

On behalf of the CES Operations team we would like to welcome you to the 2010 International CES! We have created this Welcome Letter to provide you with contact information so that you know where you can find assistance on-site, key show rules and regulations and other important detail about exhibiting at the show. We are here to make your exhibit experience at the CES seamless, enjoyable and successful. Please do not hesitate to reach out to us immediately if we can help in any way at all.

CES SHOW OFFICES

Las Vegas Convention Center	Front of North 1 Hall	702-943-3540
	South Hall Connector, Room S219	702-943-3539
Las Vegas Hilton	Hilton Center Foyer	702-892-3485

CES EXHIBITOR HOTLINE

The CES Hotline is also available if you need a quick answer or are looking for someone to help. Call us anytime at 702-943-4074 during show hours during move-in, show days or move out.

CES FLOOR MANAGERS and GES ZONE MANAGERS

CES has professional floor managers on-site to provide assistance and act as your primary liaison with all official show contractors. GES also provides additional exhibitor support by pairing each floor manager up with a zone manager. Look for the Floor Manager desk closest to you – each hall has multiple floor managers so you will find your desk close to your both.

Exhibit Hall	CES Floor Manager/ Cell # (on-site use only)	FM Desk Location/ Desk phone #	GES Zone Manager/ Cell #
LVCC North and Central Hall Facility Manager	Barbara Powell 614-404-2136	Room C106, Central Hall 702-943-3523	
LVCC North Hall	Chuck Bierley (N1-2) 303-435-6834 Nancy Needel (N2-3) 617-877-2234 Luann Alesio (N4) 949-683-9982/	Next to booth #1801 702-943-3528 Next to booth #4606 702-943-3527 Next to booth #4606 702-943-3527	Abraham Rodriguez 702-604-9714
LVCC Central Hall	Phil Spitale (C1-2) 404-625-3315 Scott Mullen (C3) 702-348-8943 Dan Zumtobel (C4-5) 619-794-6075	Next to booth #9034 702-943-3533 Next to booth #11440 702-943-3534 Next to booth #13306 702-943-3536	Lading Sirhabud 702-591-6494 Mary Dunbar 702-591-9215 Chris Castro 206-423-2955
LVCC Meeting Rooms & Grand Concourse	Kelly Butler Holtz 503-358-3425	Next to room N230 702-943-3559	Dionne Castro 702-591-6637
LVCC South Hall Facility Manager	Roy Walker 702-300-3350	Room S219, South Hall Connector 702-943-3541	
LVCC South Hall	Norm Mayes (S1) 682-429-3140 George Webber (S3), 240 863 1316 Joyce Giannini (S4), 203-767-0925	Next to booth #20470 702-943-3561 Next to booth #35301 702-943-3563 Next to booth #36038 702-943-3564	Janelle Walker 619-572-4054 Pat Thompson 702-591-6760 Arie White 773-842-3746
CES Central Plaza	Leslee Fletcher 702-204-7294	Room S219, South Hall Connector	Mike Embler 702-604-4537
Las Vegas Hilton	Jim McDonald 310-383-4168	Next to booth #40028, near the Pavilion entrance 702-892-3023	Sam Spalding 702-604-4934

EXHIBITOR SERVICE CENTERS

GES and all other official show contractors will be located to assist you during set-up, show and tear down hours at one of four Exhibitor Service Centers located in each LVCC exhibit hall and at the Hilton:

- 1) Back of North Hall 1
- 2) Central Hall Tunnel below Central Hall 3 Concourse
- 3) North alcove of South Hall 2
- 4) Las Vegas Hilton between Hilton Center and Pavilion

SHOW HOURS

Thursday, January 7, 2010	10 a.m. – 6 p.m.
Friday, January 8, 2010	9 a.m. – 6 p.m.
Saturday, January 9, 2010	9 a.m. – 6 p.m.
Sunday, January 10, 2010	9 a.m. – 4 p.m.

WORK HOURS / LATE WORK PASSES

Work hours are 7:30 a.m.–7 p.m. each day. You may obtain these passes from your Floor Manager or CES Show Office by 2:30 p.m. on the day the late work is to occur. You will be asked to provide the booth number, approximate number of workers and the name of the supervisor. During after hours, you and your booth team must remain in your booth at all times. Additional security will patrol the exhibit halls and check that people have passes and are working in the proper booth. Anyone in violation will be escorted out of the exhibit hall for the remainder of the evening.

