



INNOVATION UNVEILED

LOS ANGELES CONVENTION CENTER

JUNE 5-7, 2012



E3EXPO.COM



“If there is one thing to take away from this year’s E3 it is the sheer breadth of what gaming offers an ever expanding audience”

– The Telegraph (UK)

Unbelievably Targeted Undeniably Influential

The Electronic Entertainment Expo (E3) brings together tens of thousands of highly-qualified industry professionals each year – connecting the most influential people leading the most innovative companies, with groundbreaking new technologies and never-before-seen products for video game consoles, computers, handheld systems and the Internet.

◆ Harness the **power of E3 2012** and open up a world of **OPPORTUNITY**.

DATE: June 5-7, 2012

PLACE: Los Angeles Convention Center

INFORMATION: www.E3Expo.com

A snapshot of E3 2011 Exhibitors include:

- 505 GAMES
- ACTIVISION
- AMD
- AIKEN LABS
- ALIENWARE (DELL)
- APPMOBI
- ATARI, INC.
- ATLUS U.S.A., INC.
- BEHAVIOUR INTERACTIVE
- BETHESDA SOFTWORKS
- CAPCOM U.S.A., INC.
- CCP GAMES
- CD PROJ EKT RED
- CHASE PAYMENTECH
- CODEMASTERS
- COG PUBLISH LIMITED
- COMFY
- CONDUIT
- CRYTEK GMBH
- DEEP SILVER, INC.
- DISNEY INTERACTIVE STUDIOS
- ELECTRONIC ARTS
- EPIC GAMES INC.
- GAIKAI
- GAMECONNECTION
- GAMELOFT
- GAMERSFIRST
- GAZILLION ENTERTAINMENT
- GIOTEK
- HIGH VOLTAGE
- IGDA
- INCOMM
- INFERNAL ENGINE
- JACK OF ALL GAMES
- KOREA CREATIVE CONTENT AGENCY (KOCCA)
- KONAMI DIGITAL ENTERTAINMENT
- LUCASARTS
- MAD CATZ INC.
- MAJESCO ENTERTAINMENT
- MICROSOFT CORPORATION
- MIH GROUP
- NAMCO BANDAI GAMES AMERICA INC.
- NATSUME INC
- NEXON
- NINTENDO OF AMERICA INC.
- NIVAL
- NORDIC GAMES PUBLISHING AB
- NVIDIA CORPORATION
- NYKO TECHNOLOGIES
- O-GAMES
- ONLIVE, INC.
- PARROT
- PERFECT WORLD ENTERTAINMENT
- QUALCOMM INC.
- RAZER (ASIA-PACIFIC) PTE LTD
- REBELLION
- SEGA OF AMERICA, INC.
- SONY COMPUTER ENTERTAINMENT AMERICA
- SONY ONLINE ENTERTAINMENT
- SONY ERICSSON
- SQUARE ENIX, INC.
- TAIWAN PAVILION
- TAKE-TWO INTERACTIVE SOFTWARE, INC.
- TECMO KOEI AMERICA CORPORATION
- TELLTALE GAMES
- THQ
- T-MOBILE USA
- TRION WORLDS, INC.
- TURTLE BEACH
- UBIFRANCE
- UBISOFT ENTERTAINMENT
- UNITY TECHNOLOGIES
- WARGAMING.NET LLP
- WARNER BROS. INTERACTIVE
- YOOSTAR ENTERTAINMENT GROUP

96%
of exhibitors felt that exhibiting at E3 2011 had a positive effect on their brand

Connect with the people who matter most to your business:

Attendees

In 2011, 46,800 video game industry professionals, investor analysts, and retailers attended E3.

Representatives from over 106 countries attended E3 2011 – up from 90 in 2010 – as the international presence at E3 continues to grow year-over-year.

VIP Buyers

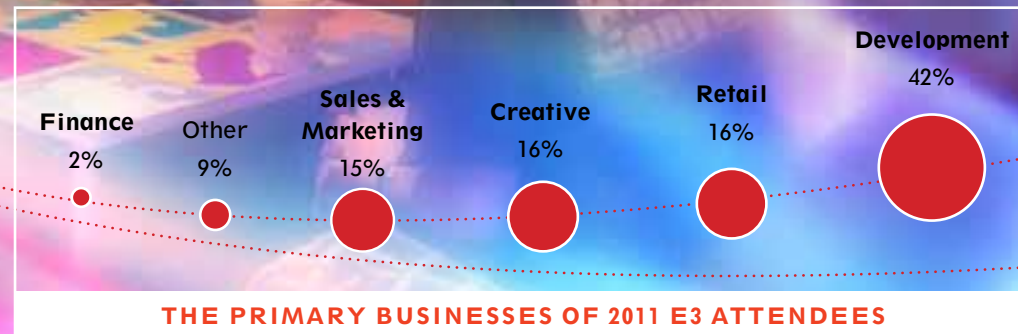
E3 2011's VIP Retailer program welcomed 377 qualified Buyers from more than 120 global retail outlets in 22 countries.


Media

With nearly 4,500 media, both international and domestic, E3 is the most buzz-worthy interactive entertainment industry event in the world, generating over 20 billion global impressions.

- Developers
- Retailers
- Media
- Investment Analysts
- Venture Capitalists
- Community Influencers

“[E3's] chief goal is to bring mainstream and international attention to the world of video games. And for one week each year, it nails that goal.” – Kotaku





Define your year
ahead – on your terms.

- **Generate** media coverage
- **Gain** exposure in emerging markets
- **Identify** new business opportunities
- **Launch** a product
- **Connect** with retailers
- **Capture** qualified leads and retain current customers
- **Expand** distribution networks
- **Build** industry partnerships
- **Debut** a new technology
- **Position** your brand and products
- **Secure** purchase orders
- **Garner** industry insight
- **Demonstrate** a product

Based on an E3 post-show survey, an estimated

\$1.8 billion
orders have been written
or are in the pipeline as a
result of E3 2011.

Unmistakable
marketing power:
so, where will E3
take you?

To find out if your company
qualifies to exhibit at E3 2012
and to learn about the benefits
of exhibiting, please contact

Giovanni Stein:
508-424-4864
GStein@idgworldexpo.com

“ E3 remains the most
valuable event of the year.”

– *Variety*

For additional information on sponsorship opportunities,
please contact either:

Shanna Cito
203-259-3355
scito@idgworldexpo.com

Ellen Moorehead
508-988-7830
emoorehead@idgworldexpo.com