

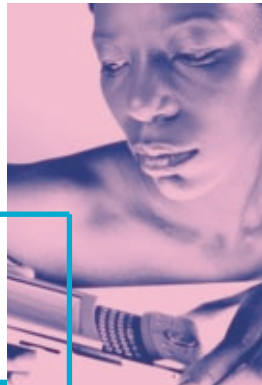
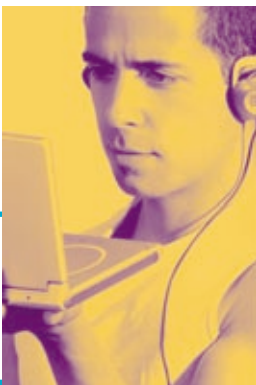
2003 International



PRODUCED BY  **CEA**

2003 CES Exhibitor PR Kit

**Meet more than 3,200 members of the media and
1,000 financial/market analysts at CES**



PUBLICITY

Ranked the largest technology tradeshow in the U.S. and Canada by *Tradeshow Week*, the International CES offers exhibitors excellent press exposure. Expect live broadcasts from all the major channels at the 2003 show. More than 3,200 journalists are expected to generate an unprecedented number of newspaper and magazine articles, television and radio reports and online stories. Take advantage of the media interest generated by the International CES.

The Consumer Electronics Association (CEA) promotes the consumer technology industry and the International CES all year long, through industry-specific events and international media tours.

Media Positioning

- 1) Every year a great deal is made at the International CES. Get in on it. CES defines "innovation." Develop press materials that reflect how your company's brand and products portray forward thinking.

Send Releases to CEA

- 2) Send CEA your releases and product information. We'll make efforts to include highlights in our extensive pre-show publicity.

Announce New Products at the International CES

- 3) Debut your new products at the International CES. Products announced at the International CES generate extensive national publicity, including television coverage. Will your product be the hottest talk of the show?

Name Drop: The International CES

- 4) Use your International CES exhibitor status in your announcements, and benefit from CES branding.

Use the Web

- 5) Extreme exposure! www.CESweb.org attracted more than six million hits during the 2002 International CES. Don't you want to be included in that exposure?

Press Materials

- 6) CES continues to be the international media and financial community showcase for the consumer technology industry, with the most anticipated product launches and OEM deals. Consider who will read your press materials.

New Product Listing

- 7) Update your 2003 Directory listing at www.CESweb.org by November 1, 2002. List products you'll exhibit, announcements/product introductions you plan to make, and which company reps will be available for interviews. Make it easy for reporters find your booth during the show.

Think TV

- 8) Be prepared to present your products to television journalists. Television coverage of the International CES has increased annually, with more programs reporting directly from the show floor. Make your presentation visually interesting, and be prepared to do television interviews.

Tell Your Local Media

- 9) Announce to your local media that you'll be at the 2003 International CES. Local newspapers and business publications are likely to be interested in your CES exhibit plans.

Call CES for Help

- 10) The International CES wants to keep your company's name in front of key industry decision makers, all year long. Contact your International CES Sales Representative at (703) 907-7600 for ideas, today!

The 2003 International CES is at the heart of the evolving digital age. Be part of the action. CEA generates media understanding of new consumer technologies and marketing opportunities that deliver. Position your products in this exciting new market.

WELCOME FIRST-TIME CES EXHIBITORS

With so many opportunities and deadlines, we know the first CES experience may appear intimidating. That is why we created this section to assist you so that you may take full advantage of all the public relations prospects the 2003 International CES has to offer.

Here are a few initial tips on navigating this kit:

Key Contacts & Deadlines

This section supplies you with contact information for those people you may need to get in touch with between now and January. It also highlights the important show deadlines. By posting the Key Deadlines pages near your desk, you ensure that you won't miss even one opportunity.

Publicity Information

All the information in this section is vitally important; pay special attention to all of the free publicity opportunities.

Press Center and Interview Room Information

In this section, you will find details about CES' on-site press room. You also will learn how and when to schedule on-site interview rooms for press and analyst interviews.

Press Kits & Press releases

This section covers the specifics of how and when to get your press kits to us. We have specific guidelines for press kit delivery, so make sure you read this section carefully. You also will find tips on writing press releases and distributing them through various services.

Press Conference Information

As always, we want to assist you in making all of your company's important announcements at the 2003 International CES. This section will provide you with valuable information about press conferences at the show.

Awards Information

You will find important information about CES awards programs in this section.

Now that you know how to use the Exhibitor Public Relations Kit, you should be well prepared to implement a dynamic public relations campaign around your company's presence at the 2003 International CES.

Best of luck for a successful first-time CES experience!

