

**Meet more than**  
**4,000** members of the media and **1,500** financial/market analysts at



**DEFINING TOMORROW'S TECHNOLOGY**

---

*PRODUCED BY*  **CEA**

**2005**  
CES Exhibitor PR/IR Kit

# PUBLICITY

Ranked the largest technology tradeshow in the U.S. and Canada by *Tradeshow Week*, the International CES offers exhibitors excellent press exposure. Expect live broadcasts from all the major channels at the 2005 show. More than 4,000 journalists are expected to generate an unprecedented number of newspaper and magazine articles, television and radio reports and online stories. Find out how to take advantage of the media interest generated by the International CES right here in the 2005 Exhibitor PR/IR Kit.

Here's a taste of the great tips and ideas to follow:

## Media Positioning

- 1) Every year, a great deal is made at the International CES. Get in on it. CES defines "innovation." Develop press materials that reflect how your company's brand and products portray forward thinking.

## Send Releases to CEA

- 2) Send CEA your releases and product information. We'll make efforts to include highlights in our extensive pre-show publicity.

## Announce New Products at the International CES

- 3) Debut your new products at the International CES. Products announced at the International CES generate extensive national publicity, including television coverage. Will your product be the hottest talk of the show?

## Name Drop: The International CES

- 4) Use your exhibitor status in your announcements and benefit from CES branding.

## Use the Web

- 5) Post your releases on Virtual Press Office and Business Wire through [www.CESweb.org](http://www.CESweb.org) for extreme exposure. CESweb attracted more than 16 million hits during the 2004 International CES. Don't miss out on the coverage!

## Press/Analysts Materials

- 6) CES continues to be the international media and financial community showcase for the consumer technology industry, with the most anticipated product launches and OEM deals. Consider who will read your materials and make sure they stand out from the competition.

## New Product Listing

- 7) Update your 2005 Directory listing at [www.CESweb.org](http://www.CESweb.org) by November 1, 2004. List products you'll exhibit, announcements/product launches you plan to make, and which company reps will be available for interviews. Make it easy for reporters to find your booth during the show.

## Think TV

- 8) Be prepared to present your products to television journalists. Television coverage of the International CES has increased annually, with more programs reporting directly from the show floor. Make your presentation visually interesting and be prepared to do television interviews.

## Tell Your Local Media

- 9) Announce to your local media that you'll be at the 2005 International CES. Local newspapers and business publications are likely to be interested in your CES exhibit plans. For maximum coverage, consider participating in our regional media outreach campaign.

## Call CES for Help

- 10) The International CES wants to keep your company's name in front of key industry decision makers, all year long. Contact your International CES Promotional Opportunities Manager, Wendy Hudak, at 770-643-7144 or [whudak@ce.org](mailto:whudak@ce.org) for ideas at other CEA events.

## Host a Special Event or a Celebrity

- 11) Want the media to flock to your booth? There's no better way to draw attention to your product than with a special event or celebrity appearance. If you've got something special planned, fill out the celebrity appearance form and let us know.

# WELCOME FIRST-TIME CES EXHIBITORS

With so many opportunities and deadlines, we know the first CES experience may appear intimidating. Rest assured that we are here to help your company take full advantage of all of the public and investor relations prospects the 2005 CES has to offer.

Here are a few initial tips on navigating this kit:

## **Key Contacts & Deadlines**

This section supplies you with contact information for anyone you might need to get in touch with between now and January. It also highlights the important show deadlines. We suggest posting this list by your desk to ensure you don't miss a single opportunity.

## **Publicity Information**

Find out how to get the most media exposure for your CES investment; pay special attention to all of the free publicity opportunities.

## **Press Center and Interview Room Information**

See details about CES' on-site press room and how to schedule one of our on-site interview rooms to chat with press members or analysts in a more intimate setting.

## **Press Kits and Press Releases**

Learn the specifics of how and when to get your press kits to us. We have specific guidelines for press kit delivery, so make sure you read this section carefully. You also will find tips on writing releases and distributing them via various services.

## **Press Conference Information**

As always, we want to assist you in making all of your company's important announcements at the 2005 International CES. This section will provide you with valuable information about hosting a press conference at the show.

## **Investor Relations Information**

This section will help guide your efforts to reach the numerous financial/industry analysts at the show. Learn about the special analyst lounge within the CES press room.

## **Awards Information**

Find important information/deadlines about CES awards programs in this section.

Now that you know how to use the Exhibitor Public Relations/Investor Relations kit, you should be well prepared to implement a dynamic PR/IR campaign around your company's presence at the 2005 International CES.

Best of luck for a successful first-time CES experience.

# 2005 INTERNATIONAL CES KEY DEADLINES

## ASAP

1. Submit your internal and external PR contacts by e-mailing [prcontacts@ce.org](mailto:prcontacts@ce.org) or faxing the PR contracts form in this kit to (703) 907-7690
2. Reserve broadcast coverage via satellite news feeds and media tours
3. Select and confirm pre-show and on-site sponsorship and advertising opportunities
4. Book pre-show analyst/media tours

## JULY

- ◆ Make a press conference room reservation

July 30

- ◆ International CES speaking opportunities deadline

## AUGUST

August 1

- ◆ CE Hall of Fame nomination deadline

## OCTOBER

October 4

- ◆ Innovations Award nomination deadline

## NOVEMBER

November 1

- ◆ *International CES Directory* Updates/Company Logos deadline (print edition)
- ◆ Pre-registered press/analyst list available on CESweb

November 2

- ◆ *International CES Directory* tab ad deadline

November 4

- ◆ *International CES Pre-show Planner* ad deadline

November 9

- ◆ *International CES Directory* ad deadline

November 19

- ◆ *International CES Show Guide* ad deadline

November 28

- ◆ *International CES Show Daily* ad deadline
- ◆ Exhibitor Invitations deadline

