

## Exhibition and Conference Audit Report



**veris**

**Veris Consulting, LLC**  
11710 Plaza America Drive  
Suite 300  
Reston, VA 20190  
Tel 703-654-1400 • Fax 703-796-1331  
<http://www.VerisConsulting.com>

## 2006 International CES

Location: <b>Alexis Park Las Vegas Convention Center Las Vegas Hilton The Sands Convention Center</b>	Date of Exhibition: <b>January 5-8, 2006</b> Date of Conference: <b>January 4-8, 2006</b>
Owned and Operated by: <b>Consumer Electronics Association (CEA)</b> 2500 Wilson Blvd. Arlington, VA 22201 Telephone: 703-907-7600 Fax: 703-907-7602 <a href="http://www.CE.org">www.CE.org</a> <a href="http://www.CESweb.org">www.CESweb.org</a>	
Year Exhibition Established: <b>1967</b>	Frequency of Exhibition: <b>Annually</b>
Next Exhibit Location: <b>Las Vegas Convention Center Las Vegas Hilton The Sands Convention Center</b>	Date of Next Exhibition: <b>January 8-11, 2007</b> Date of Next Conference: <b>January 7-11, 2007</b>



**MARKETS SERVED:** Manufacturers and buyers of consumer electronics hardware and software.

**DEFINITION OF EXHIBITION OBJECTIVES AND AUDIENCE:** CES is dedicated to bringing together the manufacturers of consumer technology products and services with buyers, press, analysts and decision-makers in the mainstream distribution channel. Attendees will include retail buyers, distributors, importers/exporters, manufacturers, manufacturers' representatives, financial and market analysts, and members of the press.

### 1a. EIGHT-YEAR ATTENDANCE ANALYSIS:

Year	Grand Total	Conference Attendance	Exhibit Only Attendance	Int'l Premier Package	Total Conference & Exhibit Attendance	Verified Exhibitors	Speakers	Press	Financial/Market Analyst
2006	152,203	3,539	92,945	**	96,484	47,833	318	4,608	2,960
2005	145,868	2,713	92,949	**	95,662	43,158	226	4,595	2,227
2004	132,853	2,058	86,071	152	88,281	37,681	300	4,771	1,820
2003*	117,704	1,153	76,566	101	77,820	33,612	353	4,390	1,529
2002	99,438	873	66,002	185	67,060	27,835	244	3,262	1,037
2001	126,730	1,909	88,094	308	90,311	30,733	252	4,197	1,237
2000	122,244	1,925	84,510		86,435	31,397	722	3,690	
1999	97,370	692	66,453		67,145	26,438	522	3,265	

\* 2003 is the first year of Veris Consulting Audit.

\*\* The International Premier Package was discontinued after the 2004 International CES.

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**1b. ATTENDANCE SUMMARY:**

<b>Category</b>	<b>US* Count</b>	<b>Int'l Count</b>	<b>Total Count</b>
Conference	2,711	828	3,539
Exhibits Only	76,603	16,342	92,945
<b>Total Conference &amp; Exhibit</b>	<b>79,314</b>	<b>17,170</b>	<b>96,484</b>
Exhibitor	40,751	7,082	47,833
Speaker	307	11	318
Press	3,664	944	4,608
Financial/Market Analyst	2,674	286	2,960
<b>Grand Total</b>	<b>126,710</b>	<b>25,493</b>	<b>152,203</b>

\*US Count includes only 50 US States, plus District of Columbia, US Possessions and Territories