2003 INTERNATIONAL CES KEY DEADLINES

ASAP

1. Complete 2002 International CES Directory Listing
2. Confirm on-site advertising, while supplies last! (banners, kiosks, etc.)
3. Reserve broadcast coverage via satellite news feeds and media tours

AUGUST

August 12

- ◆ First monthly exhibitor newsletter, "Exhibitor Advantage," to be sent

August 15

- ◆ Exhibitor Information Management System goes live on CESweb; Update directory listing info, new product announcements, upload press releases, etc
- ◆ Pre-CES Media Receptions Sponsorship Reservations

August 31

- ◆ Promotional Opportunities Kits mailed

SEPTEMBER

September 2

- ◆ Press/Analysts Bags Sponsorship Reservations
- ◆ Press/Analysts Breakfasts Sponsorship Reservations

OCTOBER

October 1

- ◆ Press Room Sponsorship Reservations
- ◆ 100% booth space payment due! All exhibit booth space for 2003 International CES contracted after October 1 must be accompanied by a non-refundable 100% payment.

October 15

- ◆ Pre-show attendee mailing list available
- ◆ Press/Analyst Badge Holder Sponsorship Reservations

October 25

- ◆ *Dealerscope Pre-Show Planner* Ad Deadline

NOVEMBER

November 1

- ◆ Official Show Directory Updates/Company Logos Deadline
- ◆ Pre-show press/ analyst mailing list available
- ◆ International Commerce Center Sponsorship

November 15

- ◆ *CES Mobile Ad* Reservations
- ◆ *CES Home* Reservations

November 18

- ◆ Shuttle Bus and Hotel Lobby Signage Advertising

November 13

- ◆ CES Directory Ad Deadline

November 25

- ◆ CES Show Guide Ad Deadline

November 29

- ◆ Exhibitor Invitations Deadline
- ◆ *TWICE CES Daily Ad* Deadline

DECEMBER

December 1

- ◆ Deadline for ordering Expo Exchange Lead Retrieval equipment

December 2

- ◆ On-site Advertising (banners, kiosks, etc.)

December 3

- ◆ Exhibitor Registration / Badge Order Form

December 6

- ◆ Press/Analysts Gifts/Inserts Sponsorship Reservations
- ◆ Exhibitor Appointed Contractor Paperwork (Notification of Intent, EAC Agreement, Worker Button Order Form, Certificate of Insurance, Hanging Sign Requests
- ◆ Smart City Telephone Service Orders (LVCC)
- ◆ Pre-Show Attendee Mailing List Request Deadline

December 13

- ◆ 2002 International CES-TV Ad Reservations.

December 15

- ◆ Smart City Telephone Service Orders (Hilton)

DECEMBER continued

December 19

- ◆ Exhibitor Press Conference & Event Signage
- ◆ GES Special Draping
- ◆ GES Third Party Billing
- ◆ GES Installation/Dismantle Labor
- ◆ GES AudioVisual Equipment/Labor
- ◆ TSE Electrical Order (LVCC, Hilton, Alexis Park)

December 20

- ◆ LVCC and Hilton exhibitors: CES advance warehouse shipments must arrive on or before this date

December 28

- ◆ Alexis Park exhibitors: CES advance warehouse shipments must arrive on or before this date

December 30

- ◆ Press Kit Delivery begins, through January 7, 2002

JANUARY

January 6

- ◆ Official International CES Newswire Reservations

January 7

- ◆ Booth set up must be complete by 6:00 pm

January 11

- ◆ Arrangements for outbound shipments and dismantling labor

2003 INTERNATIONAL CES KEY CONTACTS

PUBLIC RELATIONS

Exhibitor Public Relations

Lisa Fasold

Director of Communications

2500 Wilson Boulevard

Arlington, VA 22201

Phone: 703-907-7669

Fax: 703-907-7690

E-mail: lfasold@ce.org

Lisa oversees all CES communications, press relations and press rooms for CEA

Brad Jones

Manager of Communications

2500 Wilson Boulevard

Arlington, VA 22201

Phone: 703-907-7060

Fax: 703-907-7690

E-mail: bjones@ce.org

Brad serves as a back up to Lisa and leads press outreach for CES and CEA events.

Matt Swanston

Staff Director

2500 Wilson Boulevard

Arlington, VA 22201

Phone: 703-907-7665

Fax: 703-907-7690

Matt collects information from exhibitors on hot new products to discuss with the media before and during CES.

Jeff Joseph

VP of Communications and Strategic Relationships

2500 Wilson Boulevard

Arlington, VA 22201

Phone: 703-907-7664

Fax: 703-907-7690

E-mail: jjoseph@ce.org

Jeff oversees all media relations for CEA.