November 30

- ◆ Regional media outreach campaign deadline

## DECEMBER

December 16

- ◆ Addendum deadline

December 26

- ◆ CES Registration Link on your website deadline

December 28

- ◆ Exhibitor Profile distributed via Business Wire deadline

December 30

- ◆ Exhibitor press kit delivery begins

## JANUARY

January 4

- ◆ Exhibitor press/analyst kit distribution deadline (all kits must be delivered to the press room by this date)
- ◆ VPO electronic press kit order deadline

## ONGOING

- ◆ Business Wire news release posting

# 2004 INTERNATIONAL CES KEY CONTACTS

## PUBLIC RELATIONS

### Exhibitor Public Relations

**Leah Arnold**

Coordinator of Communications  
2500 Wilson Blvd.  
Arlington, VA 22201  
Phone: 703-907-7626  
Fax: 703-907-7690  
E-mail: larnold@ce.org  
Leah serves as the liaison for exhibitor activities.

**Tara Dunion**

Director of Communications  
2500 Wilson Blvd.  
Arlington, VA 22201  
Phone: 703-907-7419  
Fax: 703-907-7690  
E-mail: tdunion@ce.org

**Matt Swanston**

Staff Director  
2500 Wilson Blvd.  
Arlington, VA 22201  
Phone: 703-907-7665  
Fax: 703-907-7690  
Matt collects information from exhibitors on hot new products to discuss with the media before and during CES.

**Jeff Joseph**

VP of Communications and Strategic Relationships  
2500 Wilson Blvd.  
Arlington, VA 22201  
Phone: 703-907-7664  
Fax: 703-907-7690  
E-mail: jjoseph@ce.org  
Jeff oversees all media relations for CEA.

## Speaking Opportunities

**Kartraice Hooper**

Phone: 703 907-7532  
Fax: 703-907-7030  
E-mail: khooper@ce.org

## Promotional Opportunities and Advertising

**Wendy Hudak**

Promotional Opportunities Manager  
Phone: 770-643-7144  
E-mail: whudak@ce.org

**Liz Tardif**

On-site Advertising  
Phone: 401-849-9300  
E-mail: liztardif1@aol.com

## SHOW PUBLICATIONS AND BROADCASTS

*International CES Show Daily from TWICE***Editorial Contacts**

Steve Smith, Editor-in-Chief  
*TWICE*  
360 Park Avenue South  
New York, NY 10010  
Phone: 646-746-6987  
E-mail: ssmith@reedbusiness.com

**Advertising Contact**

Toni Ingenito  
Account Executive, *TWICE*  
Phone: 212-337-7005  
Email: aingenito@reedbusiness.com

## Pre-show Planner, Show Directory & Show Guide

**Advertising Contacts****Jessica Chapin**

Production Manager  
NAPCO  
Phone: 215-238-6677

**Audio/Video Equipment Services****Encore Productions**

Joe Kenemore  
Phone: 702-943-6902  
E-mail: [jkenemore@encoreproductions.net](mailto:jkenemore@encoreproductions.net)

**Broadcast Services****Gourvitz Communications**

Worldwide Communications Specialists  
Paul Gourvitz and Dan McEnroe  
729 Seventh Avenue  
New York, NY 10019  
Phone: 212-730-4806  
Fax: 212-730-4811

**Catering****Aramark**

Misty Torricelli  
3150 Paradise Road  
Las Vegas, NV 89109  
Phone: 702-943-6902  
Fax: 702-943-6911  
E-mail: [torricelli-misty@aramark.com](mailto:torricelli-misty@aramark.com)

**Florist Services****Spring Valley**

Howie Meyer  
169 Route 303, P.O. Drawer 9  
Valley Cottage, NY 10989  
Phone: 845-268-7555  
Fax: 845-268-6570  
E-mail: [howie@springvalleyfloral.com](mailto:howie@springvalleyfloral.com)

**Freight Handling/Furniture/Decoration****GES**

GES Exposition Services  
7000 Lindell Road  
Las Vegas, NV 89118  
Phone: 800/475-2098 (service center)  
Fax: 866-329-1437  
Phone: 702-263-1592 (international)  
Fax: 702-263-1520 (international)  
E-mail: [servicecenter@gesexpo.com](mailto:servicecenter@gesexpo.com)

**Housing Services**

Housing requests may be made directly through  
CESweb. [www.CESweb.org/hotel](http://www.CESweb.org/hotel)

**Newswire Services & Online Media Center****Virtual Press Office (online media kits)**

Scott Valenz  
Phone: 973-783-7787  
Fax: 973-783-1187  
E-mail: [scott@virtualpressoffice.com](mailto:scott@virtualpressoffice.com)  
<http://www.virtualpressoffice.com>

**Business Wire (online news releases and company profiles)**

Leon Harbar  
Phone: 800-237-8212  
Fax: 310-820-7303  
E-mail: [tradeshows@businesswire.com](mailto:tradeshows@businesswire.com)  
<http://www.businesswire.com>

**Telecom & Internet Services****Smart City**

Scott Newcomb  
3720 Howard Hughes Parkway  
Las Vegas, NV 89109  
Phone: 702-943-6000  
Fax: 702-943-6001  
E-mail: [snewcomb@smartcitynetworks.com](mailto:snewcomb@smartcitynetworks.com)

## **Exhibit Sales**

### **Kirk Smallwood**

Phone: 703-907-7606

Fax: 703-907-7691

E-mail: ksmallwood@ce.org

### **Chris Amos**

Phone: 703-907-7640

Fax: 703-907-7691

E-mail: camos@ce.org

### **Adam Levy**

Phone: 703-907-7450

Fax: 703-907-7691

E-mail: alevy@ce.org

### **Jason Stookey**

Phone: 703-907-7678

Fax: 703-907-7691

E-mail: jstookey@ce.org

### **Ryan Strowger**

Phone: 703-907-7679

Fax: 703-907-7691

E-mail: strowger@ce.org

### **Carole Russo**

Phone: 703-907-7795

Fax: 703-907-7691

E-mail: crusso@ce.org

# EXHIBITOR PUBLIC RELATIONS/ INVESTOR RELATIONS CONTACT INFORMATION

The 2005 International CES is about more than your booth. It is a chance to brand your company name and maximize your opportunities before, during and after CES. To assist your public relations staff with your CES investment, we send information throughout the year about promotional opportunities as part of your CES Exhibitor Package.