After 7 p.m., anyone leaving the exhibit hall will not be able to re-enter until the next day. A runner can leave the building to get dinner or supplies via a 24-hour access door. Anyone who must enter the building after hours will be asked to sign in and out, state their business and show identification and their work ID. 24-hour doors will be maintained at the following locations:

North Hall	Freight Door #21
Central Hall	Freight Door #11
South Hall	Freight Door #42
Hilton	Ballroom Foyer entrance and South Patio entrance between Hilton Center and Pavilion

CLEAN FLOOR POLICY

The following Clean Floor Policy will be strictly enforced:

Tuesday, January 5, 2010

- **ASAP** Crates should be unpacked and labeled "empty" for removal from the floor as soon as possible.
- **6 p.m.** All crates must be empty and labeled for removal.
- **10 p.m.** All crates will be removed from the building regardless of status.
- **10 p.m.** Visqueen must be removed, rolled and placed in the aisle for removal.

Wednesday, January 6, 2010

- **1 p.m.** Carton, fiber cases and packing material must be empty and labeled.
- **1 p.m.** Accessible storage items must have a work order submitted for pickup and be labeled for removal.
- **3 p.m.** All booths must be completely set including carpet. (Carpet is **not** mandatory at the Hilton as it already has existing carpet).
- **3 p.m.** Booth space or meeting rooms not occupied by 3 p.m. will revert to CES.
- **7 p.m.** All aisles must be 100% clear of product or any other items that may impede GES in setting down aisle carpet.

Wednesday, January 6 is scheduled as a product testing, booth touch-up and rehearsal day. These procedures are intended to facilitate the convenience of arrival and set-up for the exhibitor and to ensure that CES opens on schedule.

BOOTH INSTALLATION AND UNIONS

Exhibitors are permitted to set up their own displays, provided *full-time, permanent* company employees are used. At the request of union officials, CES Operations may request proof of a booth worker's company affiliation. Note: union jurisdictions prohibit exhibitors from using material handling equipment, such as flatbed carts or dollies/hand-trucks, though hand-carrying materials is permitted. Contact CES Operations or GES with questions or concerns. Please see the enclosed flyer for details regarding union rules and work schedule.

ELECTRICIANS

CES Operations works closely with the International Brotherhood of Electrical Workers (IBEW) on improving customer service at CES. Electricians participate in a tradeshow orientation seminar, designed to familiarize them with each facility, how a tradeshow works, working around booth exhibitry, specialized equipment, etc. We welcome your feedback at CESops@CE.org or at one of our on-site Show Offices on your experience at CES this year and any changes you see at the show this year.

UNION WORK SCHEDULE

The typical work day is from 8 a.m.-5 p.m. with teamsters taking a 15-min break at 10 a.m. and 3 p.m. and electricians and stagehands a 10-min. break. All take a one hour lunch at 12 noon. After hours, teamsters will take a 15-min or 30-min break at 5 p.m. If they take 15-min, they will take another 30-min break at 7 p.m. Electricians and stagehands will take a 10-min break at 5 p.m. and a 30-min dinner break at 7 p.m.

LIGHTS OUT PROCEDURE

If you need to adjust the ambient lighting above your booth, a Lights Out Request Form must be completed and turned into GES prior to January 5, or ask a floor manager for assistance. This form is located in Show Utilities section of your CES Exhibitor Manual or you can obtain a form from the service desk during move-in. Based on the location of your booth, a minimal fee may be charged to facilitate your lights out request. Depending on the location and number of lights needing to be turned off, a CES Floor Manager may need to determine if the action will impact neighboring exhibitors.

EXHIBITOR-APPOINTED CONTRACTORS (EACs)

In addition to the LVCVA-required photo ID badge, EAC workers must display an official EAC wristband in order to access the show floor. The wristbands are numbered and there is a different color required each day. Wristbands may be picked up the night before work is to be done from the EAC/security desks outside of Central 1 Hall (Grand Lobby) from December 28-January 13 and South Hall 1 lobby from December 29-January 13. EAC supervisors must pick up and sign for all worker identification.

IMPORTANT: EQUIPMENT ON THE SHOW FLOOR

These policies and time frames will be strictly enforced so as to ensure a smooth show opening.

- In an effort to improve safety and relieve congestion on the show floor, no electric carts or scooters will be permitted in the building during move-in and move-out at the 2010 CES.
- Exhibitor and EAC (exhibitor appointed contractor) ladders and gang boxes must be removed from the show floor by 10 p.m. on Wednesday, January 6 and not permitted until the close of show.
- Absolutely no motorized equipment will be allowed on the show floor after 6 a.m. on Thursday, January 7; this includes all boom, scissor and forklifts and motorized scooters.

