

EUROPEAN AMERICAN ENTERPRISE COUNCIL

EUROPEAN TRADE MISSION AT CES, JANUARY 2013, LAS VEGAS, NV



European Trade Mission

Consumer Electronics Show: January 2013, Las Vegas, NV

The European American Enterprise Council (EAEC) has launched a European Trade Mission for the CES with the purpose of helping European companies take advantage of one of the most reputable IT and Consumer Electronics tradeshows in the world.

CES Exhibitor Profile

Manufacturers, developers, and suppliers of consumer technology hardware, content, technology delivery systems, and related products and services.

CES Attendee Profile

2,500 exhibitors showcase their latest products to over 126,600 attendees on a space of more than 1.4 million net square feet. The CES attracts the “who’s who” of technology related industries, including C-level executives from the entertainment, wireless, and consumer electronics. Over 8,000 attendees are representing companies with more than \$500 million in total annual sales.

EAEC Tradeshows Program for CES

We believe that in order to benefit the most from a trade show, companies need to be well prepared beforehand, have the right business meetings during the event, and follow up appropriately afterwards.

EAEC invites companies from all around Europe to join us on this trade mission, so that they can take full advantage of the trade show, as well as the relationships that will be generated with companies from other European regions attending the event.



Consumer Electronic Show, Las Vegas, NV - some numbers...

CES ATTRACTS INDUSTRY LEADERS

SENIOR LEVEL EXECUTIVES	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
President / CEO / Owner	15,146	16%
CFO	929	1%
CIO / CTO	1,676	1.8%
C-Level Executive (COO, CMO, CXO)	2,438	2.6%
Vice President	6,732	7%
Director / Senior Manager	10,743	11.5%
General Manager	2,671	2.8%
TOTAL SENIOR LEVEL EXECUTIVES	40,335	43.5%

CES ATTRACTS AN INTERNATIONAL ATTENDANCE

	VERIFIED ATTENDANCE	% OF TOTAL ATTENDANCE
International Attendees (Exhibits-Only and Conference Session)	20,648	13.8%
International Exhibitors, Speakers	9,292	6%
International Media (Press, Financial/Market Analysts, Bloggers)	1,737	1%
TOTAL INTERNATIONAL ATTENDANCE	31,677	21%

2011 INTERNATIONAL CES ATTENDANCE OVERVIEW

REGISTRATION TYPE	VERIFIED ATTENDANCE
Attendees	
Exhibits-Only	89,766
Conference Session	2,877
Verified Exhibitors	48,776
Media	
Press	5,849
Industry Analyst	1,060
Bloggers	672
Speakers	529
TOTAL ATTENDANCE	149,529

European Trade Mission at CES

What's included

- Registration for 2 exhibition attendees (NOT including travel costs or accommodations.)
- 2 month preparation sessions with 1½ day webinar/ seminar a month:
 - Learn basic market studies techniques for optimal positioning.
 - Learn how to pitch to a US firm.
 - Review of collaterals and website.
- Webinar before the show to review agendas and key points to consider.
- Matchmaking services (3 months minimum process) to organize meetings with companies (prospective partners and clients) at the show (a minimum of five meetings).
- US address for 6 months (with centralized phone service) starting January 2013. Client will print business cards accordingly i.e. double sided business cards.
- Logistics recommendations: flights, hotels, transportation, what to do in Las Vegas, etc.
- One evening of a special networking event/cocktail promoting the European companies through a panel and/or demo/pitch sessions.
- EAEC networking platform to meet other on-demand European companies.

Options/Extra

- 2 days in California (after the show) to meet with local firms (prospective clients and partners).
- 10X10 Booth: Large discounts due to syndication of space and better negotiation power when setting up a "European Pavilion".
- Display table: half price of booth.
- Shared meeting space if needed: a quarter of price of booth.
- Collaboration with a specialized media agency at a negotiated price.
- 10% discount on EAEC follow-up programs, to promote business development in Europe.

Pricing

- 990 Euros per meeting agenda with five prospects at the trade show - meetings previously approved by client.
- 250 Euros per additional meeting with other prospects at the trade show – meeting previously approved by client.

Option - Extension to California

- 990 Euros per meeting agenda with three prospects in California (during 2 days) - meetings previously approved by client.
- 350€ Euros per additional meeting with other prospects in California (could mean more days) - meetings previously approved by client.

Not included

Taxes, transportation, hotels, flights, food, and any service not mentioned above.

Registration

To register, please call or email us before June 30th 2012.

Registrations after June 30th will be subject to a 15% late registration fee.

The trade mission is subject to the participation of a minimum of 8 companies.

2012 Tradeshows attended by EAEC

- CES, Las Vegas, NV, USA,
01/10/12-01/13/12
- Shot Show, Las Vegas, NV, USA,
01/17/12-01/20/12
- Photonics West, San Francisco, CA, USA,
01/21/12-01/26/12
- GSM World, Barcelona, Spain,
02/27/12-03/01/12
- CEBIT, Hannover, Germany,
03/06/12-03/10/12
- OFC, Los Angeles, CA, USA,
03/04/12-03/08/12
- CTIA Wireless, New Orleans, LA, USA,
03/28/12-03/10/12
- NAB, Las Vegas, NV, USA,
04/1/12-04/19/12
- E3, Los Angeles, CA, USA,
06/05/12-06/07/12
- Intersolar & Semicon West, San Francisco,
CA, USA, 07/09/12-07/12/12
- Siggraph, Los Angeles, CA, USA,
08/05/12-08/09/12
- CTIA Enterprise & Applications, San Diego,
CA, USA, 10/10/12-10/12/12
- Solar Power International, Orlando, FL, USA,
10/10/12-10/13/12



About EAEC

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 (and EAEC members) is to:

- Support American businesses opening offices in Europe.
- Support European businesses opening offices in North America.

By offering unique services tailored to these companies' needs:

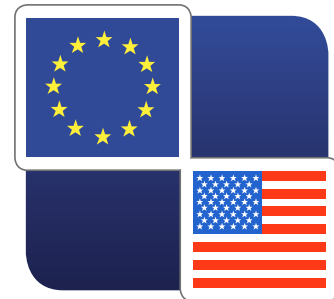
- Cross-Atlantic Acceleration Programs.
- Cross-Atlantic Tradeshow Programs.
- Cross-Atlantic Tech Tours.
- And many other services.

While serving its members' interests:

- As a full blown social branding, networking, and engagement hub for the 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 (for accredited investors.)

In Europe, EAEC is represented by partner organizations such as Strategy & Focus International and Venture & Capital International specialized in developing business across the Atlantic Ocean in the following sectors:

- IT and Telecom.
- Energy / Renewable / Cleantech and Environment.
- Biotech.
- Infrastructure and Transportation.
- Aerospace and Aeronautics.
- Institutions; Trade and Economic Development Government Organizations, Clusters & Universities.



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