

EUROPEAN AMERICAN ENTERPRISE COUNCIL

STARTUP EUROPE-USA PROGRAM AT INTERNATIONAL CES
JANUARY 6-9, 2015, LAS VEGAS, NV, USA



International CES

January 6 - 9, 2015

Las Vegas Convention Center,
Las Vegas, Nevada USA.

The European American Enterprise Council (EAEC) has launched a new program for US and EU startups that want to exhibit at the International Consumer Electronic Show with the purpose of helping these young companies take advantage of one of the world's largest IT and Consumer Electronics tradeshows. For more than 40 years, CES has been the place to find these fledgling startups and diamond-in-the-rough companies waiting to be discovered and make it big.

The CES Show is:

- One of the world's leading exhibition dedicated to technological innovation and electronics (78% of attendees think CES is the most important event to attend for companies involved in the CE industry)
- 52,326 exhibitors
- 160,498 attendees (25% international)
- 78% of the Fortune 100 companies
- International visitors from 150 countries
- 2.06 million square feet (191,000 m²)
- The newest products and/or fundamental changes about to hit the digital world are announced every year during the exhibition.
- The top executives in consumer technology present their insights and visions for the industry's future
- Worldwide media coverage, 75 countries represented
- Key, global business audience in one place: world's top electronics manufacturers and retailers, as well as the top consumer focused telecom, software, and content vendors.
- 18,000+ articles from major media

International CES Attendees

Manufacturers, developers, and suppliers of consumer technology hardware, content, technology delivery systems, and related products and services are present at the CES every year, encompassing products and services from 15 product categories:

- Audio
- Automotive electronics
- Computer hardware & software
- Connected home
- Content distribution
- Digital health & fitness
- Digital imaging/photography
- Electronic gaming
- Emerging technology
- Entertainment/content
- Internet-based multimedia services
- Lifestyle electronics
- Telecommunications/infrastructure
- Video
- Wireless & wireless devices

Startup Europe-USA Program at International CES

We believe that in order to benefit the most from a tradeshow, companies need to schedule in advance the right business meetings with the right targets at the event, and follow up appropriately afterwards. EAEC invites B2C and B2B2C centric companies from all around the USA and Europe to join us, and take full advantage of such a major international trade show that can open doors to the US, Europe and other global markets.

2014 International CES Show Attendance Highlights

OVERALL ATTENDANCE

2014 INTERNATIONAL CES ATTENDANCE OVERVIEW	
REGISTRATION TYPE	VERIFIED ATTENDANCE
Attendees	
Exhibits-Only	97,043
Conference Session	3,987
Verified Exhibitors	52,326
Media	
Press	6,008
Industry Analysts	567
Speakers	567**
TOTAL ATTENDANCE	160,498

CES ATTRACTS INDUSTRY LEADERS		
SENIOR LEVEL EXECUTIVES***	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
President/CEO/Owner	17,434	17%
CFO	838	<1%
CIO/CTO	1,462	1%
CMO	447	<1%
C-Level Executive (COO, CXO)	2,572	2.5%
Vice President	7,453	7%
General Manager	952	<1%
TOTAL SENIOR-LEVEL EXECUTIVES	42,409	41.9%

CES ATTRACTS AN INTERNATIONAL ATTENDANCE		
	VERIFIED ATTENDANCE	% OF TOTAL ATTENDANCE
International Attendees		
(Exhibits-Only and Conference Session)	27,083	16.8%
International Exhibitors, Speakers	11,867	7%
International Media (Press, Industry Analysts)	1,878	1%
TOTAL INTERNATIONAL ATTENDANCE	40,828	25%

* Attendees = Exhibits Only + Conference Session Attendance; Does not include media, exhibitors or speakers (101,030)

** There were a grand total of 790 speakers at the 2014 CES, 223 of which are represented in other registration categories.

*** In prior years Director/Sr. Manager was included in the list of senior-level executives. This has been removed for 2014.

