

# COMDEX®

THE GLOBAL TECHNOLOGY MARKETPLACE

FALL 2003



EVENT MARKETING PORTFOLIO INCLUDES PHOTO GALLERY, ONSITE MARKETING, ONLINE ADVERTISING, AND PRINT ADVERTISING

## → Event Marketing Portfolio

EDUCATIONAL PROGRAMS: November 15–20, 2003

EXHIBITION: November 17–20, 2003

Las Vegas Convention Center | Las Vegas, Nevada

[www.comdex.com](http://www.comdex.com)



## Onsite Advertising Opportunities

### Event Marketing Works.

Year after year promotional marketing opportunities prove themselves as the best way for your company to build its brand and increase exposure while maximizing your investment in COMDEX Fall 2003.

### We have the audience you want.

With event marketing you can create a complete marketing mix around the buyers who come to COMDEX--the most qualified IT buyers in the business. COMDEX draws thousands of the most empowered IT executives, decision makers, and buyers in the industry. Our event marketing gives you the chance to reach them.

#### **BANNERS AND SPONSORSHIP OPPORTUNITIES**

Advertising onsite is the best way to reach thousands of qualified IT buyers and industry professionals, while driving traffic to your booth. Achieve both of these goals and increase your visibility—and your bottom line.

### Who are you reaching at COMDEX?

Simply put, COMDEX attracts the audience you're trying to reach.

- 53% of attendees are the decision-makers for their company
- 94% of attendees will influence their company's purchasing decisions
- 97% of attendees come to evaluate products

And the best part is—they have the money to spend. At Fall 2002, the average attendee had an annual technology budget of \$1.8 million.

Put your company in front of these buyers and ensure that you're part of their decision-making process.

*“COMDEX is the end and the beginning  
of the IT purchasing Cycle”*

*- Gary Beach, Publisher of CIO Magazine*



## Separate Yourself From the Pack

COMDEX is full of the latest and greatest in technology. Onsite sponsorships can increase your visibility—and your leads.



### BANNERS

Fly high with messaging boards that reach all COMDEX attendees at the Convention Center. An excellent way to get your messaging and branding in front of the buyers. Concerned that they're not looking? Guess again – at Fall 2002, 93% of attendees noticed exhibitor signage and banners.

### KIOSKS

Get into the heart of the action with strategically located kiosks. Your sponsorship will put you in high-visibility areas throughout the event. A great opportunity to stop traffic – and direct it to your booth.



## Don't settle for ordinary.

COMDEX Fall has an array of sponsorship opportunities that will help you blow your competition away. Put your logo on a tote bag, sponsor a conference day, create a custom exposure zone, or put your name in the media break room (never hurts to have the reporters on your side!). We've also had great success with branded hotel key cards and the sponsored ice cream/coffee cart. There are just a few of the unique opportunities available, but why stop there? Contact your COMDEX Sales Representative today and find out how to get ahead of the pack.

## Get onsite today.

For more information contact your COMDEX Sales Representative, or Sharon Booth at 323-634-8760, [sharon.booth@key3media.com](mailto:sharon.booth@key3media.com).

*Source: COMDEX Fall 2002 Event Marketing Survey and Top Ten Attendee Survey*



## Online Advertising Opportunities

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#### ONLINE ADVERTISING OPPORTUNITIES

The COMDEX Fall 2003 Web site give you immediate access to thousands of qualified IT buyers and industry professionals. Get in front of the people focused on Security, Real-Time Enterprise Solutions, Digital Lifestyles, Communications, and OEM & Components—all before you even reach the show floor. The majority of registration and event updates happen online, so make sure your company's logo and messaging is there to take advantage of it.

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#### WHAT'S AT WWW.COMDEX.COM?

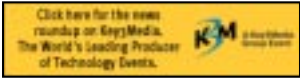
Make your company's message take off before your buyers even board the plane for Vegas. In addition to being the primary source for registration, the COMDEX Fall 2003 Web site is updated regularly, ensuring that your buyers will visit it often.

