CES Application and Space Contract Terms and Conditions constitute the entire agreement between the parties and cannot be modified except by express written agreement signed by CEA.**

Authorized Company Rep (print): _____

Title: _____

Signature: _____

Date: _____

EXHIBIT PRODUCT CATEGORIES:

Indicate the ONE (1) product or service category which represents 60% of what you will be showing in your exhibit. This category will be used to determine your exhibit facility and your space priority selection number. This number is used to determine the order in which you may select space during the 2007 exhibit space priority selection process.

60% of your exhibit contents must fit this product or service category. Failure to adhere to this rule will result in the loss of ALL priority points and will affect your selection order at CES in the future.

☐ Audio & Video

☐ Digital Imaging

☐ Digital Radio

☐ Embedded Technologies

☐ Gaming

☐ High Performance Audio

☐ Home Networking/Home Information Systems

☐ Home Theater

☐ Information Technology

☐ Innovations Plus/Emerging Technologies

☐ International Gateway

☐ Mobile Electronics

☐ Outdoor Space

☐ Satellite

☐ Wireless Communications

EXHIBIT SPACE RATES:

Exhibit space rates are based on the type of space selected and other criteria. Please check below all that apply and refer to the attached Benefits & Services Sheet for the exact cost:

☐ LVCC

☐ Open Booth Space

☐ Meeting Room

☐ Sands Expo/Venetian

☐ Open Booth Space

☐ Meeting Room

☐ Alexis Park Suite

☐ Hospitality Suite

☐ Demonstration Room

☐ **CEA Member Discount** — Must be a member by **May 1, 2006**, with fully paid dues,

to receive the member discount rate. Cancellation or termination of membership will result in the recalculation of space fees at the non-member rate.

NOTE: CEA membership is NOT included with this CES Application and Contract.

EXHIBIT SPACE CHOICES:

Refer to the 2007 CES floor plans and list four (4) space choices in order of preference. We will try to accommodate your preference, but space requests are for guidance and are not guaranteed. Assignments are based on: a) Product Category; b) Priority Points; c) Special Requirements; and d) Space Availability. All requests received starting January 9, 2006, will be handled upon receipt of this executed Application and Contract, on a first-come, first-served, space-available basis. CEA will not process illegible, incomplete or unsigned Application and Contracts.

Booth #	Space Size or Type	Venue	Product Category/TechZone
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____

TOTAL EXHIBIT SPACE COSTS AND REQUIRED INITIAL PAYMENT:

Based on the total requested space requirements and exhibit space rates, use the following formula to calculate the estimated Exhibit Space Cost:

1. Open Booth Space:

TOTAL SQ. FT. _____ x \$ _____ per sq. ft. = \$ _____ SPACE COST

2. Other Rooms: (may not be on square footage basis)

TOTAL SQ. FT. _____ x \$ _____ per sq. ft. = \$ _____ SPACE COST
OR # OF UNITS _____ or unit

3. TOTAL EXHIBIT SPACE COST

PAYMENT SCHEDULE

Make all checks payable to International CES

Send payments to: Consumer Electronics Association

P.O. Box 759083

Baltimore, MD 21275-9083

Companies submitting an Application and Contract during the priority space selection period (January 5-8, 2006) will be billed for the initial 20% payment with payment due on or before March 1, 2006. The following schedule outlines the payment dates for all Application and Contracts, with each step shown sequentially and on a cumulative basis.

A. 20% of the Exhibit Space Cost is due upon application, when the Application and Contract is submitted on or before May 31, 2006.

B. A cumulative 60% of the Exhibit Space Cost is due by June 1, 2006. 60% of the Exhibit Space Cost is due upon application when the Application and Contract is submitted on or after June 1, 2006, and on or before September 30, 2006.

C. The entire 100% Exhibit Space Cost is due by October 1, 2006. 100% of the Exhibit Space Cost is due upon application when the Application and Contract is submitted on or after October 1, 2006.

EXHIBITORS: PLEASE DO NOT WRITE IN THIS SPACE — FOR CES OFFICE USE ONLY

EXHIBIT SPACE ASSIGNMENT

No.: _____ Size: _____ x _____
No.: _____ Size: _____ x _____
No.: _____ Size: _____ x _____
No.: _____ Size: _____ x _____

NSF/unit = \$ _____
NSF/unit = \$ _____
NSF/unit = \$ _____
NSF/unit = \$ _____

Venue: _____
Venue: _____
Venue: _____
Venue: _____

Product Category/TechZone: _____

Product Category/TechZone: _____

Product Category/TechZone: _____

Product Category/TechZone: _____

Date: _____

Date: _____

Date: _____

Date: _____

Payment Received: \$ _____

Check #: _____

Date: _____

Balance Due: \$ _____

Accepted by Consumer Electronics Association

By: _____

CEA AUTHORIZED REPRESENTATIVE

Date: _____

C # _____

TER: _____

RETURN COMPLETED, ORIGINAL APPLICATION AND CONTRACT TO:

International CES, Sales Department • 2500 Wilson Boulevard, Arlington, VA 22201 - 3834, USA • Telephone (703) 907-7600 • Facsimile (703) 907-7691
WHITE and GREEN - Return to CES GOLD - Exhibitor's Copy