

EUROPEAN AMERICAN ENTERPRISE COUNCIL

STARTUP EUROPE-USA PROGRAM AT INTERNATIONAL CES
JANUARY 2014, LAS VEGAS, NV, USA



International CES

January 7 -10, 2014

**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 tradeshow. 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)
- 51,000 exhibitors
- 153,000 attendees (24% international)
- 78% of the Fortune 100 companies
- International visitors from 150 countries
- 1.85 million square feet (172,000 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, 73 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.

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 companies from all around USA and Europe to join us, and take full advantage of such a major international trade show that can open doors to US, Europe and other global markets.

2013 International CES Show Attendance Highlights

VERIFIED ATTENDANCE OVERVIEW

<i>Profile</i>	<i>Attendance</i>	<i>% of Total Attendance</i>	<i>International Attendance</i>	<i>% of Total Attendance</i>
Attendees	94,381	61.8%	24,306	15.9%
Exhibits Only	90,172	59.0%	nd	-
Conference Session	4,209	2.8%	nd	-
Exhibitors, Speakers	52,009	34.0%	10,092	6.6%
Media	6,369	4.2%	1,808	1.2%
Press	5,586	3.7%	nd	-
Industry Analysts	783	0.5%	nd	-
Total Attendance	152,759	100%	36,206	23.7%

INDUSTRY LEADERS ATTENDANCE

<i>Senior-Level Executives</i>	<i>Number of Attendees*</i>	<i>% of Total Attendees*</i>
President/CEO/Owner	14,237	15.1%
CFO	890	0.9%
CIO/CTO	1,513	1.6%
CMO	402	0.4%
C-Level Executive (COO, CXO)	3,056	3.2%
Vice President	7,234	7.7%
Director/ Sr. Manager	10,761	11.4%
General Manager	3,123	3.3%
Total Attendance	41,216	43.7%

TOP 20 NON-US MARKETS

<i>Rank</i>	<i>Market</i>	<i>Number of Attendees*</i>	<i>% of Total Attendees*</i>
1	Canada	3,732	4.0%
2	South Korea	2,526	2.7%
3	Japan	1899	2.0%
4	China	182	0.2%
5	Mexico	1726	1.8%
6	United Kingdom	1372	1.5%
7	Taiwan	1021	1.1%
8	France	910	1.0%
9	Germany	829	0.9%
10	Brazil	621	0.7%
11	Hong Kong	517	0.5%
12	Australia	469	0.5%
13	Sweden	446	0.5%
14	Israel	359	0.4%
15	Italy	319	0.3%
16	Netherlands	313	0.3%
17	Turkey	249	0.3%
18	Argentina	248	0.3%
19	Denmark	248	0.3%
20	Colombia	229	0.2%

*Attendees: Exhibits Only + Conference Session Attendance (does not include media, exhibitors or speakers)

Source: 2013 International CES, Attendee Audit Summary Results

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.

Program Pricing & Deadlines

PRICING / DEADLINES	September 1, 2013	October 1, 2013	November 1, 2013
Registration and booth at Eureka Park TechZone (if application accepted)	\$1,000	Not guaranteed	Not guaranteed
Five meetings minimum agenda	\$1,000	\$1,250	Not guaranteed
Press Relations services	\$500	\$625	\$750
Angel Launch party*	\$300	\$300	\$300

* 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 CES2014@EAECouncil.com.

About the European American Enterprise Council

Bridging Cross Atlantic Opportunities

The European American Enterprise Council (EAEC) is a private non-governmental 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 expanding 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.
- 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 and Renewable Energy Infrastructure and Transportation
- Aerospace and Aeronautical Engineering





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