The contacts you list will be individuals to whom we will direct any inquiries we receive regarding your company or products. The contact information will be posted on CESweb.org for access by the media and other visitors to the CES Web site. If your contact information has changed since you submitted your Public Relations/Investor Relations Contacts Form, please send any updated information to us via e-mail at **[prcontacts@ce.org](mailto:prcontacts@ce.org)**.

This form is a tool for us to reach you so that we may help you reach the world.

Keep in mind that the PR plan does not work if the messenger is unable to deliver the message.





DEFINING TOMORROW'S TECHNOLOGY



Thursday January 6 - Sunday January 9, 2005  
Las Vegas, Nevada USA

Please Return Form ASAP

# Free Public Relations Contact Form

— This information is given to the media at CES® and also posted on CES's website, [www.CESweb.org](http://www.CESweb.org) —

Please return this form by either **FAX:** (703) 907-7690 or **E-mail:** [prcontacts@ce.org](mailto:prcontacts@ce.org) or **Mail:** CEA

## INTERNAL PUBLIC RELATIONS INFORMATION

Please print or type clearly

Exhibitor Company Name (as listed in the Show Directory)

(we must have a company contact)

First Name

Last Name

Exhibitor PR Contact Name

Exhibitor PR Contact Title

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

## EXTERNAL PUBLIC RELATIONS INFORMATION

Please print or type clearly

Name of Public Relations Consultant/Agency (if applicable)

First Name

Last Name

Contact Name

Contact Title

Exhibitor Company Name

Agency Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

If you have any questions, please call CES Exhibitor PR Liason, Leah Arnold at (703) 907-7626

CEA • 2500 Wilson Boulevard • Arlington, VA 22201-3824



DEFINING TOMORROW'S TECHNOLOGY

PRODUCED BY  CEA

Thursday January 6 - Sunday January 9, 2005  
Las Vegas, Nevada USA

Please Return Form ASAP

# Free Public Relations Contact Form

**-continued**

— This information is given to the media at CES®  
and also posted on CES's website, [www.CESweb.org](http://www.CESweb.org) —

Please return this form by either **FAX:** (703) 907-7690 or **E-mail:** [prcontacts@ce.org](mailto:prcontacts@ce.org) or **Mail:** CEA

## INVESTOR RELATIONS INFORMATION

Please print or type clearly

Exhibitor Company Name (as listed in the Show Directory)

Investor Relations Contact Name

First Name

Last Name

Investor Relations Contact Title

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

If you have any questions, please call CES Exhibitor PR Liason, Leah Arnold at (703) 907-7626

CEA • 2500 Wilson Boulevard • Arlington, VA 22201-3824

## 2005 Special Events or Celebrity Appearance Information

Is your company planning a special concert with a popular chart-topper? How about an autograph session with Hollywood royalty or product demonstration with a sports legend?

If so, we can't stress enough to let us know. We can assist you with special security arrangements, staging requirements, catering requests or anything else you need to make your event a success. We'll even help you publicize it by including event details on CESweb, in news releases and in the press room.

Many exhibitors that host special events or celebrities choose not to announce the event until closer to the show or even never at all, and we will certainly accommodate those requests. Your secret is safe with us! In addition, we also will be happy to designate it as a strict invitation-only event should you want to publicize it, but set attendance limits.



DEFINING TOMORROW'S TECHNOLOGY



Thursday January 6 - Sunday January 9, 2005  
Las Vegas, Nevada USA

# SPECIAL EVENT/CELEBRITY APPEARANCE FORM

Please return this form by either **FAX:** (703) 907-7690 or **E-mail:** prcontacts@ce.org or **Mail:** CEA

## EXHIBITOR INFORMATION

Please print or type clearly

Exhibitor Company Name (as listed in the Show Directory)

(we must have a company contact)

First Name

Last Name

Exhibitor PR Contact Name

Exhibitor PR Contact Title

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

## SPECIAL EVENT INFORMATION

Please print or type clearly

Type of Event ☐ MEDIA RECEPTION ☐ CELEBRITY AUTOGRAPH SESSION ☐ OTHER (please specify)

Name of Celebrity

Time and Location

Celebrity Publicist/Manager or Event Contact Name

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

Do you want your event publicized? Is it invitation only? ☐ YES ☐ NO

Additional Information

# REGISTERED PRESS & ANALYST LIST INFORMATION

The pre-registered press and analyst list contains contact information for the media and analysts that have registered for the 2005 International CES. For your convenience, the list will be accessible via CESweb site starting November 1, 2004.

Simply go to [www.CESweb.org](http://www.CESweb.org) and click on the "Exhibitor Services" tab across the top of the page. Then click on "PR Help" and you will see a link for the CES press and analyst list. To download the list you will need to enter your company name and exhibitor ID number, which may be found on your show invoice. Please contact your sales representative or send an email to [prcontacts@ce.org](mailto:prcontacts@ce.org). Remember this link will not be available until November 1, 2004.