SMALL PACKAGE NOTIFICATION POLICY

Starting Tuesday, January 5 at 3 p.m. all shipments received by GES will not be delivered to an exhibitor's booth, meeting room or suite during official show hours. The exhibitor will receive a copy of the receiving report along with notification that the package will be delivered after show hours. The exhibitor will be asked to notify GES immediately if they do not recognize the sender or origin of the shipment and do not want it delivered to their booth, meeting room or suite.

NO SELLING POLICY

CES policy strictly prohibits over-the-counter sales (i.e.: cash, check, or credit card). Only bona fide business orders for future billing, payment and delivery are permitted. **CES reserves the right to close down booths in violation of this regulation.**

CES show management and representatives from the Clark County Business License office will be walking the show floors on show days looking for exhibitors violating this policy. Should any exhibitors be found in violation of this policy, CES Operations will take the proper steps to shut down the exhibitor's booth immediately. This action will be strictly enforced.

Be sure to share this information with those staffing your booth on-site. We appreciate your attention to the serious nature of this policy, and ask all exhibitors to adhere to this regulation.

SECURITY

CES provides general perimeter security. Exhibitors are responsible for maintaining the security of their booth contents. Do not leave valuables or equipment that can be hand carried. Utilize security cages or visit the Security Offices in C105 or S219 to store any valuables or discuss options. A list of security tips has been included in this kit for your reference.

IMPORTANT: PROCEDURE FOR MERCHANDISE/PRODUCT REMOVAL

Only CES exhibitors are permitted to remove merchandise/product from the show floor during move-in, show days and move-out. Exhibitors wishing to remove merchandise/product must present **both a photo ID (driver's license or passport) and business card** to the security guard upon exiting the show floor. Security guards will cross-check the ID with the exhibitor's badge for verification. Attendees are prohibited from carrying product off the show floor at any time.

ALL BAGS ARE SUBJECT TO SEARCH

All bags will be subject to search upon entry into CES show venues. This includes personal items such as purses, laptop cases and toolboxes.

THEFT

As part of our continued effort to prevent theft, video surveillance cameras will be installed at the main entrances and freight door areas. We ask for your assistance and to be the eyes and ears on the show floor. Please be watchful and vigilant, and if you see or hear of anything suspicious report it immediately to CES Security in S219 at 702-943-3532, C105 at 702-943-4080 or LVCVA Security at 702-892-7400.

The Consumer Electronics Association, producer of the International CES, will take part in Las Vegas Metro's Crime Stoppers program and will match the maximum reward of \$2,000 for any tip that leads to an arrest and conviction of a theft or other crime that takes place during the show. The Crime Stoppers hotline is 702-385-5555.

GES INVOICE REVIEW

A GES Service Executive will deliver your invoice before the close of the show. All invoices greater than \$25,000 will automatically be reviewed with you in your booth. Exhibitors with invoices less than \$25,000 are encouraged to also request a review with your Service Executive prior to the close of the show. Note: it is much easier and faster to reconcile a GES billing error while all parties are accessible on-site. Waiting until after the show could result in a much more time consuming process!

MOVE-OUT

A separate bulletin will be distributed to all exhibitors on Saturday, January 9 that will include information on dismantling and moving your booths out of the hall. All exhibitors must keep their display open and manned during the entire show through show break at 4 p.m. on Sunday, January 10. Failure to abide by this rule may result in loss of priority points.

IMPORTANT: TARGET MOVE-OUT INFORMATION

The move-out process is a targeted system which provides you will a clear schedule for when your booth needs to be dismantled, packed, and ready for removal and shipping. Please consult the color-coded Target Move-Out information on www.CESweb.org/manual; select your Hall location to download the map and determine your designated day to schedule outbound shipping for your freight. You will also find other details on empty crate return, when to have your booth packed, paperwork turned in and carrier check-in. If you have questions, contact your GES Zone Manager, Service Executive or GES service desk.

LABOR AT SHOW BREAK

As an additional safety and security measure, **no workers will be permitted on the show floor until one hour after the show closes on Thursday, one half hour at the Hilton.** This includes all I&D labor, electricians, stagehands, cleaners, vendors and all EAC workers. The only exception you will see is teamster labor to roll the aisle carpet one half hour after the show break at the LVCC.

