

2012 International CES®

January 10-13, 2012

Las Vegas, Nevada



There are about 78 million Baby Boomers in the US (450 million worldwide)—born between 1946 and 1964 — hitting their peak earning and spending power. How can you reach them?

One of the main catalysts is technology. Whether they are playing brain games for fun, monitoring homes from afar, staying connected to grandkids via video conferencing, using mobile apps to care for an older loved one and themselves, or navigating the back roads in their GPS-enabled SUVs; this generation is maximizing the benefits of the digital age and driving new developments and innovation as the boomers always have. The Silvers Summit will showcase the products and services that keep boomers engaged, entertained and connected.


Silvers Summit is the premier conference where technology meets the needs of an aging society. Companies, distributors, journalists, research firms, think tanks, buyers and sellers demonstrate the products and services that will help the Boomer and Beyond consumer maintain their high quality of life and independence.

The Conference takes place during CES, and features panels, presentations, and interactive demonstrations. With a power breakfast, a networking lunch, and in-depth panels sessions, the Silvers Summit will be a must-attend ticket during CES.

The Sterling Silvers: This year we're adding The Sterling Silvers—awards for excellence to products and services that address the needs for an older audience—with special attention to simplicity, ease of use and sophisticated design.

Why Your Company Belongs at the Silvers Summit:

- Sponsorship opportunities at the conference provide networking opportunities with the Silvers influencers.
- CES is the premiere destination for showcasing new technology. The Silvers Summit gathers the products that enrich an aging demographic—calling attention to solutions.
- Cost effective pooling of resources maximizes your investment.
- Public relations and marketing outreach are the combined efforts of Silvers Summit and each individual exhibitor. Together we create a must-see exhibit space in a crowded world of me-too's and single products.
- Over 25,000 square feet of exhibit space in the LVCC North Hall.
- The combined expertise of CES and Living in Digital Times.



**The digital life
of this generation
changes the
rules about
how we "age"**

For more information, contact SummitInfo@silverssummit.com or call 800-553-2399



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®



www.silverssummit.com

Review the different levels of sponsorship and conference marketing options and select the mix that maximizes your exposure and effectively builds your brand at the largest electronic show in the world.

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The Silvers Summit staff

is eager to assist you in

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on custom solutions to

presenting your company

to an audience of more than

100,000 attendees.

	PLATINUM	GOLD	SILVER	BASIC	POD
Cost	\$36,000	\$24,000	\$12,000	\$10,000	\$7,500
Exhibit Space Size	20x30	20x20	10x20	10x10	6' turnkey
Advertising in Program Book	Full Page	Full Page	1/2 Page	Listing	Listing
Size of Banner in Conference Room	8' x '10	8' x '10	4' x 5'		
Invites to WRAP Party	10	8	6	4	2
Participation on Panel	✓	✓			
Listing in CES Print and Online Directories	✓	✓	✓	✓	✓
Listing on Silvers Summit Website	✓	✓	✓	✓	✓
Opportunity to speak at Silvers Summit	✓	✓	✓		
Participation at the Press Conference	✓	✓	✓		
Swag Bag Participation	✓	✓	✓		
Access to Meeting Room	✓	✓	✓		
Demo Spots on LIDT Stage on Showfloor	8	4	2	1	

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