**2a. GEOGRAPHIC ANALYSIS OF ATTENDANCE:**

State	Total Attendance	Percent
Connecticut	411	
Maine	50	
Massachusetts	1,262	
New Hampshire	208	
Rhode Island	112	
Vermont	44	
<b>New England</b>	<b>2,087</b>	<b>2.2%</b>
New Jersey	1,408	
New York	3,338	
Pennsylvania	1,041	
<b>Middle Atlantic</b>	<b>5,787</b>	<b>6.0%</b>
Illinois	2,234	
Indiana	641	
Michigan	1,261	
Ohio	1,063	
Wisconsin	560	
<b>East N. Central</b>	<b>5,759</b>	<b>6.0%</b>
Iowa	210	
Kansas	377	
Minnesota	1,252	
Missouri	578	
Nebraska	188	
North Dakota	84	
South Dakota	71	
<b>West N. Central</b>	<b>2,760</b>	<b>2.9%</b>
Delaware	62	
District of Columbia	544	
Florida	2,562	
Georgia	1,008	
Maryland	725	
North Carolina	572	
South Carolina	172	
Virginia	1,168	
West Virginia	38	
<b>South Atlantic</b>	<b>6,851</b>	<b>7.1%</b>
<b>Summary</b>		
<b>New England</b>	<b>2,087</b>	<b>2.2%</b>
<b>Middle Atlantic</b>	<b>5,787</b>	<b>6.0%</b>
<b>East N. Central</b>	<b>5,759</b>	<b>6.0%</b>
<b>West N. Central</b>	<b>2,760</b>	<b>2.9%</b>
<b>South Atlantic</b>	<b>6,851</b>	<b>7.1%</b>
<b>East S. Central</b>	<b>925</b>	<b>1.0%</b>
<b>West S. Central</b>	<b>4,058</b>	<b>4.2%</b>
<b>Mountain</b>	<b>14,131</b>	<b>14.6%</b>
<b>Pacific</b>	<b>36,327</b>	<b>37.7%</b>

State	Total Attendance	Percent
Alabama	199	
Kentucky	266	
Mississippi	82	
Tennessee	378	
<b>East S. Central</b>	<b>925</b>	<b>1.0%</b>
Arkansas	213	
Louisiana	207	
Oklahoma	306	
Texas	3,332	
<b>West S. Central</b>	<b>4,058</b>	<b>4.2%</b>
Arizona	2,947	
Colorado	1,523	
Idaho	423	
Montana	108	
Nevada	7,136	
New Mexico	242	
Utah	1,676	
Wyoming	76	
<b>Mountain</b>	<b>14,131</b>	<b>14.6%</b>
Alaska	86	
California	33,228	
Hawaii	368	
Oregon	894	
Washington	1,751	
<b>Pacific</b>	<b>36,327</b>	<b>37.7%</b>
<b>Cont'l United States</b>	<b>78,685</b>	<b>81.6%</b>
<b>Puerto Rico</b>	<b>179</b>	<b>0.2%</b>
American Samoa	1	
Armed Forces Africa/ Canada/Europe/Middle East	1	
Armed Forces Pacific	5	
Guam	7	
Micronesia	0	
Northern Mariana Islands	2	
Virgin Islands, U.S.	4	
<b>Other Poss. Areas</b>	<b>20</b>	<b>0.0%</b>
<b>U.S. &amp; Poss., etc.</b>	<b>78,884</b>	<b>81.8%</b>
<b>International</b>	<b>17,170</b>	<b>17.8%</b>
<b>Unidentified</b>	<b>430</b>	<b>0.4%</b>
<b>Total Attendees</b>	<b>96,484</b>	<b>100.0%</b>