What does this mean for you? If you have labor scheduled for the show break, adjust the start time so that your labor begins one hour after the show break (one half hour at the Hilton). GES will make the adjustment accordingly for their labor, but it is your responsibility to reschedule all other contract labor (EACs, a/v companies, etc.).

DONATE YOUR PRODUCT OR DISPLAY MATERIALS AFTER THE 2010 INTERNATIONAL CES

The 2010 International CES has partnered with Opportunity Village, to create a donation program to benefit disadvantaged people in the local community. Exhibitors at the show are being asked to donate their product and other booth materials after the show to the Opportunity Village Thrift Store where all donated goods will be sold. Proceeds will benefit the hundreds of people with intellectual disabilities helped by Opportunity Village. You can turn in your product at one of the two on-site locations at the Las Vegas Convention Center: North/Central exhibitors- Outside Freight Door 9 (Hall C5); South Hall exhibitors – inside Hall S2. Donations will be accepted starting at 4 p.m. on January 10. Your generosity is appreciated. If you have any questions regarding your individual involvement in this process, contact Laura D'Amore at 702-880-4022 or damorel@opportunityvillage.org

DON'T MISS OUT! SIGN UP FOR THE 2011 INTERNATIONAL CES

You should have received a packet of information from the CES Sales Department, indicating your 2011 International CES exhibit selection time. Booth selection will take place during your scheduled time at the Exhibit Space Selection Office in LVCC South Hall Connector, Room S223. If you did not receive your packet or have questions about the selection process, please call the LVCC Exhibit Space Selection office at 702-943-3731 beginning on January 4.

Thank you for participating in the 2010 International CES. Have a great show!

CES Show Work Rules

2010 International CES

January 7 - 10, 2010

G-6

GES

To assist you in planning your participation in the show, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling.

Exhibit Labor

Exhibits may only be installed by GES Exposition Services, an approved Exhibitor Appointed Contractor (EAC) or an exhibitor's full time employees with positive identification such as a medical card or payroll stub. This rule prohibits the use of workers hired from a non-union agency or company. Exhibitors are allowed to setup and take down "pop-up" style displays, unpack, pack and arrange merchandise and/or product within their exhibit. Exhibitors are not allowed to use power tools or ladders. Extensive booth construction is required to be installed by union personnel. GES is responsible for all assembly and rigging of all hanging signs, hanging truss and lighting.

Freight Handling

Teamsters Union Local #631 has jurisdiction for the loading and unloading of all trucks and trailers, as well as the handling of empty crates and the operation of material handling equipment. They have jurisdiction of unloading, uncrating, un-skidding, leveling, painting and assembly of machinery and equipment as well as the reverse process. GES has the responsibility of receiving and handling all materials and empty crates. It is our responsibility to manage docks and schedule vehicles for the smooth and efficient move-in /move-out of the tradeshow. GES will not be responsible for any material it does not handle. Exhibitors may hand carry or bring materials into the front door of the building using a two-wheel, airport-type luggage cart only. Exhibitors are not permitted to use any type of material handling equipment, including two-wheel hand carts or four-wheel dollies. Exhibitors are not permitted access to the loading docks or freight doors.

Electrical Union

IBEW Local #357 has jurisdiction of all electrical work including electrical sign hanging and lighting. Electricians are responsible for all concealed and under carpet wiring and must distribute and hook-up all power that is over 2000 watts (20 amp) 120 volt in the overall total booth space. Electricians must distribute and hook-up all 208 volt and 480 volt power. Electricians install TVs, video monitors and plasma screens unless a live feed is required. In the case of live feed requirements, Stagehands must perform the work. Brackets and mounts, which support a TV or similar equipment, are considered to be part of the equipment. Electricians distribute power from the source to the show floor. An electrician must be called for any increase in electrical service. Electricians hoist GES assembled signs weighing 300 lbs. or more.

Truss

Ground supported truss that is considered to be "booth structure" can be assembled by GES teamsters or an approved EAC. Ground supported stand-alone truss whose sole purpose is overhead distribution of electrical equipment must be installed and removed by TSE electricians. Suspended truss with motorized hoists must be installed by TSE electricians or stagehands depending on application. Self-climbing and/or mechanized truss systems must be installed by TSE stagehands. Mixed-use truss that is used for booth structure, displaying banners or graphics and electrical equipment can be assembled by GES teamsters or an approved EAC, but TSE electricians must install all electrical components.