Speaking Opportunities

Kartraice Hooper

Phone: 703 907-7532

Fax: 703-907-7030

E-mail: khooper@ce.org

Promotional Opportunities and Advertising

Cindy Shin

Phone: 703-907-7688

Fax: 703-907-7691

E-mail: cshin@ce.org

Cindy can assist with a promotional package or custom design one for you.

SHOW PUBLICATIONS AND BROADCASTS

CES Show Daily**Advertising Contact**

Marcia Grand

TWICE

245 W. 17th Street

New York, NY 10011

Phone: 212-337-6994

Fax: 212-337-7066

E-mail:

mgrand@cahners.com

Editorial Contact

Steve Smith

TWICE

245 W. 17th Street

New York, NY 10011

Phone: 212-337-6987

Fax: 212-337-7066

E-mail:

ssmith@cahners.com

CES TV**Advertising**

Cindy Shin

Phone: 703-907-7688

E-mail: cshin@ce.org

Editorial

Suzanne Amarant

Phone: 610-688-8130 ext. 126

Fax: 610-688-8320

E-mail: tvproducer@tmp.com

Pre-show Planner, Show Directory & Show Guide

Advertising Contacts**Eric Schwartz**

Vice President and Group Publisher

Dealerscope & E-Gear

Phone: 215-238-5420

Fax: 215-238-5457

E-mail: eschwartz@napco.com

Kimberly Fabiano

Advertising Promotions Manager and Account Executive

Dealerscope & E-Gear

Phone: 215-238-5411

Fax: 215-238-5457

E-mail: kfabiano@napco.com

Rick Albuck

Associate Publisher
Dealerscope & E-Gear
Phone: 215-238-5215
Fax: 215-238-5457
Email: ralbuck@napco.com

Editorial Contacts**Jessica Millward**

Dealerscope & E-Gear
Phone: 215-238-5334
E-mail: jmillward@napco.com

CES Home**Advertising Contact****Adam Goldstein**

United Entertainment Media
Phone: 212-378-0465
Fax: 212-378-2158
E-mail: agoldstein@uemedia.com

Editorial Contact**David McGee**

United Entertainment Media
Phone: 212-328-0403
E-mail: dmcgee@uemedia.com

CES Mobile**Advertising Contact****Deborah Rice**

United Entertainment Media
Phone: 513-895-2051
Fax: 513-893-2107
E-mail: drice@uemedia.com

Editorial Contact**Robert Granger**

United Entertainment Media
E-mail: rgranger@uemedia.com

EXHIBITOR SERVICES**Attendee Mailing List Services****Susan Littleton**

Consumer Electronics Association
2500 Wilson Boulevard
Phone: 703-907-7699
Fax: 703-907-7690
E-mail: slittleton@ce.org

Note: Press and analyst attendee lists are free and can be accessed through www.cesweb.org starting November 1, 2002.

Audio/Video Equipment Services**Encore Productions**

Joe Kenemore
Phone: 702-943-6902
E-mail: jkenemore@encoreproductions.net

Broadcast Services**Gourvitz Communications**

Worldwide Communications Specialists
Paul Gourvitz and Dan McEnroe
729 Seventh Avenue
New York, NY 10019
Phone: 212-730-4806
Fax: 212-730-4811

Catering**Aramark**

Misty Torricelli
3150 Paradise Road
Las Vegas, NV 89109
Phone: 702-943-6902
Fax: 702-943-6911
E-mail: torricelli-misty@aramark.com

Florist Services**Spring Valley**

Howie Meyer
169 Route 303, P.O. Drawer 9
Valley Cottage, NY 10989
Phone: 914-268-7555
Fax: 914-268-6570
E-mail: howie@springvalleyfloral.com

Freight Handling**GES**

Customer Service
1624 Mojave Road
Las Vegas, NV 89104
Phone: 800-475-2098
Fax: 866-329-1437
E-mail: servicecenter@gesexpo.com

Housing Services**PGI HRT****Janet Maclagan**

2275-A Renaissance Drive
Las Vegas, NV 89119
Phone: 702-795-3999 ext. 2001
Fax: 702-798-4683
E-mail: jmaclagan@pgi.com

Media Analysis

Insight Farm
75 East Northfield Road
Livingston, NJ 07039
Phone: 877-839-9770
E-mail: info@insightfarm.com

Newswire Services & Online Media Center**Virtual Press Office**

Scott Valenz
Phone: 973-783-7787
Fax: 973-783-1187
E-mail: scott@virtualpressoffice.com
<http://www.virtualpressoffice.com>

Business Wire

Leon Harbar
Phone: 800-237-8212
Fax: 310-820-7303
E-mail: lharbar@bizwire.com
<http://www.businesswire.com>

