

THE SPOTLIGHT ON THE
CONSUMER ELECTRONICS INDUSTRY

TechZone



Industrial Design TechZone
North Hall • Las Vegas Convention Center
Las Vegas, Nevada • January 7-10, 2010
2010 International CES®

The **Industrial Design TechZone** features leading companies' that design Consumer Electronics (CE) devices and User Interfaces including industrial product design and R&D (information collection) services. Design is a critical differentiator in the CE industry that sets devices, UIs and services apart in a crowded field of me-too CE products and the **Industrial Design TechZone** will display new design ideas for use by manufacturers, VCs and entrepreneurs looking to outsource.

Who should exhibit?

The **Industrial Design TechZone** is for CE Industrial Design companies and consulting firms.

What is the central technology?

- Product design and innovation
- R&D services (information collection)

A focused exhibit area draws a qualified crowd.

When CES attendees look for **industrial design** and accompanying services, they look for the **Industrial Design TechZone**. Exhibit in this dedicated space to make it easier for your top prospects and future partners to find you.

CES delivers incredible ROI and powerful market position!

The International CES sets the stage for the year. This TechZone gives you a prestigious presence at lower exhibit costs than most other shows. The International CES is your best venue to tap major international distribution channels, the financial community and others. Heighten your visibility through key press coverage delivered by the International CES. Debut your CE products and meet face-to-face with more than 100,000 key industry leaders and decision makers.

Attendee Highlights		They're Decision Makers!	
12,000+	Retail buyers	23,000+	Final decision makers
3,500+	Institutional, corporate (non-retail) and government buyers	30,000+	Senior-level executives
3,000+	Engineers	22,000	International professionals from 140 countries
4,500	Media	8,000+	Manager and store managers
1,500	Financial/market analysts	700+	VAR/dealers

* Source: 2009 International CES VERIS Audit/Registration Report

One Show. Countless Opportunities.



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Booth Investment Options:

A. Open Booth Space

- Open booth space for companies who prefer their own carpet, furnishings and display
- CEA members: \$36 per square foot
- Non-members: \$41 per square foot

B. All-inclusive TechZone Pod package

- Standard exhibit pod package includes carpet, counter, bar stools and other inclusions – see attached rendering for details
- CEA members: \$4,750
- Non-members: \$5,050

Plus — Exclusive CES benefits:

- Extensive show promotion for the TechZone, including:
 - Pre-show publicity opportunities in print and on the Internet
 - Access to pre-registered press lists
- FREE guest tickets for your most valued customers
- Listings in the official CES directories (print, Internet and mobile versions)
- Press promotion in the official *CES Daily*, as well as to 5,000 global journalists
- Access to a press conference room, ideally located near the press room (*requires advance reservations*)
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the Industrial Design TechZone — and your products, services and technologies
- North Hall location – prime real estate in the main area of CES exhibit with overhead TechZone identification signage

Call today to secure your spot!

For more information contact: **Tira Gordon, Senior Account Executive**

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TechZone Pod Package

- 1 wastebasket
- 1 freestanding literature rack
- 2 bar height stools
- 1 black arm light
- 1 500 watt outlet
- Standard booth carpet
- Company ID sign
- Counter dimensions are 40"x40"x40 3/4"
- Panels are blonde melamine
- Exhibitors may adhere graphics to panels. However, all graphics must be either laminated or mounted to a backing such as Foamcore.
- Exhibitors must provide their own Velcro or double sided tape.
- Exhibitors may commission GES to produce graphic panels. Please email your files to Elayne Elwell at eeiwell@ges.com, by November 17, 2009
- Locks for storage are available upon request.
- Storage space is provided underneath the pod counter.
- Substitutions and variations to the package are not allowed.
- Any additional booth structure is not permitted.

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2010 International
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WHERE ENTERTAINMENT, TECHNOLOGY
AND BUSINESS CONVERGE

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CEA

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