**2b. GEOGRAPHIC ANALYSIS OF INTERNATIONAL ATTENDANCE:**

Country	Total	Percent	Country	Total	Percent
Anguilla	2		Algeria	1	
Antigua and Barbuda	1		Angola		
Aruba	4		Benin	1	
Bahamas	13		Cameroon		
Barbados	12		Cape Verde	1	
Belize	2		Cote d'Ivoire	1	
Bermuda	25		Egypt	7	
British Virgin Islands	0		Equatorial Guinea	1	
Canada	3241		Ethiopia	1	
Cayman Islands	19		Gabon	1	
Costa Rica	56		Ghana	1	
Curacao	2		Kenya	5	
Dominica	1		Morocco	4	
Dominican Republic	38		Nigeria	16	
El Salvador	12		Senegal		
Guadeloupe	3		South Africa	61	
Guatemala	75		Swaziland	1	
Grenada	1		Tanzania	1	
Haiti	0				
Honduras	10		<b>Africa</b>	<b>103</b>	<b>0.6%</b>
Jamaica	12		Armenia	1	
Mexico	1106		Bangladesh		
Netherlands Antilles	17		Brunei	2	
Nicaragua	6		Cambodia	1	
Panama	64		China	859	
St Lucia	3		Fiji	1	
St Maarten	2		Hong Kong	587	
Trinidad and Tobago	27		India	61	
Turks and Caicos Islands	2		Indonesia	32	
US Virgin Islands	2		Iran	2	
West Indies			Iraq	2	
<b>North America</b>	<b>4,758</b>	<b>27.7%</b>	Israel	324	
Argentina	130		Japan	1980	
Bolivia	2		Jordan	2	
Brazil	252		Kazakhstan	2	
Chile	112		Korea	1512	
Colombia	57		Kyrgyzstan	1	
Ecuador	39		Kuwait	11	
French Guiana	3		Laos	1	
Guyana	9		Lebanon	12	
Paraguay	11		Macao	1	
Peru	27		Malaysia	53	
Uruguay	13		Mongolia		
Venezuela	92		Oman		
<b>South America</b>	<b>747</b>	<b>4.4%</b>	Pakistan	4	
Andorra	3		Philippines	73	
Austria	34		Qatar		
Belarus			Saudi Arabia	10	
Belgium	115		Singapore	175	
Bulgaria	4		S. Korea	1	
Croatia	12		Syria	1	
Cyprus	4		Taiwan	1345	
Czech Republic	19		Tajikistan	1	
Denmark	187		Thailand	90	
England	55		Turkey	72	
Estonia	2		Turkmenistan	1	
Finland	88		United Arab Emirates	42	
France	561		Viet Nam	13	
Germany	470		<b>Middle East/Asia</b>	<b>7,275</b>	<b>42.4%</b>
Great Britain	26		Australia	417	
Greece	33		Cocos Island		
Hungary	17		French Polynesia	8	
Iceland	7		Jarvis Island	1	
Ireland	36		Johnston Atoll	1	
Isle of Man			New Caledonia	4	
Italy	248		New Zealand	72	
Liechtenstein	1		Papua - New Guinea		
Lithuania	4		Solomon Islands	1	
Luxembourg	8		Tahiti	15	
Moldova	4		Tasmania	1	
Monaco	6		Tonga	1	
Netherlands	280		<b>Oceania</b>	<b>521</b>	<b>3.0%</b>
Norway	111		<b>Unidentified</b>	<b>1</b>	<b>0.0%</b>
Poland	39		<b>Total International</b>	<b>17,170</b>	<b>100.0%</b>
Portugal	24				
Romania	19				
Russia	59				
Russian Federation	43				
Scotland	9				
Serbia	3				
Slovakia	2				
Slovenia	6				
Spain	106				
Sweden	207				
Switzerland	148				
Ukraine	22				
United Kingdom	741				
Yugoslavia	2				
<b>Europe</b>	<b>3,765</b>	<b>21.9%</b>			

  

Summary		
North America	4,758	27.7%
South America	747	4.4%
Europe	3,765	21.9%
Africa	103	0.6%
Middle East/Asia	7,275	42.4%
Oceania	521	3.0%

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**3. IS EXHIBITION OPEN TO GENERAL PUBLIC? No**

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**4. (a) IS A CONFERENCE HELD IN CONJUNCTION WITH THE EXHIBITION? Yes**

**(b) IF SO, IS THERE A SEPARATE REGISTRATION FOR THE EXHIBITION AND CONFERENCE? Yes**

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**5. EXPLANATORY:**

Par. 1: Conference attendees represent the number of individuals attending the conference programs; however, conference attendees may have attended more than one session of workshop.

From Veris Consulting, LLC:

We have examined the attendance records and other data presented by the Exhibition and Conference Management. Our examination was made in accordance with Veris' established procedures, and included such tests and other audit procedures, as we considered necessary under the circumstances.

In our opinion, the total attendance shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to the attendance.

**Veris Consulting, LLC**

March 2006

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