Photography**Einzig Photographers**

Stan Einzig
236 W. 26th Street
New York, NY 10001
Phone: 212-727-9270
Fax: 212-727-9289
E-mail: dave@einzig.com

Show Decorator**GES**

Customer Service
1624 Mojave Road
Las Vegas, NV 89104
Phone: 800-475-2098
Fax: 866-329-1437
E-mail: servicecenter@gesexpo.com

Telecom & Internet Services**Smart City**

Scott Newcomb
3720 Howard Hughes Parkway
Las Vegas, NV 89109
Phone: 702-943-6000
Fax: 702-943-6001
E-mail: snewcomb@smartcitynetworks.com

EXHIBIT SALES

Exhibitor Sales are handled based on geographic territories

Kirk Smallwood

Territory: West Coast, except Southern California
Phone: 703-907-7606
Fax: 703-907-7691
E-mail: ksmallwood@ce.org

Chris Amos

Territory: Southern California and Hawaii
Phone: 703-907-7640
Fax: 703-907-7691
E-mail: camos@ce.org

Adam Levy

Territory: TX, OK, LA, AL, MS, TN, KY, FL, WV, PA, MD, NJ
Phone: 703-907-7450
Fax: 703-907-7691
E-mail: alevy@ce.org

Jason Stookey

Territory: Midwest, NC, SC, GA
Phone: 703-907-7678
Fax: 703-907-7691
E-mail: jstookey@ce.org

Ryan Strowger

Territory: NY, NH, CT, VT, ME
Phone: 703-907-7679
Fax: 703-907-7691
E-mail: strowger@ce.org

Carole Russo

International
Phone: 703-907-7795
Fax: 703-907-7691
E-mail: crusso@ce.org

EXHIBITOR PUBLIC RELATIONS CONTACT INFORMATION

The 2003 International CES is about more than your booth. It is a chance to brand your company name and maximize your opportunities before, during and after CES. To assist your public relations staff with your CES investment, we send information throughout the year about promotional opportunities as part of your CES Exhibitor Package.

The contacts you list will be individuals to whom we will direct any inquiries we receive regarding your company or products. The contact information will be posted on CESweb.org for access by the media and other visitors to the CES website. If your contact information has changed since you submitted your Public Relations Contact and Investor Relations form, please send any updated information to us via e-mail at **prcontacts@ce.org**.

This form is a tool for us to reach you so that we may help you reach the world.

Keep in mind that the PR plan does not work, if the messenger is unable to deliver the message.



DEFINING TECHNOLOGY'S FUTURE

PRODUCED BY  CEA

Thursday January 9 - Sunday January 12, 2003
Las Vegas, Nevada USA

Please Return Form within 24 hours

Free Public Relations Contact Form

— This information is given to the media at CES® and also posted on CES's website, www.CESweb.org —

Please return this form by either **FAX:** (703) 907-7690 or **E-mail:** prcontacts@ce.org or **Mail:** CEA

INTERNAL PUBLIC RELATIONS INFORMATION

Please print or type clearly

Exhibitor Company Name (as listed in the Show Directory)

(we must have a company contact)

First Name

Last Name

Exhibitor PR Contact Name

Exhibitor PR Contact Title

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

EXTERNAL PUBLIC RELATIONS INFORMATION

Please print or type clearly

Name of Public Relations Consultant/Agency (if applicable)

First Name

Last Name

Contact Name

Contact Title

Exhibitor Company Name

Agency Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

**If you have any questions, please call CES Exhibitor PR Liason at (703) 907-7626
CEA • 2500 Wilson Boulevard • Arlington, VA 22201-3824**



DEFINING TECHNOLOGY'S FUTURE

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-continued

— This information is given to the media at CES®
and also posted on CES's website, www.CESweb.org —

Please return this form by either **FAX:** (703) 907-7690 or **E-mail:** prcontacts@ce.org or **Mail:** CEA

INVESTOR RELATIONS INFORMATION

Please print or type clearly

Exhibitor Company Name (as listed in the Show Directory)

Investor Relations Contact Name

First Name

Last Name

Investor Relations Contact Title

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

**If you have any questions, please call CES Exhibitor PR Liason at (703) 907-7626
CEA • 2500 Wilson Boulevard • Arlington, VA 22201-3824**

REGISTERED PRESS & ANALYST LIST INFORMATION

The pre-registered press and analyst list contains contact information for the media and analysts that have registered for the 2003 International CES. For your convenience, the list will be accessible via our website, starting November 1.

Simply go to **www.CESweb.org** and click on the link "For Exhibitors" across the top of the page. Then click on "Downloads." There you can enter your company name and ID number to download the master list.