With more 87% of our audience comprised of professionals who authorize, specify, or recommend products for purchase—visibility is key and the site provides the best opportunity for pre-show, on-site, and post-show marketing.

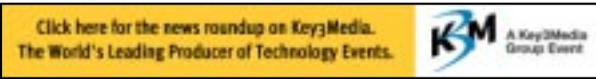


## Available Ad Units

- Header Banner (234x60 pixels)



- Ad Banner (468x60 pixels)



- Skyscraper Banner (120x600 pixels)



**Get online today!**  
 For more information contact your COMDEX Sales Representative, or Sharon Booth at 323-634-8760, sharon.booth@key3media.com.





## Print Advertising Opportunities

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### Print Advertising Opportunities

Advertisements in the COMDEX publications bring your message to thousands of qualified IT buyers and industry professionals. Whether your goal is to launch a new product, increase booth traffic, or generate more leads, an ad in the COMDEX publications will get you noticed. And you'll notice the return on investment.

### COMDEX Publications: Pick the Pub for You



#### THE PREVIEW

Make your buyers look forward to visiting your booth. The Preview is delivered to over 125,000 pre-registered attendees and targeted attendees. Highlights include the show's educational tracks, as well as content, exhibitor descriptions, product locators, and exhibitor lists. There's even a floor plan—in fact, 64% of Fall 2002 attendees visited exhibitors based on the ads in the Preview. This is your chance to make an impression! Don't delay, advertising space is limited!



### **PROGRAM & EXHIBITS GUIDE**

We call it the Program & Exhibits Guide, but many attendees consider it the COMDEX bible. Consider that Fall 2002 attendees referred to the Guide an average of seven times each show day. Now consider the response if your company's name and messaging received that much attention, and you'll see the value of this placement.

Every registered attendee receives this perfect-bound book and looks to it for complete cross-referenced exhibitor listings, conference schedules, product index, and floor plans. Attendees also use the Guide to determine each day's "must see" booths at the event, putting your company in the right place at the right time, since 69% of Fall 2002 attendees visited exhibitors based on seeing their ads in the Guide. And an impressive 88% of attendees kept the book after the show to use as an the year's guide to who's who in the industry.



### **COMDEX SHOW DAILY**

Get advertising impact where it counts . . . at the show! You can spend your advertising dollar anywhere, but investing in The Daily gives your message the reach it requires to meet your marketing goals for the COMDEX Fall 2003 event.

As the official newspaper of COMDEX Fall, The Daily is filled with up-to-the minute news aboutshow activities and educational programs, as well as floor plans and a comprehensive exhibitor list. With copies available every day of the exhibition, an ad in The Daily delivers will drive buyers to your booth.

## **Get Published Now!**

To reserve your ad space, contact your COMDEX Sales Representative, or Sharon Booth at 323-634-8760, [sharon.booth@key3media.com](mailto:sharon.booth@key3media.com)

*Statistics quoted are from the COMDEX Fall 2002 Event Marketing Survey or the Top Ten Attendee Survey.*



Magnetic Banners —  
Front Building Facade



Banner and Entrance Archway —  
Main Entrance



Inside Banners- Grand Lobby



Inflatable and Magnetic Banners —  
Front Courtyard



Entrance Doors- Window Decals





ON-SITE MARKETING OPPORTUNITIES  
LAS VEGAS CONVENTION CENTER

**COMDEX**<sup>®</sup>  
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Hanging Banners — Under Bus Pickup Overhang



Freestanding Sign (Double-Sided)



Freestanding Kiosk (Four-Sided)



Shuttle Bus Banner



Taxi Tops





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Interactive Kiosk — Front Courtyard



Custom Exposure Zone — Main Lobby



Hanging Banners —  
Bus Drop-Off Area



Outside Advertising Wall



Exhibit Hall Entrance Archway



Hanging Banner Against Wall



Hanging Banner Over Beam —  
Main Lobby



Hanging Banners Over Beams —  
Main Concourse

