

Exhibition and Conference Audit Report



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2007 International CES

Location: Las Vegas Convention Center Las Vegas Hilton The Sands Convention Center	Date of Exhibition: January 8-11, 2007 Date of Conference: January 7-11, 2007
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Owned and Operated by:
Consumer Electronics Association (CEA)
2500 Wilson Blvd.
Arlington, VA 22201
Telephone: 703-907-7600
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www.CE.org
www.CESweb.org

Year Exhibition Established: 1967	Frequency of Exhibition: Annually
Next Exhibit Location: Las Vegas Convention Center Las Vegas Hilton The Sands Convention Center	Date of Next Exhibition: January 7-10, 2008 Date of Next Conference: January 6-10, 2008



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. NINTH-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
2007	143,695	3,482	82,509	**	85,991	49,975	343	4,912	2,474
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.

1b. ATTENDANCE SUMMARY:

Category	US Count*	Int'l Count	Total Count
Conference	2,645	837	3,482
Exhibits Only	65,531	16,978	82,509
Total Conference & Exhibit	68,176	17,815	85,991
Exhibitor	42,316	7,659	49,975
Speaker	330	13	343
Press	3,686	1,226	4,912
Financial/Market Analyst	2,167	307	2,474
Grand Total	116,675	27,020	143,695

*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	401	
Maine	45	
Massachusetts	1,283	
New Hampshire	160	
Rhode Island	103	
Vermont	33	
New England	2,025	2.4%
New Jersey	1,544	
New York	3,412	
Pennsylvania	951	
Middle Atlantic	5,907	6.9%
Illinois	2,113	
Indiana	533	
Michigan	1,185	
Ohio	881	
Wisconsin	522	
East N. Central	5,234	6.1%
Iowa	191	
Kansas	343	
Minnesota	1,198	
Missouri	543	
Nebraska	166	
North Dakota	55	
South Dakota	59	
West N. Central	2,555	3.0%
Delaware	54	
District of Columbia	368	
Florida	2,541	
Georgia	1,082	
Maryland	631	
North Carolina	654	
South Carolina	137	
Virginia	1,004	
West Virginia	40	
South Atlantic	6,511	7.6%
Summary		
New England	2,025	2.4%
Middle Atlantic	5,907	6.9%
East N. Central	5,234	6.1%
West N. Central	2,555	3.0%
South Atlantic	6,511	7.6%
East S. Central	924	1.1%
West S. Central	3,814	4.4%
Mountain	11,693	13.6%
Pacific	29,209	34.0%

State	Total Attendance	Percent
Alabama	184	
Kentucky	258	
Mississippi	71	
Tennessee	411	
East S. Central	924	1.1%
Arkansas	187	
Louisiana	180	
Oklahoma	270	
Texas	3,177	
West S. Central	3,814	4.4%
Arizona	2,298	
Colorado	1,312	
Idaho	380	
Montana	98	
Nevada	5,960	
New Mexico	202	
Utah	1,364	
Wyoming	79	
Mountain	11,693	13.6%
Alaska	81	
California	26,378	
Hawaii	306	
Oregon	785	
Washington	1,659	
Pacific	29,209	34.0%
Cont'l United States	67,872	78.9%
Puerto Rico	167	0.2%
American Samoa	0	
Armed Forces		
Africa/Canada/Europe/Middle East	4	
Armed Forces Pacific	4	
Guam	5	
Micronesia	0	
Northern Mariana Islands	2	
Virgin Islands, U.S.	3	
Other Poss. Areas	18	0.0%
U.S. & Poss., etc.	68,057	79.1%
Canada	3,206	3.7%
International	14,609	17.0%
Unidentified	119	0.1%
Total Attendees	85,991	100.0%

2b. GEOGRAPHIC ANALYSIS OF INTERNATIONAL ATTENDANCE:

Country	Total	Percent	Country	Total	Percent
Anguilla	2		Andorra	1	
Antigua and Barbuda	2		Austria	56	
Aruba	3		Belarus	1	
Bahamas	21		Belgium	117	
Barbados	14		Bosnia and Herzegovina	1	
Belize	1		Croatia	8	
Bermuda	18		Cyprus	3	
Canada	3,206		Czech Republic	22	
Cayman Islands	12		Denmark	179	
Costa Rica	52		England	41	
Curacao	5		Finland	91	
Dominican Republic	127		France	604	
El Salvador	12		Germany	514	
Guadeloupe	3		Great Britain	10	
Guatemala	82		Greece	26	
Haiti	2		Hungary	36	
Honduras	13		Iceland	7	
Jamaica	26		Ireland	69	
Jarvis Island	1		Isle of Man	1	
Martinique	3		Liechtenstein	2	
Mexico	1,176		Italy	213	
Midway Islands	1		Latvia	6	
Netherlands Antilles	19		Lithuania	3	
Nicaragua	4		Luxembourg	13	
Panama	72		Malta	1	
St Christopher (St Kitts) and Nevis	1		Monaco	2	
St Maarten	3		Netherlands	316	
Trinidad and Tobago	34		Norway	87	
Turks and Caicos Islands	4		Poland	44	
West Indies	1		Portugal	47	
North America	4,920	27.6%	Romania	22	
Argentina	94		Russia	33	
Bolivia	3		Russian Federation	61	
Brazil	374		Serbia	3	
Chile	94		Scotland	4	
Colombia	82		Slovakia	4	
Ecuador	44		Slovenia	7	
French Guiana	1		Spain	147	
Guyana	1		Sweden	219	
Paraguay	6		Switzerland	130	
Peru	29		Ukraine	18	
Uruguay	8		United Kingdom	892	
Venezuela	118		Europe	4,061	22.8%
South America	854	4.8%	Algeria	2	
Bangladesh	2		Egypt	3	
China	910		Ghana	4	
Fiji	1		Morocco	21	
Hong Kong	534		Nigeria	19	
India	132		South Africa	51	
Indonesia	58		Africa	100	0.6%
Iran	1		Australia	389	
Israel	333		Cocos Island	1	
Japan	1,762		French Polynesia	17	
Jordan	2		New Caledonia	3	
Kazakhstan	5		New Zealand	65	
Korea	1,824		Papua - New Guinea	1	
Kuwait	21		Tahiti	7	
Lebanon	11		Tasmania	2	
Macao	1		Oceania	485	2.7%
Malaysia	58		Unidentified	4	0.0%
Macedonia	1		Total International	17,815	100.0%
Pakistan	1				
Philippines	72				
Qatar	2				
Saudi Arabia	8				
Syria	1				
Singapore	169				
Sri Lanka	1				
Taiwan	1,219				
Thailand	112				
Turkey	67				
United Arab Emirates	60				
Viet Nam	23				
Middle East/Asia	7,391	41.5%			

Summary			
North America		4,920	27.6%
South America		854	4.8%
Europe		4,061	22.8%
Africa		100	0.6%
Middle East/Asia		7,391	41.5%
Oceania		485	2.7%

3. IS EXHIBITION OPEN TO GENERAL PUBLIC? No

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

5. EXPLANATORY:

- (a) 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

April 2007

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