The ASCII-formatted list will be updated every Friday as the number of registered press and analyst attendees grows. There is also a Word document to download that explains the system of demographics codes in the press and analyst list. Press and analysts choose whether or not to list their phone, fax and e-mail contacts on the list, however titles, company names and addresses automatically are incorporated.

**Please note that if no phone number or e-mail address is provided on the list, CES cannot divulge that information due to privacy concerns. We apologize for any inconvenience this may cause.**

# 2005 INTERNATIONAL CES PRESS ROOM

Although exhibitor and public relations representatives are not allowed in the press room, your company's presence in the press room is visible through press kits and sponsorships. The press room is where the media and analysts come to write their stories, conduct interviews, prepare for broadcasts, make telephone calls and relax. This is also where they come to collect your press kits, press conference and events schedules, celebrity listings, directories and public relations contact information.

The press room also affords you an opportunity to sponsor one of the many services and products that CES provides to the media to enhance their working experience at CES. Consider sponsoring a press breakfast, lunch, snack or giveaway. For information about a CES press sponsorship package or to have a package custom designed for your product, contact:

**Liz Tardiff**

Phone: 401-849-9300

E-mail: liztardiff@aol.com

or

**Wendy Hudak**

Phone: 770-643-7144

E-mail: whudak@ce.org

## Hours of Operation

Official press room hours are listed below, although you can drop off press kits as early as January 2, 2005 at the LVCC, room S229. Only journalists, analysts and CES staff are allowed in the press room as a general rule.

	<b>Las Vegas Convention Center Press Room (S229)</b>		<b>Alexis Park Press Lounge (Suite 2551)</b>	
<b>Day</b>	<b>Open</b>	<b>Close</b>	<b>Open</b>	<b>Close</b>
Tuesday, January 4, 2005	12:00 p.m.	7:00 p.m.	Closed	
Wednesday, January 5, 2005	7:30 a.m.	9:00 p.m.	10:00 a.m.	6:00 p.m.
Thursday, January 6, 2005	7:30 a.m.	6:30 p.m.	9:30 p.m.	6:30 p.m.
Friday, January 7, 2005	8:00 a.m.	6:30 p.m.	8:30 a.m.	6:30 p.m.
Saturday, January 8, 2005	8:30 a.m.	6:30 p.m.	8:30 a.m.	6:30 p.m.
Sunday, January 9, 2005	8:30 a.m.	4:30 p.m.	8:30 a.m.	4:00 p.m.

## Press Room Amenities

- ◆ 80 state-of-the-art computers
- ◆ Free wireless and T-1 Internet connections
- ◆ Schedule of press conferences and events
- ◆ Celebrity listings
- ◆ Show videos and B-roll
- ◆ Show photos
- ◆ Phones/fax machines
- ◆ Copiers
- ◆ Message boards
- ◆ Keynote speech transcripts
- ◆ Exhibitor-sponsored gifts

# PRESS KIT PREPARATION

## What goes in a press kit?

Press kits are a one-stop source for the media to get information about your company and products. Information included in kits should be kept simple and to the point – journalists are not interested in slick marketing materials or brochures, they are after hard news. The best kits are enclosed neatly in a folder that is marked clearly with the company's name and CES booth number on the outside for easy reference. Loose brochures or flyers are discouraged, but CD-ROMS will be distributed. While creativity is key in distinguishing your kits from others, keep in mind that most kits that are not in standard-sized folders or have too many bells and whistles are often passed over or thrown out. Most press kits typically include all or some of the following:

- Recent and relevant news releases (preferably from news at the show)
- Company/executive backgrounders
- Detailed product fact sheets/specs
- Product images
- Copies of company publications (annual reports, external magazines, etc.)
- Any special events you have scheduled during the show
- Media contact information

## Press Kit Tips

1. Make sure your company name is clearly listed on the front cover. Press kits should be listed by company, not product name, because they will be distributed in alphabetical order by exhibitor name.
2. Send an appropriate number of kits. Large exhibitors and those holding important news conferences should send in at least 500 kits. For smaller exhibitors and those without any news announcements, 250 should suffice.
3. Make sure your kits arrive before the press room opens on Tuesday, January 4, 2005 to ensure your kit is picked up by as many press members as possible. Keep in mind that shipped kits will need to arrive at least 3 days early to the LVCC distribution center to ensure on-time delivery to the press room.
4. All hard-copy press kit materials should be contained in a binder or folder. Kits on CD-ROM or single press releases are an exception.
5. Since a great deal of money is invested in these kits, take some insurance out on your investment. Send the kits through a delivery method that provides a tracking number. This number should be brought with you to CES to assist us in the event that your kits are misplaced.
6. If you have invested in an online kit, include a brightly colored sign in your printed kit that gives the URL address.
7. Check with the CES press kit office staff during the show to determine the number of kits you have remaining. Check again on the last day of the show to collect any unused kits. Kits that are not collected will not be returned.
8. Alexis Park exhibitors must hand carry their kits to the AP Pressroom - we cannot accept shipped kits.

NOTE: CES does not have the facilities or staff to assist you with the transport of press kits from your booth to the press room. Contact GES, 800-475-2098 for labor to transport heavy boxes and materials around the show floor. GES will bill you directly for any labor costs you incur. On-site service orders should be placed through your show location's Exhibitor Service Center. The following service centers will be staffed throughout move in/out and show days:

### Las Vegas Convention Center:

- Show location – Central Hall (Tunnel beneath C3 Concourse)
- Show location – North Hall (Front of North 4 Hall)
- Show location – South Hall (Rear of South 4)

### Las Vegas Hilton:

- Location – Hilton Pavilion (across from ticket booth)

## After the Show

Send a follow-up release to the media who attended the show. Include information such as:

- A recap of all activity in your booth
- Which products attracted the most attention and why
- Future expectations relating to your company's new products
- Any upgrade to information contained in your press releases during the show

# INVESTOR RELATIONS

More than 1,500 industry and financial analysts attended CES in 2004, and many more will return to Las Vegas in 2005 looking for the companies that are bringing innovative and exciting products to the market. Of course they are interested in how your brand or product is going to change the world, but ultimately they after the bottom line – how your company stacks up financially and competitively.