Stagehands

Stagehands handle programmable theatrical lighting, live production, related rigging and audio-visual. Suspended trusses with or without legs that contain dimmable or programmable lighting, studio or motion picture lighting, sound system projectors, video wall, special effects equipment and laser lighting are to be installed and removed by the stagehands.

Gratuities Prohibited

Our work rules prohibit both the solicitation and acceptance of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

Always Honest Hotline

GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866-225-8230 to report fraudulent or unethical behavior.

Questions? Call Doug Hardenstein at (702) 515-5762 or email dhardenstein@ges.com.

Las Vegas Work Rules
Exhibitor Guidelines and What They Really Mean

What an Exhibitor's full time employees can do:

- For the purpose of this document, an "Exhibitor" is defined as a full-time employee of an official exhibiting company.
- Exhibitors are allowed to perform work within their booth as long as no power tools or ladders are used.
- Extensive booth construction requires installation by union personnel to ensure safety standards and maintain union harmony on the show floor. CES Operations reserves the right to make the final decision on exhibits in question.

Electrical work an Exhibitor can perform:

- Exhibitors may install their own manufactured equipment/product and as many other devices as they would like within their own booth as long as the total combined wattage does not exceed 2000 watts (20 amp) 120 volt power.
- Any equipment to be placed or mounted by an Exhibitor must NOT be more than 8' above the floor level or require the use of a ladder or other device to gain working height.
- Exhibitors are permitted to bring their own electrical materials that conform to the published standards in the Las Vegas Convention Center (LVCC) Users Manual. Exhibitor Appointed Contractors (EACs) cannot supply any electrical materials including extension cords.
- Exhibitors are not permitted to bring their own generator.
- Exhibitors refurbishing or building a new display or structure with electrical components must also refer to the LVCC Users Manual.
- For all guidelines and standards referred to above, please see pages 58-59 in the Safety section of the LVCC Users Manual at www.lvcca.com/meetings/meeting-venues/convention-centers/lvcc-users-manual.jsp.

Electrical work Tradeshow Electrical (TSE) must perform:

- Distribution and installation of electrical cords and power source, or any over/under carpet work, must be installed by TSE electricians.
- TSE must do all electrical repair and maintenance work performed in a booth.
- All electrical outlets must be provided by TSE. Generator power falls under the exclusive jurisdiction of TSE.

EACs are not permitted to perform electrical work:

- EAC's may not perform any electrical work including but not limited to all items listed in the show rules or herein this document. This includes but is not limited to:
 - EACs may not install television/monitors or brackets and mounts.
 - EACs may not install any exhibitor owned audio/projection system.

Installation of exhibitor-owned truss:

- Ground-supported truss that is considered to be "booth structure" can be installed by GES teamsters or an approved EAC. Ground-supported truss whose sole purpose is to support electrical equipment must be assembled by TSE electricians.
- Suspended truss with motorized hoists must be installed by TSE electricians or stagehands depending on application.
- Self-climbing and/or mechanized truss systems must be installed by TSE stagehands.
- Mixed-use truss that is used for booth structure, displaying banners or graphics and electrical equipment can be assembled by GES teamsters or an approved EAC, but TSE electricians must install all electrical components.

Installation of hanging signs:

- GES is responsible for the assembly and rigging of all hanging signs.
- TSE must assemble and hang any of these hanging signs with electrical components, for example if they rotate, have rotating elements, lights, etc.
- Electrical and non-electrical hanging signs weighing 300 lbs or more require one or more motor hoist and must be assembled by GES and hung by TSE.

Exhibitors bringing IATSE stagehands to Las Vegas:

- All stagehands are required to be hired, dispatched and pay-rolled by TSE with the exception of certain audio and video technicians.
- Each exhibiting company is welcome to employ the following stagehands from other sources:
 - One (1) audio operator
 - One (1) video operator
 - Any live camera operators
- A notice of intent to hire from the exhibitor must be provided to TSE at least 30 days prior to the show opening. You must provide a description of each job position and start and end date for each assignment.

Booth Check:

- TSE may conduct performance audits during move in and opening of the show. This ensures the accuracy of the electrical power and materials ordered by the exhibitor. Exhibitors using any power or electrical materials that were not ordered will be invoiced at the applicable rates.

Questions? Call Doug Hardenstein at 702-515-5762 or e-mail dhardenstein@ges.com

Reminder!!!

Select your 2011 International CES Exhibit Space while you are here at the 2010 International CES!

If you have questions regarding your space selection time, please call the on-site LVCC Sales Office
Room S223 at 702-943-3731*

** These numbers will be in service starting Monday, January 4.*

