

**International CES**  
**January 7-10, 2010**  
**Las Vegas, Nevada**



Currently there are about 78 million boomers in the US (450 million worldwide) — born between 1946 and 1964 – hitting their peak earning and spending. One of the main catalysts is technology. Whether they're playing brain games for fun, monitoring their homes, visiting the grandkids via video conferencing, or navigating the back roads in their GPS-enabled SUVs; this generation is maximizing the benefits of the digital age. The Silvers Summit will showcase the products and services that keep boomers engaged, entertained, connected, and healthy.

**Silvers Summit** will assemble companies, distributors, journalists, research firms, think tanks, to demonstrate the products and services that will help mature consumers maintain their high quality of life.

**The Conference** takes place on Jan. 9th, and features panels, presentations, and interactive demonstrations on products and services ranging from a unified health care to home security, aging with technology and more. With a power breakfast, a networking lunch, and in-depth panels sessions, the Silvers Summit will be a must-attend ticket during the CES show.

**The Exhibition** is a uniquely designed showcase on the convention floor at CES (Jan. 7 -10) to display products that serve the mature market. Under the unified Silvers Summit banner exhibitors will reap the benefits of being part of the larger exhibit area.

Attendees will be able to view and interact with products and services, as well as meet the companies and people behind the innovations targeting the older consumer.

#### **Advantages to Silvers Summit Participants:**

- CES is the premiere destination for showcasing new technology. The Silvers Summit shows how these products can benefit a specific demographic.
- Cost effective pooling of resources maximizes your investment.
- Public relations and marketing outreach are the combined efforts of Silvers Summit and each individual exhibitor. Together we create a must-see exhibit space in a crowded world of me-too's and single products.
- Over 14,000 square feet of exhibit space in a centrally located venue.
- The combined expertise of the CES, Robin Raskin (former technology editor and boomer columnist for Yahoo!Tech), Susan Ayers Walker, and Michael Sarfatti of the SmartSilvers Alliance, and Linda Nessim of Design Concepts.



*The digital  
life of this  
generation  
changes the  
rules about  
how we "age"*

**Review the different  
levels of sponsorship  
and conference  
marketing options  
and select the mix  
that maximizes  
your exposure and  
effectively builds your  
brand at the largest  
electronic show in  
the world.**

**The Silvers Summit  
staff is eager to assist  
you in your selection,  
and work on custom**

**solutions to presenting  
your company to an  
audience of over  
140,000 attendees.**

#### **Silvers Summit Basic \$7,500**

- Turnkey Pod exhibit package
- 2 complimentary passes to the Silvers Summit WRAP Party
- Official listing in the CES print and online directories and all Silvers Summit exhibitor and conference materials
- Company logo/link on the Silvers Summit website
- Silvers Summit press, marketing, and public relations outreach

#### **Silvers Summit Plus \$10,500**

- 10x10 exhibit space
- 4 complimentary passes to the Silvers Summit WRAP Party
- Official listing in the CES print and online directories and all Silvers Summit exhibitor and conference materials
- Company logo/link on the Silvers Summit website
- Silvers Summit press, marketing, and public relations outreach

#### **Silver Sponsor \$12,000**

- 10x20 exhibit space
- 6 complimentary passes to the Silvers Summit WRAP Party
- Opportunity to participate in Silvers Summit swag bag
- Half-page B/W ad in Silvers Summit program book
- Content on website: interview with your management or a blog entry
- Official listing in the CES print and online directories and all Silvers Summit exhibitor and conference materials
- Company logo/link on the Silvers Summit website
- Opportunity to participate at the Silvers Summit Press Conference
- Opportunity to hang a 4' tall x 5' wide banner at Silvers Summit (banner provided by exhibitor)

#### **Gold Sponsor \$24,000**

- 20x20 exhibit space
- 8 complimentary passes to the Silvers Summit WRAP Party
- Opportunity to participate in Silvers' swag bag
- Full-page color ad in Silvers Summit program book
- Company banner in conference room (does not include production)
- Thank you mention at the breakfast
- Shared access to 10x10 meeting room in exhibit area
- Official listing in the CES print and online directories and all Silvers Summit exhibitor and Conference materials
- Company logo/link on the Silvers Summit website
- Opportunity to participate at the Silvers Summit Press Conference
- Opportunity to be on panel at the Silvers Summit Conference
- Opportunity to hang a 8' tall x 10' wide banner at Silvers Summit (banner provided by exhibitor)

#### **Platinum Sponsor \$36,000**

- 30x30 exhibit space
- 10 complimentary passes to the Silvers Summit WRAP Party
- Opportunity to participate in Silvers Summit swag bag
- Full-page Color ad in Silvers Summit program book
- Company banner in conference room (does not include production)
- Thank you mention at opening of Summit Conference
- Shared access to 10x10 meeting room in exhibit area
- Official listing in the CES print and online directories and all Silvers Summit exhibitor and Conference materials
- Company logo/link on the Silvers Summit website
- Opportunity to speak at the Silvers Summit Conference
- Opportunity to participate at the Silvers Summit Press Conference
- Opportunity to hang a 8' tall x 10' wide banner at Silvers Summit (banner provided by exhibitor)

## Additional Sponsorship Opportunities:

### Summit Tote Bags

Tote bags will be distributed to over 1,000+ summit conference registrants — sponsorship of which will offer your company the greatest level of visibility both at the Silvers Summit and upon return from the conference as attendees walk throughout the conference center, Las Vegas, and their local communities with the summit tote bags in hand.

**Cost..... \$10,000**

### Exhibit Hall Refreshment Breaks

Increase your company's visibility and recognition through sponsorship of a refreshment break in the exhibit hall. This sponsorship will energize grateful attendees. Among other benefits, sponsorship will entitle your company to placement of your company logo on signage at each station.

**Cost (Exclusive) ..... \$27,000**

**Three Co-Sponsors..... \$9,000**

### Breakfast Sponsorship

The breakfast is one of the most popular sponsorship opportunities available. The sponsor is invited to share a 10-minute presentation with attendees as well as hand out its promotional pieces. The sponsor is also included on all event advertising and on the Silvers Summit website.

**Cost..... \$15,000**

### Lunch Sponsorship

This is an excellent opportunity to put your company name in front of 300 exhibitors and attendees. The sponsor is invited to share a 10-minute presentation with attendees as well as hand out its promotional pieces. The sponsor is also included on all event advertising and on the Silvers Summit website. A complimentary table will be provided for you and your guests.

**Cost..... \$15,000**

### Relaxation Station

Receive positive exposure to attendees visiting the exhibit hall through support of the massage therapy station.

Designed to reenergize conference attendees while they visit the exhibit floor, the Relaxation Station will be housed in proximity to the sponsor's booth, thereby generating additional exposure to the sponsor. Summit registrants will receive a Relaxation Station ticket, to include the sponsor's logo. Attendees will be accommodated on a first-come, first-served basis as available.

**Cost..... \$12,000**

### Advertising Opportunities

The Silvers Summit program book is distributed to all individuals registered for the Silvers Summit. This program includes summit timetables, exhibitor descriptions, and other essential information. Please submit your black/white ad in a press or print quality PDF format to LindaN@dcdmc.com by **November 30, 2009**.

*Back cover ..... \$5,000 (color ad)*

*Inside front cover..... \$4,050 (color ad)*

*Inside back cover ..... \$4,050 (color ad)*

*Full page..... \$1,200*

*1/2 page..... \$650*

*1/4 page..... \$350*

**Silvers Summit is a project of  
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