At CES, all analysts receive the same benefits as editorial media, which means access to the press room, press kits, press luncheons and press conferences, as well as free access to the CES paid conference tracks.

The pre-registered media list, which is posted online on November 1, 2004, also contains a list of all pre-registered analysts for CES.

In the months prior to CES, it is a good idea to conduct an analyst tour to begin a face-to-face dialog with your core analysts and introduce them to your company and the products you plan on bringing to the show. Tradeshows can be very hectic environments, leaving minimal time for lengthy, one-on-one conversations about the industry, products, etc. An analyst tour will allow you to begin a working relationship with key analysts who will hopefully follow your company in the months and years to come.

Once on-site, it is important to provide the financial community with pertinent financial information about your company, especially if your company is publicly traded. To accomplish this, a number of exhibitors compile a separate investor relations kit in addition to a general press kit. While these kits are similar to press kits, they contain more tailored information including:

- Earning Announcements
- Annual Reports
- Stock Charts/ History
- Company/ Executive Backgrounders
- FAQ's
- News Releases

It is important to note that while separate investor relations kits are a valuable tool, a number of companies choose only to integrate financial materials into their regular press kits since analysts are welcome in the press room.

Please ship investor relations kits to the press room at the following address:

**2004 International CES**  
Attn: Analyst Lounge  
Las Vegas Convention Center  
Press Room S229  
3150 Paradise Rd.  
Las Vegas, NV 89109  
(702) 943-3521



# PRESS AND INVESTOR RELATIONS KIT DISTRIBUTION

Your exhibitor press and IR kits are excellent tools to provide information about your company to the press and analysts that attend CES. All exhibitor press/IR kits will be distributed from the press room.

Press kits are displayed in cubicles and are filed alphabetically by company name, while IR kits are kept in the analyst lounge within the press room. Only kits of exhibitors at CES are distributed from the press room. Exhibitors that are sharing booth space must be officially listed in the CES directory to have their press kits distributed.

## Delivery Address and Timeline

Press/IR kits should arrive no sooner than December 26, 2004 and arrive no later than January 2, 2005. Press kits may also be dropped off during press room hours up to January 4.

Shipped press kits need to arrive at the LVCC by January 2, 2005, due to the volume of shipments arriving into the LVCC. All shipments arrive at the same distribution center and are then delivered accordingly, which may take 2-3 days.

### Press Kit Mailing Address:

2004 International CES  
Press Room S229  
3150 Paradise Road  
Las Vegas, Nevada 89109  
Before 1/6/2004: 703-907-7626  
After 1/6/2004: 702 - 943-3521  
E-mail: [prcontacts@ce.org](mailto:prcontacts@ce.org)

### Investor Relations Kit Mailing Address:

2004 International CES  
Press Room S229  
Attention: Analyst Lounge  
3150 Paradise Road  
Las Vegas, Nevada 89109  
Before 1/6/2004: 703-907-7626  
After 1/6/2004: 702 - 943-3521  
E-mail: [prcontacts@ce.org](mailto:prcontacts@ce.org)

The Press Kit Office is located in the middle of the press room in the South Hall Connector Bridge, room S229.

## HOW MANY KITS DO I NEED?

- ◆ Large exhibitors and those holding important news conferences should send in at least 500 press kits.
- ◆ For smaller exhibitors and those without any news announcements, 250 press kits should suffice.
- ◆ Public companies and soon-to-be-public companies should send at least 25 IR kits for the analyst lounge.
- ◆ For those companies exhibiting at the Alexis Park, you will need to hand-carry your kits to the Alexis Park press room. Only 50-75 kits are needed for the Alexis Park press room.

# **SAMPLE 2005 INTERNATIONAL CES PRESS RELEASE**

Press releases are an ideal way to keep the press up-to-date on your organization's news and activities at CES. Keep in mind that a press release is only as good as the news it announces. A release that is not noteworthy is unlikely to be read or covered no matter how eloquently written, or where it is distributed. Do not waste the time of an editor, reporter or analyst on information that can be communicated in a less formal manner. And, always remember that press releases are a reflection of your company and its executives.

Tips on press releases:

- ◆ Unless a release date is necessary, "For Immediate Release" is acceptable.
- ◆ A contact name with title, office phone, on-site phone and e-mail must be included. The on-site contact information is imperative.
- ◆ The dateline should include date and location (Las Vegas, if being released during the show).

## **Sample Press Release:**

### **FOR IMMEDIATE RELEASE**

**Contact: Jane Doe**

**Company representative**

**(123) 456-7890**

**(345) 678-9012**

**[anns@ce.org](mailto:anns@ce.org)**

**<http://www.CE.org>**

## **COMPANY X INTRODUCES NEW PRODUCT AT 2005 INTERNATIONAL CES**

**Las Vegas, Nevada, January XX, 2005** – Company X today introduced the new product B that will enhance Product Y. Company X, located in Booth #, is demonstrating the product and its enrichment of the current line.

- ◆ The lead must be complete. Include important information such as who, what, where, when and why.
- ◆ The lead should grab the attention of the reader as well as summarize the chain of events.