The ASCII-formatted list will be updated every Friday as the number of registered press and analyst attendees grows. There is also a Word document, which explains the system of demographics codes in the press and analyst list. Press and analysts chose whether or not to list their phone, fax and e-mail contacts on the list, however titles, company names and addresses automatically are incorporated in the list.

If you have any questions, please contact:

Julie Severson at 703-907-7041, jseverson@ce.org.

2003 INTERNATIONAL CES PRESS ROOM

Although exhibitor and public relations representatives are not allowed in the press room, your company's presence in the press room is visible through press kits and sponsorships. The press room is where the media and analysts come to write their stories, conduct interviews, prepare for broadcast, make telephone calls and relax. This is also where they come to collect your press kits, press conference and events schedules, celebrity listings, directories and public relations contact information.

The press room also affords you an opportunity to sponsor one of the many services and products that CES provides to the media to enhance their workstyles and lifestyles while at CES. Consider sponsoring a press breakfast, lunch, snack or giveaway. For information about a CES press sponsorship package or to have a package custom designed for your product, contact **Cindy Shin** at **703-907-7688** or **cshin@ce.org**

Hours of Operation

Official press room hours are listed below, although you can drop off press kits as early as December 30, 2002 at the LVCC. Only journalists, analysts and CES staff are allowed in the press room as a general rule.

	Las Vegas Convention Center Press Room (S229)		Alexis Park Press Lounge (Suite 2551)	
Day	Open	Close	Open	Close
Tuesday, January 7, 2003	12:00 p.m.	7:00 p.m.	12:00 p.m.	6:00 p.m.
Wednesday, January 8, 2003	7:00 a.m.	9:00 p.m.	12:00 p.m.	6:00 p.m.
Thursday, January 9, 2003	7:00 a.m.	6:30 p.m.	9:30 p.m.	6:30 p.m.
Friday, January 10, 2003	7:00 a.m.	6:30 p.m.	8:30 a.m.	6:30 p.m.
Saturday, January 11, 2003	8:30 a.m.	6:30 p.m.	8:30 a.m.	6:30 p.m.
Sunday, January 12, 2003	8:30 a.m.	4:30 p.m.	8:30 a.m.	4:00 p.m.

Press Room Amenities

- ◆ Computers and Internet Access
- ◆ Schedule of Press Conferences and Events
- ◆ Show Videos and B-Roll
- ◆ CES and Exhibitor Press Kits
- ◆ Show Videos and B-Roll
- ◆ Show Photos
- ◆ Phones/Fax Machines
- ◆ Copiers
- ◆ Message Boards
- ◆ Keynote Speeches
- ◆ Exhibitor-Sponsored Gifts

PRESS KIT DISTRIBUTION

Your exhibitor press kits are an excellent tool to provide information about your company to the press and analysts that attend CES. All exhibitor press kits will be distributed from the press room.

Kits are displayed in cubicles and are filed alphabetically by company name. Only press kits of exhibitors at CES are distributed from the press room. Exhibitors that are sharing booth space must be officially listed in the CES directory to have their press kits distributed.

The preference for the format of press kits is keeping pace with the technology; recent CES surveys show that media prefer press kits on CD-ROM or online. For information about online press kits, please contact Virtual Press Office and Business Wire, the official online media center for CES.

Online Media Center

Virtual Press Office

Scott Valenz
Phone: 973-783-7787
Fax: 973-783-1187
E-mail: scott@virtualpressoffice.com
<http://www.virtualpressoffice.com>

Business Wire

Leon Harbar
Phone: 800-237-8212
Fax: 310-820-7303
E-mail: lharbar@bizwire.com
<http://www.businesswire.com>

Delivery Address and Timeline

Press kits should not be sent before December 30 and should arrive before Tuesday, January 7, 2003. Press kits also may be dropped off during press room hours.

Mailing Address:
2003 International CES
Press Room S229
3150 Paradise Road
Las Vegas, Nevada
Phone: 703-907-7626
E-mail: prcontacts@ce.org

The Press Kit Office is located in the middle of the press room in the South Hall Connector Bridge, room S229



SAMPLE 2003 INTERNATIONAL CES PRESS RELEASE

Press releases are an ideal way to keep the press up-to-date on your organization's news and activities at CES. Keep in mind that a press release is only as good as the news it announces. A release that is not noteworthy is unlikely to be read or covered no matter how eloquently written, or where it is distributed. Do not waste the time of an editor, reporter or analyst on information that can be communicated in a less formal manner. And, always remember that press releases are a reflection of your company and its executives.

Tips on press releases:

- ◆ Unless a release date is necessary, "For Immediate Release" is acceptable.
- ◆ A contact name with title, office phone, on-site phone and e-mail must be included. The on-site contact information is imperative.
- ◆ The dateline should include date and location (Las Vegas, if being released during the show).

