



WITH CES YOU GET EXCEPTIONAL QUALITY

By every measure — attendee quality, media attention, markets represented and a variety of special events — CES is incomparable. It is among the best, most cost-effective ways to connect with every market and channel — all at once. Check out these features and the enclosed preliminary attendee highlights. A full audit of the 2009 International CES® will be available in May.

ATTENDEES: Everyone Who Matters is Here

More than 110,000 key decision makers gather to make deals, create partnerships and expand channels. Engage with:

- Analysts and venture capitalists
- Local, state, and federal government decision makers
- Buyers
- Suppliers
- Digital entertainment and content decision makers
- Top-volume retailers
- Distributors
- Trade representatives
- Engineers
- Major name media

Make connections with decision makers from a variety of industries:

- Automotive
- Education
- Manufacturing
- Digital entertainment
- Financial services
- Medical
- E-commerce
- Government
- Travel and leisure

MARKETS: Gaming, Digital Imaging, Wireless, Content and More

Nine primary vertical markets make CES the largest and most powerful annual technology trade event in the world. These “shows within the show” draw in your audience and maximize the impact of your sales drivers.

MEDIA: The Top Outlets From 50 Countries

Our media blitz starts in mid-November with CES Unveiled@NewYork, when 300 global media preview the market makers for the upcoming holiday season. Two nights before CES opens, over 700 domestic and international media flock to CES Unveiled: The Official Press Event of the International CES in Las Vegas. Get noticed by:

ABC, Asahi Shimbun, BBC, *Beijing Times*, CBS, *Chicago Sun-Times*, CNBC, CNN, C-Span, HSN, *LA Times*, MSNBC, NBC Universal, NPR, QVC, *Seoul Economic Daily*, *The New York Times*, *The Wall Street Journal*, *Washington Post* and hundreds more.

SPECIAL ATTRACTIONS: Keynotes, Partner Programs, Innovations, Industry Insiders Series, TechZones

CES stages one special event after another—conference sessions, full-day seminars, award shows, and market-specific hubs—so you have countless opportunities to shine. Share your expertise or show off your hottest products by aligning with our special attractions. Your CES Sales and Business Development representative has the details..



AUDIO



DIGITAL IMAGING



EMERGING TECHNOLOGY



GAMING



HIGH-PERFORMANCE AUDIO & HOME THEATER



HOME NETWORKING



HOME THEATER/VIDEO



IN-VEHICLE TECHNOLOGY



WIRELESS

EXPOSURE BEYOND THE BOOTH

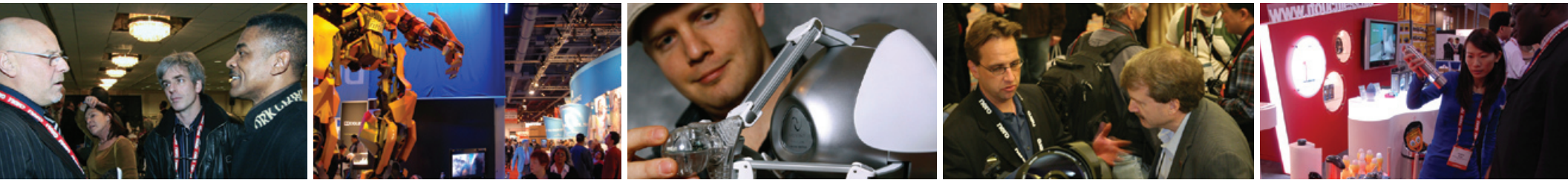
You have strategic marketing goals. Our focused promotional opportunities will help you reach them. Grab the spotlight with events, sponsorships, promotions, advertising (print, interior and exterior) or a customized program of your own design. This is a cost-effective way to complement your exhibit space and to position your company and brand as industry icons. Visit CESweb.org/promotions to see a complete list of opportunities.

STAY TUNED

Over the course of the year, we'll send you information that will help make your 2010 CES experience the best ever. Look first for a complete audit of the 2009 CES, which details extensive data on attendees, media, markets and product categories. Stay tuned for details on promotional opportunities, special events and much more. And you can always visit CESweb.org for regular show updates.

LET US HELP YOU PLAN A PERFECT SHOW.

