

2012 International CES®

January 10-13, 2012

Las Vegas, Nevada



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®



***The digital life
of this generation
changes the
rules about
how we "age"***



Currently there are about 78 million boomers in the US (450 million worldwide)—born between 1946 and 1964—hitting their peak earning and spending. One of the main catalysts is technology. Whether they're playing brain games for fun, monitoring their homes, visiting the grandkids via video conferencing, or navigating the back roads in their GPS-enabled SUVs; this generation is maximizing the benefits of the digital age. The Silvers Summit will showcase the products and services that keep boomers engaged, entertained and connected.

Silvers Summit will assemble companies, distributors, journalists, research firms, think tanks, to demonstrate the products and services that will help mature consumers maintain their high quality of life.

The Conference takes place during CES, and features panels, presentations, and interactive demonstrations on products and services ranging from home security, aging with technology and more. With a power breakfast, a networking lunch, and in-depth panels sessions, the Silvers Summit will be a must-attend ticket during CES.

The Exhibition is a uniquely designed showcase on the convention floor at the 2012 CES (Jan. 10 - 13) to display products that serve the mature market. Under the unified Silvers Summit banner, exhibitors will reap the benefits of being part of the larger exhibit area.

Attendees will be able to view and interact with products and services, as well as meet the companies and people behind the innovations targeting the older consumer.

Advantages to Silvers Summit Participants:

- CES is the premiere destination for showcasing new technology. The Silvers Summit shows how these products can benefit a specific demographic.
- Cost effective pooling of resources maximizes your investment.
- Public relations and marketing outreach are the combined efforts of Silvers Summit and each individual exhibitor. Together we create a must-see exhibit space in a crowded world of me-too's and single products.
- Over 25,000 square feet of exhibit space in the LVCC North Hall.
- The combined expertise of CES and Living in Digital Times.

For more information, contact SummitInfo@silverssummit.com or call 800-553-2399



SPONSOR COSTS & BENEFITS

Review the different levels of sponsorship and conference marketing options and select the mix that maximizes your exposure and effectively builds your brand at the largest electronic show in the world.

The Silvers Summit staff is eager to assist you in your selection, and work on custom solutions to presenting your company to an audience of more than 100,000 attendees.

| | PLATINUM | GOLD | SILVER | BASIC | POD |
|---|-----------|-----------|----------|----------|------------|
| Cost | \$36,000 | \$24,000 | \$12,000 | \$10,000 | \$7,500 |
| Exhibit Space Size | 20x30 | 20x20 | 10x20 | 10x10 | 6' turnkey |
| Advertising in Program Book | Full Page | Full Page | 1/2 Page | Listing | Listing |
| Size of Banner in Conference Room | 8' x '10 | 8' x '10 | 4' x 5' | | |
| Invites to WRAP Party | 10 | 8 | 6 | 4 | 2 |
| Participation on Panel | ✓ | ✓ | | | |
| Listing in CES Print and Online Directories | ✓ | ✓ | ✓ | ✓ | ✓ |
| Listing on Silvers Summit Website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to speak at Silvers Summit | ✓ | ✓ | ✓ | | |
| Participation at the Press Conference | ✓ | ✓ | ✓ | | |
| Swag Bag Participation | ✓ | ✓ | ✓ | | |
| Access to Meeting Room | ✓ | ✓ | ✓ | | |
| Demo Spots on LIDT Stage on Showfloor | 8 | 4 | 2 | 1 | |