

2012 International

CES®

THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

# AUTOMOTIVE TECHNOLOGIES AT CES



CESWEB.ORG

# WHAT IS CES?

The International CES sets the pace for the consumer electronics (CE) industry and for the future of your company. In just four days you can build your brand, boost your business and connect with more C-level decision makers than anywhere else. Whether you're talking about content, technology, exposure or just pure opportunity, there simply is no substitute for the International CES.

CES is marketing on a grand scale. Connect with buyers, distributors and retailers from Fortune 100 companies, start-ups and every enterprise in between. More than a show, CES is a singular marketing strategy that yields multiple rewards. If you want to network, launch, compete, impact, announce and sell all in one place, you belong here.

CES secures foremost experts to cover hundreds of topics for its conference program and draw the types of attendees that you are looking to meet. Keynote sessions from automotive executives such as Rupert Stadler, chairman of the board of management from Audi AG; Alan Mulally, president and CEO of Ford and Rick Wagner, chairman and CEO of General Motors draw qualified crowds.

# WHY CES?

**The International CES is your best marketing value for 2012.**

Only at CES you will find:

- More than 140,000 attendees
- More than 1.6 million net square feet of exhibit space
- More than 2,700 exhibitors
- 30,000 international attendees from 140 countries
- 5,000 media and analysts
- 45 percent senior level executives
- 91 percent top consumer electronics retailers

## **Automotive Industry Executives attend CES**

More than 175 top executives attend CES from companies such as BMW, Chrysler, Honda, Jaguar, Lexus, Mazda, Mercedes-Benz, Nissan, Volkswagen and Volvo.

**For more information about exhibit opportunities at the 2012 CES contact**

**Shari Sally at [SSally@CE.org](mailto:SSally@CE.org) 703-907-7025.**







## GOELECTRICDRIVE

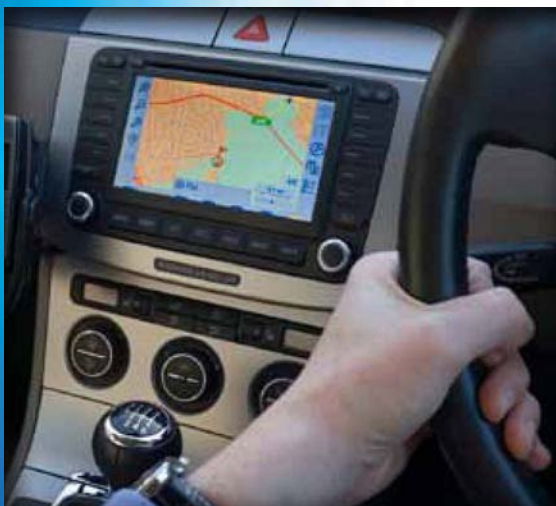
Electric vehicles are quickly gaining popularity among those seeking to live more sustainably by using alternative transportation. The GoElectricDrive TechZone, sponsored by the Electric Drive Transportation Association, promises to be the most dynamic showcase of electric drive technologies, products and services. Your company will want to exhibit here if you represent the newest in electric vehicles and their associated charge stations, electric mobility products and services.



## SAFE DRIVER

Distracted driving is a problem and is getting continuously more and more coverage. With the increasing public focus on distracted driving, this TechZone is an amazing opportunity for your company to show your newest technologies that empower drivers to use their in-vehicle electronics in a safe and responsible way. If you exhibit in the Safe Driver Techzone, you will be among other companies that feature products that assist in auto collision avoidance, lane drift assistance, parking, speed monitoring, hands-free, text-to-voice, driver drowsiness detection and much more.

**Safe Driver**



## LOCATION BASED SERVICES

The Location Based Services TechZone serves as the premiere location for your company to display custom technologies, services and advertising sent to portable and in-car navigation devices, based on their current locations.



## CLAIM YOUR EXHIBIT SPACE TODAY!

Minimize your expense and keep things easy with turnkey booth packages, or create your own.

**Contact Shari Sally by email, [SSally@CE.org](mailto:SSally@CE.org) or phone 703-907-7025 to secure your booth space.**

# BOOTH OPTIONS

**Two Booth Investment Options:** All TechZone exhibitors receive an ad in Vision magazine, CEA's flagship publication which is distributed to 25,000 subscribers with a bonus distribution of 30,000 at CES. The ad consists of a 150 word description, product photo or company logo and URL for the digital edition.

## **A. Open Booth Space**

- Open booth space for companies who prefer their own carpet, furnishings and display
- CEA members: \$37 per square foot + \$500 for ad in Vision magazine
- Non-members: \$42 per square foot + \$500 for ad in Vision magazine

## **B. All-inclusive TechZone Hardwall Booth Package**

- 10'x10' hardwall booth package includes carpet, furnishings, ad in Vision magazine and other inclusions
- CEA members: \$5,750
- Non-members: \$5,850

## CALL TODAY TO SECURE YOUR SPOT!

For more information contact: **Shari Sally, Account Executive**

**Phone: 703-907-7025**

**Email: [ssally@CE.org](mailto:ssally@CE.org)**

