

INTERNATIONAL CES INNOVATIONS 2010 DESIGN AND ENGINEERING AWARDS **HONOREE BENEFITS**



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HONOREE PRESHOW BENEFITS

2010 INTERNATIONAL CES® NEW YORK PRESS PREVIEW

The Metropolitan Pavilion in New York City

- The highly anticipated Best of Innovations announcements will be made on Tuesday, November 10, 2009 at the 2010 International CES press conference, attended by elite industry media eager to learn about this year's Innovations honorees.
- Purchase a tabletop at the Innovations honorees reduced rate to make sure your company name and winning products are included in the breaking news headlines. To purchase a tabletop, contact Roz Graham at rgraham@CE.org or 703-907-7432.

THE BEST OF INNOVATIONS PRODUCT DISPLAY AT CES UNVEILED@NY

- If you are a CES exhibitor participating in CES Unveiled@NY on Tuesday, November 10, 2009 and your product is designated as a Best of Innovations honoree, it could be featured in the press conference before the Unveiled event, driving press to visit you and see your product.

UNIQUE EXPOSURE

- Innovations honoree product photos and descriptions are posted on CESweb.org/Innovations, visible to CES attendees, exhibitors and media and trafficked by millions.
- Best of Innovations honorees are listed in an official press release.
- Gain access to the International CES press/analyst attendee list at CESweb.org/exhibitors/pr.
- Invite the press to view your winning Innovations product at CES (for exhibitors only).

HONOREE ON-SITE BENEFITS

CES UNVEILED: THE OFFICIAL PRESS EVENT OF THE INTERNATIONAL CES

- Take the opportunity to demonstrate your product at CES Unveiled, Tuesday, January 5, 2010 at The Venetian. This is your ticket to press connections — before the show even opens! For details, contact Roz Graham at rgraham@CE.org or 703-907-7432.

INNOVATIONS DESIGN AND ENGINEERING SHOWCASE

- Have a spotlight for your product and brand in one of the most talked-about venues of the International CES: the Innovations Design and Engineering Showcase.

CENTER STAGE IN THE INNOVATIONS SHOWCASE

- Sign up for a slot to pitch your product in the Innovations 2010 Design and Engineering Showcase. Conduct a mini press conference, giving your company and product exposure to press, financial analysts, venture capitalists, buyers and more.
- Participate in the nationally syndicated consumer electronics radio program Into Tomorrow with Dave Graveline live broadcast. Into Tomorrow with Dave Graveline is celebrating its 15th anniversary at CES. For details, contact Fausto Córdova at fausto@graveline.com or 305-824-9000, ext. 10.
- Receive an attractive Innovations 2010 award to show off in your booth at the 2010 International CES and in your trophy case after the show.
- Receive a listing in the Innovations 2010 on-site directory featured in the January/February issue of CE Vision magazine.
- Display the Innovations logo next to your company listing in the Official International CES Show Directory (for official International CES exhibitors only).
- Display Innovations signage in your booth, acknowledging your Innovations honoree status.
- Entertain key industry journalists and retailers who visit the Innovations honoree displays.
- Gain exposure on the official website, CESweb.org/Innovations, where the Innovations pages are among the most-visited.
- Seize the opportunity to host a reception or coffee break and press conference, to promote your company and your winning Innovations design.



HONOREE POST-SHOW BENEFITS

- Best of Innovations Honoree products will be displayed at the other industry events throughout the year receiving extended exposure.
- Place the coveted Innovations logo on your product's packaging and advertising.
- Color product photos are featured in Innovation, the spring quarterly of the Industrial Designers Society of America.
- Send out a follow-up mailing to reporters about your product and the interest it generated at your booth.
- Continued exposure on CESweb.org/Innovations.