The second paragraph can continue to describe the product and/or include a quote about the product or service from a company executive.

- ♦ Sentence length should be less than 25 words. Technical terms should be avoided or clearly explained. Avoid acronyms or anything that might confuse the reader.
- ♦ Releases should always be kept short and informative.

The third paragraph can be used to include unique and/or interesting details about the new product. If appropriate, price and availability can be mentioned in this paragraph.

The last paragraph should always be a description of your company and its capabilities. For example: Company Z, a Virginia-based company, focuses on delivering...

- ♦ End the release with ### centered at the bottom of the page.
- ♦ If a release continues on to another page, the word “more” should be centered at the end of each page.

# ONLINE MEDIA CENTER

The preferences for the format of press kits is keeping pace with technology; recent CES surveys show that the media prefer kits on CD-ROM or online. To that extent, Virtual Press Office and Business Wire again will serve as the official Online Media Center for the 2005 International CES.

Post a single release or your entire press kit to the 2005 International CES home page and be listed on every computer screen in the working press room. Select one of VPO/Business Wire's custom news management packages at [www.virtualpressoffice.com](http://www.virtualpressoffice.com) or [www.businesswire.com](http://www.businesswire.com).

In addition to the broadest exposure and distribution of your media materials, VPO/Business Wire will provide a media usage report, tracking who's accessed your content for analysis of your current PR campaign and to assist you in projections for future campaigns.

Releases will be posted via Business Wire before, during and after the show, but online press kits must be submitted by January 4, 2005 to be included on the website.

Business Wire also will electronically distribute a free 100-word profile to all registered CES media and related audiences worldwide. E-mail [tradeshow@businesswire.com](mailto:tradeshow@businesswire.com) to receive the form before December 28, 2004.

For more information regarding the Online Media Center, please contact Virtual Press Office and Business Wire.

## Online Media Center

### *Virtual Press Office*

Scott Valenz

Phone: (973) 783-7787

Fax: (973) 783-1187

E-mail: [scott@virtualpressoffice.com](mailto:scott@virtualpressoffice.com)

<http://www.virtualpressoffice.com>

### *Business Wire*

Leon Harbar

Phone: (800) 237-8212

Fax: (310) 820-7303

E-mail: [tradeshow@businesswire.com](mailto:tradeshow@businesswire.com)

<http://www.businesswire.com>

# PRESS CONFERENCES

A press conference at CES is an excellent way to have the media as a captive audience to debut new products, make a company announcement or introduce a new member to your executive team. If a press conference is part of your marketing strategy, the information below might be of assistance.

## **Can any company exhibiting at CES hold a press conference or event?**

Yes, all CES exhibitors are eligible.

## **Where can press conferences and events be held?**

They may be held in any of three locations:

- 1) CES-provided press conference room
- 2) exhibitor's booth
- 3) exhibitor's paid meeting room

## **I don't have any news to announce, but I would like to host a reception for the press. May I use one of the available rooms for that purpose?**

Yes. Rooms are free for press conferences and events such as receptions or breakfasts.

## **How do I request a press conference room?**

Fill out the Press Conference Reservation Form found in this kit and fax it to Leah Arnold at 703-907-7626. CES will contact you within 3 business days to finalize arrangements.

## **On what dates may press conferences and events be held?**

Scheduling begins Wednesday, January 5, and runs until Sunday, January 9, 2005.

## **At what times may press conferences or events be held?**

Press conferences or events may be held by written notification before, during or after show hours. However, events held before and after show hours on the show floor require advanced security forms and hired security guards. Please call Leah Arnold at 703-907-7626 for more information.

## **Can I reserve a room for an entire day?**

No. Rooms may be reserved in two-hour blocks, which includes set-up and removal of any contracted items. Also, CES offers only one reservation per exhibitor. Time limits are strictly enforced. If you are planning a large event with complicated staging, lighting or A/V work that might exceed the two-hour limit, you might consider purchasing a meeting room for the duration you need. Contact your CES Sales Rep. for meeting room availability.

**Is there a charge for press conference rooms?**

No. These rooms are provided free of charge, but exhibitors will be required to pay for additional A/V equipment, furniture and catering if desired.

**What does the room typically include?**

- ◆ Theatre-style seating with chairs for up to 200 people
- ◆ Three draped tables for press kits, sign-in, catering, etc.
- ◆ A podium with light and microphone (Microphone is connected to in - house speaker system)
- ◆ Ethernet line
- ◆ Two easels (one inside as well as one outside for signage)

**Why doesn't CES provide a projector and a screen?**

We have found that no two exhibitor press conferences are the same and each exhibitor has a preference for the type of projector and screen they wish to use. Encore has several different options and it is easiest for the exhibitor to order additional A/V services directly. Other A/V equipment commonly ordered are wireless and/or lavalier microphones.

**Is signage for the press event provided?**

No. We provide two easels. You may contact GES customer service to request signage for your press event or bring your own.

**How can I make sure that the press attends my event?**

The pre-registered media list is a database of media and financial analysts that have registered and are expected to attend CES. This list will be available beginning November 1, 2004 and may be used to send product information, invitations to on-site press events and company announcements. This database allows you to identify those journalists that have an interest in your particular product category, including contact information.

**How are the press events publicized?**

The list of press conferences and events is posted on CESweb.org and is distributed in hard copy from the CES press room and lounges.

