



## Greener Gadgets TechZone



**North Hall • Las Vegas Convention Center  
Las Vegas, Nevada • January 8-11, 2009  
2009 International CES®**

The **Greener Gadgets TechZone** features the pioneering technologies that benefit the environment and sustainability of global economy. The CE industry is reducing its environmental footprint through promoting alternative and renewable energy sources, manufacturing products from recycled materials, using biodegradable/less packaging. **The Greener Gadgets TechZone** will display the innovations that make it possible for every person on this planet to make use of technology and benefit from growing CE advances.

### Who should exhibit?

The **Greener Gadgets TechZone** is for manufacturers and service providers providing low-cost products and/or services that use less power, are made with minimal or zero harmful materials or benefit the health and welfare of humans.

### What is the central technology?

- Highly innovative products that benefit rural communities and do not need to be plugged in
- Products that do not harm the environment
- Products like rechargeable fuel cells, rather than traditional batteries
- Products that run on solar or alternative energy

### CES delivers incredible ROI and powerful market position!

The International CES sets the stage for the year. This TechZone gives you a prestigious presence at lower exhibit costs than most other shows. The International CES is your best venue to tap major international distribution channels, OEMs, the financial community and others. Heighten your visibility through key press coverage delivered by the International CES. Debut your environmentally friendly CE products and meet face-to-face with more than 130,000 key industry leaders and decision makers.

Attendee Highlights	They're Decision Makers!
13,000+ Retail buyers	29,000+ Final decision makers
3,500+ Institutional, Corporate (non-retail) and Government buyers	39,000+ Senior-level executives
4,000+ Engineers	28,000 International professionals from 140 countries
4,900+ Media	10,000+ Manager and store managers
1,900+ Financial/market analysts	700+ VAR/dealers



### The Greener Gadgets TechZone participation options:

**All-Inclusive Turnkey TechZone Pod Package:** A standard exhibitor pod package with I.D. signage, three panels for company/product graphics, two bar-height chairs, an arm light and a wastebasket

- Standard black carpeting
- Cleaning service
- Security service
- 500 watts of electrical service
- A large hanging banner, making it easy to locate the TechZone from virtually any angle on the show floor
- Price: \$5,250

### **All-Inclusive Turnkey TechZone Booth Package:**

#### 10x10 Turnkey Package

- CEA members: \$5,150
- Non-members: \$5,350

#### 10x20 Turnkey Package

- CEA members: \$10,300
- Non-members: \$10,700

### **Open Booth Space**

\$35/sq.ft CEA members

\$40/sp. Ft Non-members

**Greener Gadgets Stage Demonstration Opportunities:** Open to Greener Gadgets TechZone participants as well as relevant non-exhibiting organizations, the Greener Gadgets stage provides the opportunity to evangelize your product, technology, service or initiative to a targeted, captive audience during CES. Demonstration slots are 15 minutes long, run from 10am to 11:45 then 1pm to 3pm and include access to internet audio/visual equipment.

- Greener Gadget TechZone exhibitors: \$500
- Non-exhibitors: \$1,000

**Sponsorship opportunities:** Title and supporting sponsorships of the Greener Gadgets TechZone are available for interested organizations. Sponsors receive significant additional promotion both before and during 2009 International CES.

- Title sponsorship (1 available): \$25,000
- Supporting Sponsorships (5 available): \$5,000

### **Plus — Exclusive CES benefits:**

- Extensive show promotion for the TechZone, including:
  - Pre-show publicity opportunities in print and on the Internet
  - Access to pre-registered press lists
- Up to 10,000 FREE guest tickets for your most valued customers
- Listings in the official CES directories (print, Internet and PDA versions)
- Press promotion in the official *CES Daily*, as well as to 4,500 global journalists
- Access to a press conference room, ideally located near the press room (*requires advance reservations*)
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the Greener Gadgets TechZone — and your products, services and technologies

**Call today to secure your spot!**

For more information contact: **Chris Amos, Account Manager**

**Phone: 703-907-7640**

**E-mail: [camos@CE.org](mailto:camos@CE.org)**



## Standard TechZone Pod Package

- 1 wastebasket
- 1 freestanding literature rack
- 2 bar height stools
- 1 black arm light
- 1 500 watt outlet
- Standard booth carpet
- Custom company ID sign
- All GEM metal is black
- Counter dimensions are 40"x40"x40 3/4"h
- Panels are blonde melamine
- Exhibitors may adhere graphics to panels. However, all graphics must be either laminated or mounted to a backing such as Foamcore.
- Exhibitors must provide their own Velcro or double sided tape.
- Exhibitors may commission GES to produce graphic panels. Please email your files to Elayne Elwell at [eelwell@ges.com](mailto:eelwell@ges.com) by November 17, 2008
- Locks for storage are available
- Storage space is provided underneath the pod counter. If you would like to request locks for your storage area or if you have any questions regarding the Exhibitor Pod, please contact Mary Cole at [mcole@ce.org](mailto:mcole@ce.org)
- Substitutions and variations to the package are not allowed.

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