



## 2008 International CES® Enhanced Visibility Products Order Form

Online search is one of the fastest growing marketing tools available. Tradeshow marketing continues to be the most effective way to get in front of your customers and prospects. MyCES Personal Planner, the International CES attendee search engine, combines the best of both of these mediums by allowing attendees to search the CES exhibitor database, CES SmartBooth.

Select from the enhanced visibility products below to ensure prominent placement in front of your most sought after prospects on MyCES Personal Planner.

### EventKeywords - \$1,000 each

1. _____	4. _____	7. _____	10. _____
2. _____	5. _____	8. _____	11. _____
3. _____	6. _____	9. _____	12. _____

### Logo Placement on MyCES Personal Walking Maps - \$2,995

- ☐ Place your company logo and booth location on every attendee's MyCES Personal Walking Map for your hall. These maps help attendees navigate through each hall in order to visit those companies on their MyCES Exhibitor Visit List. Attendees view their maps online as well as print them for use on the show floor.

### Face2Face Interactive - \$10,000

- ☐ Personally greet attendees that search on your EventKeywords with a recorded video clip. Face2Face Interactive videos experience a 50 percent engagement rate. Activity reporting is included. EventKeywords are purchased separately.

### Provide your company and payment information:

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Work phone: \_\_\_\_\_

TOTAL AMOUNT DUE: \$ \_\_\_\_\_

☐ Visa ☐ MasterCard ☐ AMEX

Name on card: \_\_\_\_\_

Company on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Expiration date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
 OR

☐ INVOICE ME PO# \_\_\_\_\_

### Fax Your Completed Form to (410) 455-0658

For questions regarding EventKeywords, MyCES logo Placement, Face2Face Interactive or this order form, please contact Gary Zgorski at (240) 401-9549 or zgorski@bmetrics.com. Visit CESweb.org/smartbooth for more information. For other concerns regarding your exhibit booth investment for the 2008 International CES, contact your CES business development representative at exhibit@CE.org.

**Terms of Purchase:** Upon activation of your SmartBooth account, you will be asked to accept the terms and conditions outlined in the BDMetrics SmartBooth website at [www.smartbooth.net/termsandconditions](http://www.smartbooth.net/termsandconditions). **Payment Terms:** By completing the credit card information section and signing below, you authorize BDMetrics to charge your card for the purchase price indicated on this form. Invoices are due upon receipt.

The undersigned agrees to the terms of purchase stated on this agreement:

Name: (please print) \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_