**Who should I contact for catering, audio/visual, telephony and signage services?****AUDIO/VISUAL****Encore Productions**

Joe Kenemore

Phone: 702-943-6902

E-mail: jkenemore@encoreproductions.net

**CATERING****Aramark**

Misty Torricelli

Phone: 702-943-6902

Fax: 702-943-6911

E-mail: torricelli-misty@aramark.com

**SIGNAGE/LABOR/FURNITURE****GES**

Liz Burns

Phone: 702-515-5579

Fax: 702-515-5592

E-mail: lburns@gesexpo.com

**TELEPHONE/INTERNET****Smart City**

Scott Newcomb

Phone: 702-943-6000

Fax: 702-943-6001

E-mail: snewcomb@smartcityworks.com

# PRESS CONFERENCE TIPS

A press conference at CES can be a very useful public relations tool. With proper planning, a CES press event provides a forum to have a large, targeted audience at your disposal so that you may deliver news, demonstrate a new product or introduce a new company executive.

Here are some guidelines to a successful event:

1. Establish clear and precise objectives.
2. Decide on a setting that might enhance delivery. You have the option of your meeting room, your booth or one of the three rooms CES offers for this purpose.
3. Decide on a strategic date and time to hold the event. Then complete a Press Conference Facility Reservation Form to see if your preferred time is available. If it is not, we will work with you to find another suitable time. Please note that first requests are rarely available. Please have additional times ready. Times are not confirmed until you receive the press conference agreement form from CES.
4. Use the pre-registered media list to identify and target the media and analysts that you wish to attend your event. Try setting a goal and working to meet it.
5. Send electronic or printed invitations to the targeted media one month before CES.
6. Follow-up with phone calls two weeks prior to CES to confirm attendance and remind potential attendees of the date and time.
7. Prepare an announcement about the event to include in your press kits.
8. Make sure to notify CES staff of any changes in the date, time or location of your event – even if it is in your booth or outside the venue of CES.
9. Have a sign-in book or business card collector at the door to see who attends your conference. Send thank you letters to those who attended and include any new information.
10. For those exhibitors requesting an invitation-only event; have someone stationed outside the door to ensure only those with invitations are allowed in. CES is unable to do this for you.

# PRESS CONFERENCE FACILITY RESERVATION FORM

To request a reservation time in one of the three free press conference rooms or to have an event in your booth added to our schedule, please complete this form. Press conference room reservations are limited to two hours total: 30 minutes for set-up, 30 minutes for tear down and a one-hour press event. Exceptions are sometimes made for evening or early morning events. Reservations are made on a first-come, first-serve basis.

**Please fax requests to Leah Arnold at 703-907-7690.**

**Please submit the following information:**

**1. Enter the name of the Exhibiting Company as it appears on your exhibit space contract or as it will appear in the CES Directory.**

## 2. Exhibitor contact

FIRST NAME	LAST NAME		
TITLE			
ADDRESS			
ADDRESS			
CITY	STATE	ZIP	
PHONE ( )	FAX ( )		
MOBILE ( )	E-MAIL		

## 3. Event Location - Please check one

☐ One of the three CES Press Conference Rooms (S225, S227, S228)

☐ Exhibitor Booth

Booth Location Facility \_\_\_\_\_

Booth Number \_\_\_\_\_

☐ Other CES location (paid meeting/conference room, off-site hotel, etc.)

Location Facility \_\_\_\_\_

Location Room Number \_\_\_\_\_

Note: If your event is being held in your booth before or after show hours, you must complete the Booth Event Access Form.

## 4. Date Requested

☐ Tuesday, January 4, 2005

☐ Wednesday, January 5, 2005

☐ Thursday, January 6, 2005

☐ Friday, January 7, 2005

☐ Saturday, January 8, 2005

☐ Sunday, January 9, 2005

## 5. Time Requested (reservation will begin 1/2 hour before and end 1/2 hour after your chosen time)

Start time: \_\_\_\_\_

End Time: \_\_\_\_\_

**7. Title of your Press Event:** \_\_\_\_\_

## 8. Will your event include:

☐ Breakfast

☐ Lunch

☐ Dinner

☐ Snacks

☐ Cocktails

## 9. Description of your event as you would like it to appear online for the media. (Description should not exceed 25 words).

---

---

---

## 10. All press events are listed on the CES press conference and events schedule unless otherwise requested.

**Please check one of the following:**

☐ Please list my event

☐ Please do **not** list my event

☐ Please list my event as **invitation only**

CES staff will accept or decline your reservation within 72 hours of receipt. If your request is declined, we will contact you to make other arrangements. You will receive detailed information regarding contacts for catering, A/V, labor/signage and Internet needs in your confirmation letter.

If you have any additional questions, please contact Leah Arnold at [larnold@ce.org](mailto:larnold@ce.org) or 703-907-7626.



# ON-SITE INTERVIEW ROOMS

There will be interview rooms available in the Press room for press and exhibitors to hold interviews.

Interview rooms will include a conference table for six and a restricted single phone line for credit cards only. If additional services are necessary such as an Internet line or speaker phone, they should be requested at least 48 hours in advance and will be billed back to the exhibitor/company making the request.

The rooms can be reserved for up to two hours at a time by contacting:

**Jamie Lilly, e-mail: [jlilly@ce.org](mailto:jlilly@ce.org), tel: 703-907-7650.**

On-site at CES, the rooms can be reserved by stopping by the press room and speaking with the receptionist or by calling the press room directly at 702-943-3521.

# 2005 CES REGIONAL MEDIA OUTREACH CAMPAIGN

Each year, CES publicizes its exhibitors and their products and technologies to the media in their respective regions. We would like to invite you to participate in this program free of charge.

The regional press releases are a great way to get your company's news and intentions for the show publicized in your region's top news outlets in the weeks leading up to CES.

The quote should be from a high-level executive involved with the show and should highlight anything new and exciting your company plans to showcase as well as why you think CES is important to your company's success.

You can submit a short quote (less than 100 words) about your company's participation at CES to **Leah Arnold** at **[larnold@ce.org](mailto:larnold@ce.org)**. Each release contains approximately four quotes and inclusion is first-come, first-served. The deadline for inclusion is November 30, 2004.

