



2011 International

CES[®]

THE GLOBAL STAGE FOR INNOVATION

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International CES: The Launchpad of New Technology

The International CES® is the single must-attend event where the global consumer technology industry gets business done. CES sets the yearly agenda and shapes the future of consumer technology every January by bringing together the most influential government and industry leaders. As a major venue for business deals, CES attendees cover the breadth of the global economy, encompassing everything from retail, manufacturing, Smart Grid, energy efficiency, sustainable design, broadcast and content, appliances, higher education and entertainment. Associate your brand with THE launchpad where iconic, innovative consumer products are debuted, including the VCR, compact disc player, DVD, HDTV, Blu-ray DVD, HD Radio, OLED and 3DTV.



2010 CES: Fast Facts

- 126,641 business attendees (Independently Audited)
- More than 2,500 exhibitors
- More than 5,000 press, bloggers and analysts
- 12,766 retail buyers
- 45 percent senior-level executives
- 24,364 international attendees
- 136 countries represented
- CES has been in existence since 1967
- High-level government officials including NIST Smart Grid team, EPA, DOE, White House
- The largest annual trade event in North America



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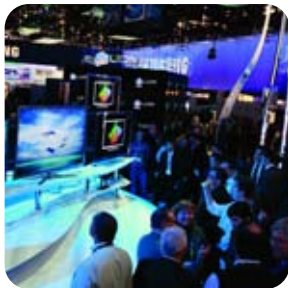
Connected Home Appliances at CES



- More than 7,000 CES attendees do business in the appliance category already
- Over 50 major appliance retailers at CES including Best Buy, Costco, Home Depot, Lowe's, Sears and Walmart
- 1,300 media in attendance identified "home appliances" as an area of coverage interest
- Media outlets for appliances included *Better Homes & Gardens*, *Consumer Reports*, *House Beautiful*, *SmartHouse*, *Apartment Therapy*, *Home Systems*, *New York Times*, *The Wall Street Journal*, and broadcasters ABC, CBS, CNN, Fox, Discovery, NBC
- The Association of Home Appliance Manufacturers (AHAM) and *Retail Observer* are the official sponsors for the Connected Home Appliances TechZone

“Adding home appliances to CES is worth considering, given the advances that are happening now. As a consumer magazine, we’d certainly make a point to visit the area.”

Consumers Digest



Connected Home Appliances will be featured in:

- Direct mail pieces to more than 260,000 CES contacts
- E-mail newsletters and alerts to more than 330,000 recipients
- Targeted pieces to new attendee lists
- Press announcements
- Preshow Planner and Official Show Directory
- On-site signage



Who Can Exhibit in the Connected Home Appliance TechZone?

Participants must have products that meet at least one of the following criteria:

1. Energy Efficient
2. Internet Connected and Interactive
3. Smart Grid Enabled
4. Innovative Materials or Design
5. Future Concept

“We are always interested in new technology for the kitchen. There should be a way to display appliances in a central location for the relevant attendees.”

AOL Traditional Home



Innovations in Appliances Honored at CES

The Innovations Design and Engineering Awards program recognizes the most innovative CE products in the industry's hottest product categories. Below are the honorees and winners for the 2010 Home Appliance category:

- 2009 Winner: LG Electronics Steam Laundry Pair: SteamWasher™ with Allergiene™ Cycle and SteamDryer
- Honoree: LG Electronics Four-Door French-Door Refrigerator
- Honoree: Samsung 29 cu. ft. French Door Refrigerator with 7" LCD Screen

Major 2010 CES Exhibitors who Manufacture Appliances

Haier

Hisense



Panasonic
ideas for life



SANYO

SHARP



“ The home is an essential component to an effective smart grid. Smart appliances and consumer electronics will allow consumers to save money on their electric bill and use energy in a more environmentally friendly manner. Already a leader in energy efficiency and the smart grid, the appliance industry is paving the way with smart technologies for demand-response capable appliances. In addition to smart grid enabled appliances, the pavilion will showcase other products and technologies that will appeal to savvy consumers. The world's leading technology trade show is the ideal venue for AHAM members and other appliance manufacturers to showcase these technologies and the connected home concept. ”

Joseph McGuire
President
Association of Home Appliance Manufacturers

“ CES is an exciting venue for appliance manufacturers to form new relationships with the consumer electronics world and gain exposure to the market's leading players within the industry. It will be a great show to bring both worlds together. ”

Eliana Barriga
Publisher
The Retail Observer Magazine

Invest in the Future of Appliances



Don't miss this great opportunity to become an integral part in the debut of appliances at CES. With home appliances increasingly intertwined with home networking and interfacing more and more with CE products, CES is your prime opportunity for enhanced sales, exposure and branding.

For information on rates, locations, and availability, please contact Ryan Strowger at rstrowger@CE.org or 703-907-7679 today.