

CEDIA Daily

from the editors of Residential Systems
and Residential Systems International



Become a CEDIA Approved CEU Provider

The demand for Custom Electronic Design & Installation Association (CEDIA) Certification has never been greater! That's good news for your company since you can help CEDIA Certified Professionals maintain their certifications and keep them educated on the latest developments in products and technology.

What is a CEU?

A CEU is a continuing education unit—a value based on class content and length. More importantly, it counts toward maintaining CEDIA Certifications.

How do CEDIA Certified Professionals maintain their certification?

They maintain their certifications by attending classes and seminars that are industry related and offer CEUs. These classes are related to industry standards or product training. Each certified professional is required to maintain 30 CEUs within a three year time frame.

Why should a manufacturer become a CEU Provider?

There is nobody more qualified to teach electronic systems contractors how to install, calibrate, and program your products than your company. You can be an integral part of the CEDIA Certification program by helping certified professionals maintain their certifications.

How do CEDIA Certified Professionals get credit for our classes?

Individuals who attend your training sessions can obtain credit automatically if they pre-register at a CEDIA event, or they can use the Certified Professional CEU Petition form and send it to the Certification department at CEDIA along with evidence of completion and we will add it to their training history.

6 Reasons to Attend CEDIA EXPO

6: The most new product introductions.

If you want the hottest, most profitable products for the residential electronic systems industry, you have to be at CEDIA EXPO. By the time your competition reads about these products or sees them somewhere else, you may have already cornered the market.

5: The most exhibitors. A show without all of this industry's important exhibitors is like a toolbox with only half of its tools. Only CEDIA EXPO gives you every exhibitor that is important to your success in this industry.

4: The most manufacturer product training. Getting the products is only half the battle. You also have to know how to use them. Only CEDIA EXPO gives you the most product training so you can maximize your profits.

3: The best education for every employee in your company. You can find a little bit of training in half a dozen places. But there is only one time you can find all of the training you need in one place: CEDIA EXPO. Moreover, only CEDIA EXPO offers comprehensive, industry-specific education to



build profitability across your entire team, from installer to designer to sales manager to CEO.

2: The most trusted, prestigious educational offerings. Not all education is created equal. CEDIA's Core Curriculum provides the industry's only professionally created, unbiased education. That means more

value for your money and your time, plus a rock-solid advantage competitive advantage for your company.

1: The world's #1 show. When you go to a show, you want the most for your money and time. As the world's #1 residential electronic systems industry show, CEDIA EXPO gives you the most of everything, including value.

Learning About Home Entertainment and Automation Will Increase Profitability

Homeowners want the latest in home theaters, whole-house audio and video networks, and automated control of just about everything. But technologies change quickly and architects, home builders, and interior designers may miss out on sales opportunities and customer service improvements without proper education on residential electronic systems.

The Custom Electronic Design & Installation Association (CEDIA), the leading provider of residential

technology education and certification, invites forward-thinking architects, home builders, and interior designers to interact with residential electronic systems contractors and discover how technology will continue to change home design and construction.

In addition to exclusive educational sessions, panel discussions, and networking opportunities, attendees will hear from internationally recognized professionals and technology experts.

MAXIMIZE YOUR CEDIA PRESENCE

Advertise In The CEDIA Daily

The CEDIA Daily is the most effective way for your customers to find out what's happening and what's important, and it's the best way for your company to stand out from the growing crowd of exhibitors.

Call Phil Holtberg or your sales representative for advertising details: 212-378-0413



CEDIA EXPO 2010 SHOW DAILY

The ONLY Official Newspaper of CEDIA EXPO 2010

September 23-26, 2010

Georgia World Congress Center, Atlanta, GA

produced by the editors of
Residential Systems

Maximum Exposure Package

Ask your sales rep about adding the CEDIA issue of Residential Systems and the "CEDIA Must Sees" eNewsletter to your CEDIA Daily marketing plan.

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START PLANNING NOW FOR CEDIA EXPO 2010!

NewBay Media, publishers of Residential Systems, Systems Contractor News, Rental and Staging Systems, Residential Systems International, AV Technology, The InfoComm Daily and the AES DAILY,



will once again be publishing the CEDIA EXPO 2010 Show Daily. The CEDIA EXPO 2010 Show Daily will be a three-day, on-site newspaper that will be distributed September 23, 24, and 25. All three issues will be complete with overnight news from the convention floor covering the entire scope of activities—from events at the booths to the many demonstrations, seminars and educational workshops. The VIP Edition of the Show Daily will be mailed in early September — in both print and digital formats — and will contain comprehensive pre-show product news as well as information vital to attendees planning their visits to Atlanta. CEDIA EXPO 2010 exhibits open September 23 at the Georgia World Congress Center in Atlanta, GA, and runs through September 26.

The CEDIA EXPO 2010 Show Daily and VIP Edition will provide complete coverage of:

- Late-breaking pre-show industry news and news direct from the show floor
- CEDIA new product announcements
- Interviews and commentary from the show floor
- Installation market industry trends and analysis
- Complete exhibitor directory and show floor map
- Index of all workshops, seminars, educational and show events

There is no better environment than the CEDIA EXPO 2010 Show Daily and VIP Edition to announce your company's new products, show news, or recent installations than in the newspaper everyone will be reading at EXPO 2010. The CEDIA DAILY offers the best environment to create excitement and build booth traffic at EXPO 2010.

CEDIA EXPO 2010 Show Daily Advertising Rates

AD SIZE	DIMENSIONS*	COSTS** (VIP Edition PLUS all three editions of the CEDIA Daily)
Tabloid	10 3/8" x 14 1/4"	\$9,734
Tabloid Spread	20 3/4" x 14 1/4"	\$16,019
Junior page	7 3/8" x 10 3/8"	\$8,246
1/2 Tabloid (horizontal)	10 3/8" x 7 3/8"	\$8,246
1/2 Tabloid Spread	20 3/4" x 7 3/8"	\$13,519
Cover I Banner	10 3/8" x 3"	\$14,870
Cover I Box	2 1/2" x 2 1/2"	Call for rate
Cover II	10 3/8" x 14 1/4"	\$14,870
Cover III	10 3/8" x 14 1/4"	\$14,870
Cover IV	10 3/8" x 14 1/4"	\$15,547
2/3 Page	4 5/8" x 10 3/8"	\$7,772
1/2 Page (island)	4 5/8" x 7 3/8"	\$7,030
1/2 Page (horizontal)	7" x 4 5/8"	\$7,030
1/3 Page (horizontal)	10 3/8" x 3"	\$5,813
1/3 Page (vertical)	2 3/8" x 10 3/8"	\$5,813
1/3 Page (square)	4 5/8" x 4 7/8"	\$5,813
1/4 Page (vertical)	3 1/2" x 4 3/8"	\$5,002
1/4 Page (horizontal)	4 3/8" x 3 1/2"	\$5,002
1/6 Page (vertical)	2 3/8" x 4 7/8"	\$3,219

* Dimensions reflect trim size. Add 1/4" for bleed. Keep live matter 1/4" inside trim. **All Rates are gross.