Sources: 2014 International CES® Veris Audit Report; 2014 International CES® Registration Reports

COUNTRY	NUMBER OF DELEGATIONS	COUNTRY	NUMBER OF DELEGATIONS
Argentina	2	Mexico	2
Australia	1	Netherlands	1
Austria	1	Nigeria	1
Brazil	5	Norway	1
Bulgaria	1	Palestine	1
Cameroon	1	Peru	1
Canada	4	Philippines	1
China	19	Poland	2
Colombia	1	Romania	1
Costa Rica	1	Russia	1
Croatia	1	Saudi Arabia**	1
Czech Republic	1	Serbia**	1
Denmark	1	Slovakia	2
Dominican Republic	1	Slovenia**	1
Ecuador	1	South Korea	17
Egypt	1	Sweden	2
France	7	Switzerland	1
Germany	2	Taiwan	1
Hong Kong	1	Thailand	1
Hungary	2	Turkey	1
India	2	Ukraine	1
Indonesia	1	United Arab Emirates	1
Israel	2	United Kingdom	4
Italy	1	Uruguay	1
Japan	4	Vietnam	1
Jordan	1	Delegations from Multiple Countries***	2

TOTAL DELEGATIONS 115

* Attendees = Exhibits Only + Conference Session Attendance; Does not include media, exhibitors or speakers (101,030)

** New countries to the delegation program

*** NUSACC: Various Middle East Countries; Embassy of the European Union

Sources: 2014 International CES® Veris Audit Report; 2014 International CES® Registration Reports

EAEC Startup Europe-USA Program at CES 2014

Program description

Our goal is to support “born global” American and European startups and SMEs to help them get the most out of International CES through the following services:

- Registration for 2 exhibition attendees at the International CES.
- Application for a 10ft*10ft (3m*3m) booth at the Eureka Park, a specialized TechZone exhibit area, that provides a unique opportunity to launch a new product, service or idea for new companies looking to gain footing in the CE industry. The Eureka Park is the premier CES destination where manufacturers/vendors, retailers, venture capitalists, and other key attendee groups can find these fledgling startups.
- Matchmaking services to organize a minimum of 5 meetings with prospective partners and clients at the show. All the meetings will be previously approved by the client, and before the show a conference call will be held with experts to review agendas and key points to consider.
- Press Relation services (press release redaction and broadcast to a select list of journalists and bloggers, one before the show, and one the first day of the show – newswire broadcasting service fees are extra).
- The Angel Launch party. The place to be for US and international startups seeking outside funding. This evening event offers entrepreneurs the opportunity to pitch their new venture to US angels & venture capital firms, as well as the opportunity to exhibit/demo their products to the audience.
- Logistics recommendations: flights, hotels, transportation, what to do in Las Vegas, etc. provided with any of the above mentioned services.
- Bilingual hostesses at the booth will engage with potential clients, speak to them in perfect English, demo and pitch consumer products, as well as help set up and take down the booth.

Program Pricing & Deadlines

PRICING/DEADLINES	September 1 st , 2014	October 1 st , 2014	November 1 st , 2014
Registration and booth at Eureka Park TechZone (if application is accepted)	\$1,000	Not guaranteed	Not guaranteed
Five meetings minimum agenda	\$1,000	\$1,300	\$1,600
Press Relations services	\$1,000	\$1,500	\$2,000
Angel Launch Party*	\$300	\$300	\$300
Booth Hostesses / per hostess (4 days)	\$1,280	\$1,400	\$1,600

100% paid with PO

*Fees and details - to be confirmed

Registration

To register and for additional details on the program, please call us at (619) 377-8091 or email us at CES2015@EAECouncil.com.

About the European American Enterprise Council

Bridging Cross Atlantic Opportunities

The European American Enterprise Council (EAEC) is a private member driven organization that aims at promoting Cross-Atlantic cooperation and collaboration to foster Innovation, International Trade, and Entrepreneurship.

The mission of EAEC is to:

- Support American businesses expand their activity in Europe.
- Support European businesses expanding their activity in North America.

By offering unique services tailored to these companies' needs.

EAEC 3 R's services:

- Research & Advisory services
 - o Market Research, Marketing Plan, Business Plan
 - o Market Requirements Document and Product Requirements Document
 - o Executive and Peer Advisory Boards
- Revenue Acceleration services
 - o Pre-Sales Campaigns
 - o Business Development & Sales Programs
- Recruiting services
 - o International Executives Recruiting
 - o Engineering, Sales, Business Development, Marketing, Communications, and Product Management/Marketing Positions

While serving its members' interests:

- As a full blown social branding, networking, and engagement hub for the "Executive In Residence" members (consultants in position, transition or retirees).
- As a unique consulting/contracting and job opportunity platform for the members.
- As an investment environment for the members who would like to participate as business angels

And focusing on the following sectors:

- Technology, Med Tech, Telecom, and IT
- Consumer Products, Mobile Devices, and Apps
- Clean Technology, Renewable Energy, Infrastructure and Transportation
- Aerospace and Aeronautical Engineering





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EAEC is a member of EEN



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