Sample Press Release:

FOR IMMEDIATE RELEASE

Contact: Jane Doe

Company representative

(123) 456-7890

(345) 678-9012

anns@ce.org

http://www.CE.org

COMPANY X INTRODUCES NEW PRODUCT AT 2003 INTERNATIONAL CES

Las Vegas, Nevada, January XX, 2003 – Company X today introduced the new product B that will enhance Product Y. Company X, located in Booth #, is demonstrating the product and its enrichment of the current line.

- ◆ The lead must be complete. Include important information such as who, what, where, when and why.
- ◆ The lead should grab the attention of the reader as well as summarize the chain of events.

The second paragraph can continue to describe the product and/or include a quote about the product or service from a company executive.

- ♦ Sentence length should be less than 25 words. Technical terms should be avoided or clearly explained. Avoid acronyms or anything that might confuse the reader.
- ♦ Releases should always be kept short and informative.

The third paragraph can be used to include unique and/or interesting details about the new product. If appropriate, price and availability can be mentioned in this paragraph.

The last paragraph should always be a description of your company and its capabilities. For example: Company Z, a Virginia-based company, focuses on delivering...

End the release with ### centered at the bottom of the page.

If a release continues on to another page, the word “more” should be centered at the end of each page.

TIPS FOR PRESS KIT PREPARATION

1. Send at least 375 press kits to CES press room.
2. Make sure press kits are padded properly so that paper kits are not bent and disks not broken.
3. Make sure your kits arrive before Press Day, Wednesday, January 8, 2003.
4. All press kit materials should be contained in a binder or folder. Loose brochures or flyers will not be distributed from the press kit office.
5. Since a great deal of money is invested in these kits, take some insurance out on your investment. Send the press kits through a delivery method that provides a tracking number. This number should be brought with you to CES to assist us in the event that kits are lost.
6. Include all recent and relevant press releases to your company's activities at CES in your press kit.
7. Include detailed information on your products and services being demonstrated at CES in your press kits. Make sure contact information is included.
8. If you also have invested in an online kit, include a brightly colored sign in your printed kit that gives the URL address.
9. Check with the CES press kit office staff during the show to determine the number of kits you have remaining. Check again on the last day of the show to collect any unused kits. Kits that are not collected will not be returned.

NOTE: CES does not have the facilities or staff to assist you with the transport of press kits from your booth to the press room. Contact GES, 800-475-2098 for labor to transport heavy boxes & materials around the show floor. GES will bill you directly for any labor. On-site service orders should be placed through your show location's Exhibitor Service center. The following service centers will be staffed throughout move in/out and show days:

Las Vegas Convention Center:

- Show Location - Central Hall (Tunnel beneath C3 Concourse)
- Show Location - North Hall (Front of North 4 Hall)
- Show Location - South Hall (Rear of South 4)

Las Vegas Hilton:

- Location - Hilton Pavilion (across from ticket booth)

After the Show

Send a follow-up release to the media who attended the show. Include information such as:

- A recap of all activity in your booth
- Which products attracted most attention and why
- Future expectations relating to your company's new products
- Any upgrade to information contained in your press releases during the show

If you conducted a sweepstakes drawing at the show, send key media a post-show press release and photo of the winner(s) being congratulated by an executive of your company. Be sure to include all names and location in your photo caption.

PRESS CONFERENCES

A press conference at CES is an excellent way to have the media as a captive audience to debut new products, make a company announcement or introduce a new member to your executive team. If a press conference is part of your marketing strategy, the information below might be of assistance.

Can any company exhibiting at CES hold a press conference or event?

Yes, all CES exhibitors are eligible.

Where can press conferences and events be held?

They may be held in any of three locations. CES provides three rooms for this very purpose, but exhibitors also have the option of holding events in their booths as well as in meeting rooms.

I don't have any news to announce, but I would like to host a reception for the press. May I use one of the available rooms for that purpose?

Yes. Rooms are free for press conferences and events such as receptions or breakfasts.

How do I request a press conference room?

You should complete and submit the Press Conference Facility Reservation Form. These forms may be obtained from the CES Exhibitor PR Liason, prcontacts@ce.org, and also will be accessible online at www.CESweb.org beginning in mid-August.

On what dates may press conferences and events be held?

Scheduling begins Wednesday, January 8 and runs until Sunday, January 12, 2003.

At what times may press conferences or events be held?

Press conferences or events may be held by written notification before, during or after show hours. However, events before and after show hours require security notification.

Can I reserve a room for an entire day?

No. Rooms may be reserved in two-hour blocks, which includes set-up and removal of any contracted items. Also, CES offers only one reservation per exhibitor.

Is there a charge for press conference rooms?

No. These rooms are provided free of charge.

What does the room typically include?

