

# GOELECTRICDRIVE TECHZONE

2012 International  
**CES**  
THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  
**CEA**

## AT THE 2012 INTERNATIONAL CES®



Automotive electronics has become a major category at CES. With automotive manufacturers such as Audi, Ford, GM, and Hyundai as exhibitors, CES is a major platform for the latest vehicle technologies. If your organization offers an electric drive product, service or technology, the *GoElectricDrive* TechZone is the place to exhibit.

The *GoElectricDrive* TechZone, sponsored by the Electric Drive Transportation Association (EDTA), is the place to display your electric drive technologies to more than 140,000 attendees at the 2012 CES.

### 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
- Some 30,000 international attendees from 140 countries
- 5,000 media and analysts
- 45 percent senior level executives
- 91 percent top consumer electronics retailers

If you are interested in exhibiting in the *GoElectricDrive* TechZone, please contact Shari Sally at 703-907-7025 or [ssally@CE.org](mailto:ssally@CE.org).



**GoElectricDrive**

Sponsored by



[CESWEB.ORG](http://CESWEB.ORG)

## GOELECTRICDRIVE TECHZONE AT THE 2012 INTERNATIONAL CES

### Participation

Open Booth Space Package:

- CEA members: \$42/square foot for the first 100 sq.ft. Additional space is \$37/sq.ft.
- Non-members: \$47/square foot for the first 100 sq.ft. Additional space is \$42/sq.ft.

### Receive Exclusive International CES Benefits

Extensive show promotion for the *GoElectricDrive* TechZone includes:



### Preshow Promotions

- Preshow Planner (both print and virtual)
- Attendee Newsletter
- CESweb.org
- CES Press Release

### On-site Impressions

- Show Guide
- Directory
- Show signage throughout CES
- Listing in the official CES Directory (online, virtual and print)
- Press promotion in the Official CES Daily
- Access to a press conference room (requires advance reservations)
- A wide selection of promotional and sponsorship opportunities to increase your company's exposure and drive attendees directly to the *GoElectricDrive* TechZone - and your products, services and technologies.



*\*All deliverables are deadline-permitting*

