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# EXHIBITOR INVITATIONS

Invite Your Best Customers and Hottest Prospects to the 2006 International CES®!

To order your Exhibitor Invitations, please complete this form, and send it to us via:

**1. Mail:**

2006 International CES Exhibitor Invitations  
Attn: Marketing Events  
2500 Wilson Boulevard  
Arlington, VA 22201

**OR**

**2. Fax:** (703) 907-7602

Avoid duplication! Please mail or fax only one copy of this order form. **Questions?** E-mail us at [invitations@CE.org](mailto:invitations@CE.org)

**DEADLINE:**

Place your order by **November 18, 2005** to allow for delivery time. Allow three to four weeks for delivery. Orders will be processed, once we receive your complete Exhibit Space Application.

**Important:**

Customer invitations include admission to all CES exhibits, Keynotes and SuperSessions. If your guests use the invitation to register in advance, it's FREE until December 30, 2005 8 p.m., EST. If they bring the Invitation to on-site registration, they'll still save \$25 off the \$75 on-site registration fee.

2006 International CES advance registration closes December 30, 2005. Distribute your Exhibitor Invitations in time for your customers to pre-register for FREE.

Please send me:

\_\_\_\_\_ Exhibitor Invitations (Free of charge)

(Quantity Desired)

☐ Order in quantities of 100, please.

☐ Maximum order: 10,000

COMPANY NAME \_\_\_\_\_

ATTENTION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_

COUNTRY (If outside USA) \_\_\_\_\_ BOOTH NUMBER/FACILITY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

Exhibitor Invitations allow admission to CES exhibits, Keynotes and SuperSessions.

Exhibitor Invitations are not for exhibitor, manufacturer or manufacturer representatives' registration.

No one under 16 years of age will be admitted to the show floor.

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# MAXIMIZE YOUR EXHIBIT SUCCESS

## **Invite Your Best Customers and Hottest Prospects to the 2006 Show!**

Thousands of consumer technology professionals will visit Las Vegas, Nevada for the 2006 International CES®. Make sure your VIP buyers register and plan to meet you in Las Vegas, January 5-8, 2006. Send Exhibitor Invitations to your current and prospective customers, and invite them directly to your booth.

Exhibitor Invitations allow your buyers to pre-register for the International CES exhibits, Keynotes and SuperSessions, absolutely free! That's a \$75 savings off on-site registration costs. If they decide to register on-site, they'll still save \$25 with an invitation from you.

According to the Center for Exhibition Industry Research, most attendees decide which exhibitors they will visit before they enter the exhibit hall. Invitations have proven to be an effective method to entice attendees to visit a booth!

## **Five Ways to Use Customer Invitations**

1. Send a personal letter and Exhibitor Invitation to your top customers. Make sure to include your booth number, so your guests can easily find you at the show.
2. Utilize your sales personnel! Identify key customer prospects, and have your sales reps deliver a personal invitation to visit your booth.
3. Ask your manufacturers' reps to distribute your Exhibitor Invitations, as they service their retail and installation accounts.
4. Create a flyer or brochure to announce your new product introduction or show "special" at the 2006 International CES. Send it to customers and prospects with an Exhibitor Invitation from you.
5. Include an Exhibitor Invitation with your regular mailings to customers and prospects, with invoices, promotions, etc.

All 2006 International CES exhibitors automatically receive 100 Exhibitor Invitations. Plan how you're going to use them. Do you think you'll need more? The deadline for extra invitations is **November 18, 2005.**

The 2006 International CES pre-registration deadline is December 30, 2005, 8 p.m., EST. Distribute your Exhibitor Invitations in time for your customers to register by the deadline.