The releases will be distributed to the following regions in mid-December:

- Northeast
- New York-New Jersey Metro Area
- Mid-Atlantic
- Southeast
- Midwest
- Northwest
- Northern California
- Southern California
- Southwest
- Texas
- Florida

**\*Note\*** - actual regions may vary depending on exhibitor totals in each area

## Sample Quote

"We look forward to participating at CES because it offers unparalleled business opportunities and is the best venue to launch our new products," said John Doe, president and CEO of COMPANY X. "This year we are showcasing our latest consumer technology product and announcing several key partnerships."

# 2005 CES SPEAKING OPPORTUNITIES

More than 130,000 industry professionals from 110 countries come to Las Vegas to see the cutting edge in digital technology at the International CES, featuring four days of conference sessions, keynote speeches and exhibits of consumer technology. It is the showcase for financial analysts, venture capitalists, developers, consumer technology manufacturers, corporate buyers and retailers. A speaker slot in the CES conference program is your opportunity to reach this audience.

The 2005 International CES will host approximately 150 conference sessions addressing wireless technology, home networking, mobile electronics, emerging technologies, retailing trends, e-commerce, digital content and much more.

To be considered for a speaker opportunity at the 2005 International CES you must complete the official Call For Speakers form. Incomplete submission forms or entries not submitted on this form will NOT be considered in the review process.

All submissions should include a 50-75 word biography, a photo, and at least 3 elements that you can address should you be chosen to speak at the 2005 International CES.

Proposals also can be completed online by visiting [www.CESweb.org/attendees/conferences/speakers](http://www.CESweb.org/attendees/conferences/speakers).

CES strives to secure the best possible speakers for its conference program. The official Call For Speakers form will go live in June and nominations will be accepted through July 30, 2004.

For more information, contact Kartraice Hooper at (703) 907-7532 or [khooper@ce.org](mailto:khooper@ce.org).

# 2005 CES AWARDS

As you prepare your exhibits for CES, don't forget the prospect of awards. These awards bring added prestige and value to your exhibit, which in turn increases media coverage, public relations efforts and recognition.

## Innovations Awards

Of the hundreds of new consumer electronics products launched each year, some seem destined for special success – and the Innovations awards program recognizes those products and their excellence in design and engineering. Innovations operates in conjunction with the International CES, and is one of the most likely places that attendees will be rubbing elbows with press and financial analysts who have come to see what the buzz is about. A panel of prominent industry experts judges the 2005 entries. Honorees will be displayed in the Innovations booth during the show and at a special press preview reception on January 5, 2005. Nominations will be accepted from September 3, 2004 - October 4, 2004, at [www.CESweb.org/attendees/awards](http://www.CESweb.org/attendees/awards).

## Best of CES Awards

The Best of CES awards seek out the hottest new consumer technology products on the show floor. Only those products that debut at the 2004 International CES or are available for sale after December 1, 2004 can be crowned the Best of CES. The Best of CES distinction is awarded to one product from each of the following ten categories:

- Auto, Marine and RV
- Gaming
- High-End Audio
- Home Automation and Networking
- Home Audio
- Home Theater and Home Video
- PDA, Handheld and Mobile Wireless
- Photography and Imaging
- Portable Audio
- Portable Video

A panel of judges evaluates products and prototypes based on the following criteria:

- **Wow Factor:** Does the product create an entirely new market or category, or does it completely change the economics or capability of an existing category.
- **Usability and Usefulness:** Does the product actually solve a real problem or address a real need. Will customers purchase it, and if they do, will they be ecstatic about their new device.
- **Value:** Is it affordable, within the constraints of the category, or is it just so expensive that no one will ever buy one

## The Next Big Thing

CNET and ZDNet honor the most promising products and technologies in personal technology and consumer electron-

ics. CNET editors document the search for the hottest trends of 2005 in a series of online reports and reveal their findings during a special SuperSession at CES. CNET editors consult industry leaders, visit manufacturers, lab test hundreds of products and reference CNET's Personal Tech Radar poll before arriving at their choice for the Next Big Thing. The CNET search takes place in the fall leading up to CES and there is no formal nomination process.

### **Consumer Electronics Hall of Fame**

The Consumer Electronics Association (CEA) created the CE Hall of Fame to pay tribute to those leaders in the consumer technology industry who have helped to advance our lifestyles and workstyles. Hall of Fame inductees are the champions for the development or advancement of a new technology, business practice or concept. They are the engineers, the corporate leaders, the marketers, the journalists and other innovators who have fueled our industry throughout the decades.

The deadline for nominations is August 1, 2004. Download the nomination form at [www.ce.org/publication/hall-of-fame/nominations](http://www.ce.org/publication/hall-of-fame/nominations).

We base our entrants and nominees' eligibility on past participation in the design, development, manufacturing and retail or distribution of consumer electronics products, accessories and related products offered through consumer channels. Also eligible are those who have contributed to the industry in other significant ways. The nominees must have been retired from the position for which they were nominated for more than 36 months from August 1, 2004.

The new inductees will be showcased at the 2005 International CES in Las Vegas.

### **Technology is a Girl's Best Friend Product Showcase**

Do your products have what it takes to wow the \$55 billion female electronics market? Here's your chance to prove it. Winning products will be featured at the 2005 International CES in the centrally-located Technology is a Girl's Best Friend product showcase. Product submission deadlines and program information will be posted in early fall at [www.CESweb.org/techgirl](http://www.CESweb.org/techgirl).

**For more information on all CES awards programs, visit [www.CESweb.org/attendees/awards](http://www.CESweb.org/attendees/awards).**