- ◆ Theatre-style seating with chairs for up to 300 people
- ◆ Three draped tables for press kits, sign-in, catering, etc.
- ◆ A podium with light and microphone
- ◆ Ethernet line
- ◆ Two easels (one inside as well as one outside for signage)

How will I know if the date and time that I have requested is available?

You will receive e-mail confirmation within 48 hours of your request. This confirmation will list the date of your event as well as the time during which the room will be available for use.

Is signage for the press event provided?

No. We provide two easels. You may contact GES customer service to request signage for your press event.

How can I make sure that the press attends my event?

The pre-registered media list is a database of media and financial analysts that have registered and are expected to attend CES. This list will be available beginning November 1, 2002 and may be used to send product information, invitations to on-site press events and company announcements. This database allows you to identify those journalists that have an interest in your particular product category, including contact information.

How are the press events publicized?

The list of press conferences and events is posted on CESweb.org and is distributed in hard copy from the CES press room and lounges.

Who should I contact for catering, audio/visual, telephony and signage services?**AUDIO/VISUAL****Encore Productions**

Joe Kenemore

Phone: 702-943-6902

jkenemore@encoreproductions.net

CATERING**Aramark**

Misty Torricelli

Phone: 702-943-6902

Fax: 702-943-6911

E-mail: torricelli-misty@aramark.com

SIGNAGE/LABOR**GES**

Customer Service

Phone: 800-475-2098

Fax: 866-329-1437

E-mail: servicecenter@gesexpo.com

TELEPHONY/INTERNET**SmartCity**

Scott Newcomb

Phone: 702-943-6000

Fax: 702-943-6001

E-mail: snewcomb@smartcitynetworks.com

PRESS CONFERENCE TIPS

A press conference at CES can be a very useful public relations tool. With proper planning, a CES press event provides a forum to have a large, targeted audience at your disposal so that you may deliver news, demonstrate a new product or introduce a new company executive.

Here are some guidelines to a successful event:

1. Establish clear and precise objectives.
2. Decide on a setting that might enhance delivery. You have the option of a conference room, your booth or one of the three rooms CES offers for this purpose.
3. Decide on a strategic date and time to hold the event. Then complete a Press Conference Facility Reservation to increase your odds of securing a room at the preferred time.
4. Use the pre-registered media list to identify and target the media and analysts that you wish to attend your event. Try setting a goal and working to meet it.
5. Send electronic or printed invitations to the targeted media one month before CES.
6. Follow-up with phone calls two weeks prior to CES to confirm attendance and remind potential attendees of the date and time.
7. Prepare an announcement about the event to include in your press kits.
8. Make sure to notify CES staff of any changes in the date, time or location of your event.
9. Send thank you letters to those who attended your event using the names in your press event sign-in book; include any new information.

ON-SITE INTERVIEW ROOMS

There will be interview rooms available in the South Hall Connector Bridge S229 for press and exhibitors to hold interviews.

Interview rooms will include a conference table for six and a restricted single phone line for credit cards only. If additional services are necessary such as an Internet line or speaker phone, they should be requested at least 48 hours in advance and will be billed back to the exhibitor/company making the request.

The rooms can be reserved for up to two hours at a time by contacting:

Jamie Lilly, e-mail: jlilly@ce.org, tel: 703-907-7650.

On-site at CES, the rooms can be reserved by stopping by the press room and speaking with the receptionist or by calling the press room directly at 702-943-3521.

2003 CES REGIONAL MEDIA OUTREACH CAMPAIGN

Each year, CES publicizes its exhibitors and their products and technologies to the media in their respective regions. We would like to invite you to participate in this program free of charge.

The regional press releases are a great way to get your company's news and intentions for the show publicized in your region's top news outlets in the weeks leading up to CES.

The quote should highlight anything new and exciting your company plans to showcase as well as why you think CES is important to your company's success.

You can submit a short quote about your company's participation at CES to **Brad Jones** at **bjones@ce.org**.

The releases will be distributed to the following regions in mid-December:

- Northeast
- New York-New Jersey Metro Area
- Mid-Atlantic
- Southeast
- Midwest
- Northwest
- Northern California
- Southern California
- Southwest
- Texas

CES-TV

Get your message across using TVs on the show floor and in hotel rooms across Vegas!

With fresh content every day, CES-TV will have reports from the show floor, product reviews, interviews, show news and excerpts from keynotes. Through CES-TV, attendees can keep abreast of everything happening at CES.

CES-TV is seen all day on 20 monitors strategically placed in high traffic areas throughout the Las Vegas Convention Center, Las Vegas Hilton and Alexis Park Hotel. In addition, CES-TV will run 24 hours a day on close circuit television in the major Las Vegas hotels.

