

2009



One Show. Countless Opportunities.

Location Based Services (LBS) CE Spotlight

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

The **Location Based Services (LBS) CE Spotlight** at the 2009 International CES serves as the premiere location for providers of custom technologies, services and advertising sent to portable and in-car navigation devices, based on their current locations. This CE Spotlight will feature the latest technologies used to deliver highly personalized mobile services, based on location, allowing the mobile network operator to offer differentiation and increased profitability.

Who should exhibit?

The **Location Based Services** CE Spotlight is for designers, manufacturers and service providers offering cutting-edge personalized location and navigation services.

Technology, Products and Services Featured:

- Portable and in-car navigation devices and services
- GPS services
- Digital mapping for vehicular navigation
- Personalization of mobile services, based on location

A focused exhibit area draws a qualified crowd.

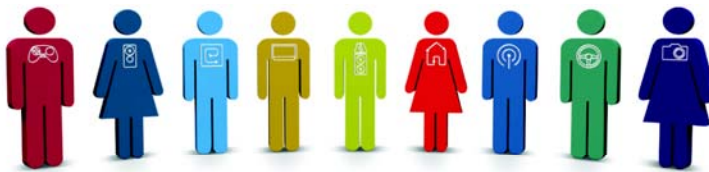
When CES attendees are looking for **Location Based Services**, they'll look for the **LBS CE Spotlight**. Exhibit in this dedicated space to make it easier for your top prospects and future partners to find you.

CES delivers incredible ROI and powerful market position.

The International CES sets the stage for the year. This area 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. 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

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The Location Based Services CE Spotlight offers two exhibit options:

An all-inclusive turnkey package and open booth space

Packages include:

- **Turnkey package only:** A standard exhibitor turnkey package with I.D. signage, three panels for company/product graphics, one 6 ft. table, two contour 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 this CE Spotlight from virtually any angle on the show floor

Plus — Exclusive CES benefits:

- Extensive show promotion for the CE Spotlight, 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 more than 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 Location Based Services CE Spotlight — and your products, services and technologies

Investment Options

All-inclusive 10x10 turnkey package (renderings attached):

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

Open booth space package (renderings attached):

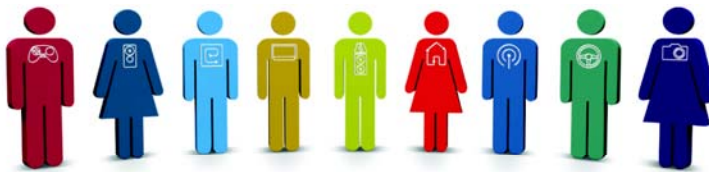
- CEA members: \$35/square foot
- Non-members: \$40/square foot

Call today to secure your spot!

For more information contact:

Chris Amos
Account Manager
Phone: 703-907-7640
E-mail: camos@CE.org

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panels 1 & 3
visual opening
37 9/16" w x 85 3/8" h overall
(37 9/16" w x 57" above table)

panel 2
visual opening
37 9/16" w x 85 3/8" h overall
(37 9/16" w x 35" between table
and 48" w x 18" h sign)



TechZone Hardwall Booth

- Backwall is 8'-0" h with 36" h side rails
- All insert panels are blonde melamine
- ID sign is 48" w x 18" h white foam board with black copy.
- 1 6'x2' black draped table with white top.
- 2 grey contour chairs
- 1 wastebasket
- 1 black arm light
- 1 500 watt outlet
- Black carpeting
- 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 by November 17, 2008
- Substitutions and variations to the package are not allowed.
- Any additional booth structure is not permitted.
- Questions? Please contact Mary Cole at mcole@ce.org

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Industry Icons at the Forefront | www.CESweb.org |