Contact us at 703-907-7645 or Exhibit@CESweb.org



2009 International CES® PRELIMINARY AUDIT HIGHLIGHTS

The 2009 International CES delivered the quality attendees exhibitors expect, and we have the numbers to prove it. No other event gives your company this depth of exposure and reach, because there's no other marketing experience like CES. Sign up today for booth space at the 2010 CES. Sign up today for booth space at the 2010 CES.

| CES General Show Attendance Highlights | |
|--|---------|
| Exhibits-Only Attendees | 66,776 |
| Exhibitors | 38,396 |
| Conference Attendees | 2,526 |
| Press | 4,565 |
| Blogger | 472 |
| Financial and Marketing Analysts | 1,513 |
| Grand Total | 114,249 |

| International Attendance | | |
|--|--------------|------------------------|
| | Total Number | Percent of Attendance* |
| International Exhibits-Only Attendees | 13,439 | 19% |
| International Exhibitors | 7,201 | 10% |
| International Conference Attendees | 569 | 1% |
| International Press | 988 | 1% |
| International Blogger | 61 | < 1% |
| International Financial and Marketing Analysts | 127 | < 1% |
| Grand Total | 22,385 | 32% |

| CES Attracts Industry Leaders | | |
|-------------------------------|--------------|------------------------|
| | Total Number | Percent of Attendance* |
| President/CEO/Owner | 14,462 | 21% |
| CFO | 888 | 1% |
| COO | 822 | 1% |
| CIO/CTO | 1,052 | 2% |
| CMO | 304 | < 1% |
| CXO | 221 | < 1% |
| VP | 5,614 | 8% |
| Director/Senior Manager | 6,502 | 9% |
| General Manager | 2,095 | 3% |
| Grand Total | 31,160 | 45% |

*Attendance = 66,776 + 2,526 = 69,302

JOIN THE EVENT THAT PUTS YOU CENTER STAGE

2010 International CES®
Las Vegas Convention Center
and the Hilton, Sands Expo and
Convention Center/ The Venetian
CESweb.org



1919 South Eads St.
Arlington, VA 22202
USA



One Show. Countless Opportunities.



There are countless reasons to make the 2010 International CES® a core part of your business strategy. In just four days you can:

Link to the consumer electronics (CE) supply chain | Reach key decision makers | Build your brand | Unveil new products

Assess the competition | Make headlines | Close more deals | Increase your ROI

The International CES is about innovation. The most important technologies launch at CES, including the VCR, DVD player, HDTV, satellite radio and 3-D HDTV. Why does the average U.S. household have 24 (CE) products? Because they improve our lives, and in times like these, making life good – especially in our homes – is more important than ever. Want to know more? Read on, then call us to secure your exhibit space. We'll help you capitalize on countless opportunities at CES!

THE SPOTLIGHT ON THE CONSUMER ELECTRONICS INDUSTRY

| Top 20 Product Interest Areas | | | | | |
|--------------------------------|-----------|------|--|-----------|------|
| Product Category | Attendees | Rank | Product Category | Attendees | Rank |
| Accessories | 13,838 | 5 | Internet Protocol TV (IPTV) | 7,878 | 19 |
| Audio | 15,178 | 3 | Mobile Office | 9,196 | 15 |
| Broadband | 8,430 | 17 | Mobile/Vehicle Electronics | 10,604 | 12 |
| Computer Hardware and Software | 17,665 | 1 | Online/Internet | 9,230 | 14 |
| Digital Imaging/Video Editing | 10,349 | 13 | Other Consumer Electronics | 12,003 | 8 |
| Electronic Gaming | 10,883 | 10 | Personal Electronics | 14,289 | 4 |
| High Performance Audio | 10,955 | 9 | Video | 10,625 | 11 |
| Home Data Networking | 8,261 | 18 | Voice Over IP (VoIP) Hardware and Software | 8,502 | 16 |
| Home Theater | 13,079 | 6 | WiFi | 12,365 | 7 |
| Integrated Home Systems | 7,798 | 20 | Wireless Communications | 15,862 | 2 |

| CES Press Coverage | |
|--|-------|
| More than 4,500 press, 1,500 analysts and over 450 bloggers traveled to the 2009 CES, including representatives from top media outlets like ABC, BBC, CBS, CNN, NBC Universal, The New York Times, NPR, USA Today and The Wall Street Journal. | |
| Countries Represented | 51 |
| Intl Press | 1,005 |
| Intl Analysts | 196 |
| Print Press | 30% |
| Online/Wire Press | 45% |
| Broadcast Press | 25% |