Reinforce your marketing message with the audiovisual power that only TV advertising can deliver. Not only will attendees see your commercial at the LVCC after they leave your booth, but in their hotel rooms as they watch the show highlights from CES-TV.

If your company doesn't have a commercial, CES' production company can produce an ad for you.

Also place your own TVs around the convention floor for CES-TV. Call CES now for details!

For editorial opportunities, contact:

Suzanne Amarant

TMP Worldwide

Phone: 610-688-8130 ext. 126

Email: tvproducer@tmp.com

For advertising opportunities, contact:

Cindy Shin

CES

Phone: 703-907-7688

Email: cshin@ce.org

2003 CES SPEAKING OPPORTUNITIES

Secure a speaking opportunity at the 2003 International CES for your company or your client by answering the 2003 International CES CALL FOR SPEAKERS.

A hundred thousand industry professionals from 100 countries come to Las Vegas to see the cutting edge in digital technology at the International CES, featuring four days of conference sessions, keynote speeches and exhibits of consumer technology. It is the showcase for financial analysts, venture capitalists, developers, consumer technology manufacturers, corporate buyers and retailers. A speaker slot in the CES conference program is your opportunity to reach this audience.

The 2003 International CES will host approximately 100 conference sessions addressing wireless technology, home networking, mobile electronics, emerging technologies, retailing trends, e-commerce, digital content and much more.

To be considered for a speaker opportunity at the 2003 International CES you must complete the official Call For Speakers form. Incomplete submission forms or entries not submitted on this form will NOT be considered in the review process.

All submissions should include a 50-75 word biography, a photo, and at least 3 elements that you can address should you be chosen to speak at the 2003 International CES.

Proposals also can be completed online by visiting the Speaker Area at www.CESweb.org.

CES strives to secure the best possible speakers for its conference program...make sure you're on that list by submitting your CALL FOR SPEAKERS entry by Friday, August 2, 2002.

For more information, contact Kartraice Hooper at (703) 907-7532 or khooper@ce.org.



2003 CES AWARDS

As you prepare your exhibits for CES, don't forget the prospect of awards: the Innovations Awards and the Best of CES. These awards bring added prestige and value to your exhibit, which in turn increases media coverage, public relations efforts and recognition.

Innovations Awards

Of the hundreds of new Consumer Electronics products launched each year, some seem destined for special success—and the Innovations 2003 awards program recognizes those products and their excellence in design and engineering. Innovations operates in conjunction with the 2003 International CES, and is one of the most likely places that attendees will be rubbing elbows with press and financial analysts who have come to see what the buzz is about. A panel of prominent industry experts will judge Innovations 2003 entries.

Innovations 2003 honors the most innovative products in the following categories:

- Accessories
- Audio
- Computer Hardware and Software
- Electronic Gaming
- Home Appliances
- Integrated Home Systems
- Mobile Electronics
- Mobile Office
- Office Equipment
- Online/Internet
- Personal Electronics
- Digital Imaging
- Retail Resource
- Satellite Systems
- Telephones
- Video
- Wireless Communications

Product evaluations are based on weighted criteria:

- Value to user
- Aesthetics
- Contributions to the quality of life
- Innovative qualities of the product

The honorees are displayed in the Innovations booth at the Las Vegas Hilton during the show.

Now in its sixth year, the Innovations 2003 Best of Innovations award is given to the most highly honored products in their category, for all categories with three or more entries. Best of Innovations honorees are highlighted throughout the Innovations 2003 promotional materials, and will be previewed in a special display in the Grand Lobby of the Las Vegas Convention Center during the 2003 International CES.

The call for entries begins August 19 and runs until September 27, 2002.

For more information, contact **Roz Graham: 703-907-7432 or innovations@ce.org**.



Best of CES

TechTV, the only cable television network covering technology news, information and entertainment 24 hours a day, announces the winners of TechTV's Best of CES awards. These awards recognize and honor the most outstanding new consumer technology products that debuted at the 2003 International CES.

The Best of CES considers only products that have not yet begun or are just starting to ship. In addition to reviewing product information, pictures and videos, the judges test each product.

A panel of judges evaluates products and prototypes that are being exhibited on the show floor of the 2003 CES. Products are evaluated based on the following criteria:

1. **Wow Factor:** Does the product create an entirely new market or category, or does it completely change the economics or capability of an existing category?
2. **Usability and Usefulness:** Does the product actually solve a real problem or address a real need? Will customers purchase it, and if they do, will they be ecstatic about their new device?
3. **Value:** Is it affordable, within the constraints of the category, or is it so expensive that no one will ever buy it?

Check the CES awards website http://www.cesweb.org/awards/best_of_ces/ in the fall for more information on how and when to enter.