



# 2008 International CES® SmartBooth Package Order Form

## Step 1 - What is your Primary Objective?

- ☐ **Brand Awareness** - delivering your logo and branding message
- ☐ **Qualified Booth Traffic** - inviting your top prospects to your booth

## Step 2 - Choose Your Package:

Package	Description	Year-Round June 2007-June 2008	Show-Only activated 12 weeks out
Platinum	Includes 4 Target Markets, 12 EventKeywords and your LOGO ON ALL MAPS* for your hall <small>*Based on availability on map.</small>	<input type="checkbox"/> \$11,485	<input type="checkbox"/> \$9,985
Gold	Includes 3 Target Markets and 9 EventKeywords	<input type="checkbox"/> \$7,495	<input type="checkbox"/> \$5,995
Silver	Includes 2 Target Markets and 6 EventKeywords	<input type="checkbox"/> \$5,495	<input type="checkbox"/> \$3,995
Bronze	Includes 1 Target Market and 3 EventKeywords	<input type="checkbox"/> \$3,995	<input type="checkbox"/> \$2,495

### What is a Target Market?

"Target Market" is a sector of the consumer electronics industry defined by company affiliation pertaining to one or more product areas. Examples: Dealer, Distributor, Press, Manufacturer

### What is an EventKeyword?

An EventKeyword is a word that can be used to describe an exhibiting company, its products and/or its services. CES EventKeywords can be purchased as part of a package (as described above) or à la carte using a separate order form. Examples: Accessories, Navigation, Wholesale, RFID

## Step 3 - List Your EventKeywords:

Please list the EventKeywords you have purchased as a part of the package you selected above (the number of EventKeywords is listed in the "Description" column corresponding with your package).

- |          |          |          |           |
|----------|----------|----------|-----------|
| 1. _____ | 4. _____ | 7. _____ | 10. _____ |
| 2. _____ | 5. _____ | 8. _____ | 11. _____ |
| 3. _____ | 6. _____ | 9. _____ | 12. _____ |

## Step 4 - Provide your company and payment information:

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Work phone: \_\_\_\_\_

TOTAL AMOUNT DUE: \$ \_\_\_\_\_  
☐ Visa ☐ MasterCard ☐ AMEX  
 Name on card: \_\_\_\_\_  
 Company on card: \_\_\_\_\_  
 Card number: \_\_\_\_\_  
 Expiration date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
 OR  
☐ INVOICE ME PO# \_\_\_\_\_

## Step 5 - Fax Your Completed Form to (410) 455-0658

For questions regarding SmartBooth Packages, Target Markets, EventKeywords or this order form, please contact Gary Zgorski at (240) 401-9549 or zgorski@bmetrics.com. Visit CESweb.org/smartbooth for more information. For other concerns regarding your exhibit booth investment for the 2008 International CES, contact your CES business development representative at exhibit@CE.org.

**Terms of Purchase:** Upon activation of your SmartBooth account, you will be asked to accept the terms and conditions outlined in the BDMetrics SmartBooth website at [www.smartbooth.net/termsandconditions](http://www.smartbooth.net/termsandconditions). **Payment Terms:** By completing the credit card information section and signing below, you authorize BDMetrics to charge your card for the purchase price indicated on this form. Invoices are due upon receipt.

### The undersigned agrees to the terms of purchase stated on this agreement:

Name: (please print) \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_