



A report about tradeshow branding at  
the 2008 Consumer Electronics Show.

# Branding at CES 2008

# **The Consumer Electronics Show**

## **January 7-10, 2008**

In January, the city of Las Vegas becomes the destination of choice for over 150,000 people from 110 countries who decide to start the new year by attending the largest marketing event in the technology industry – the Consumer Electronics Show. This year over 2,500 exhibitors introduced thousands of new products, capturing the attention of the press, analysts, retailers, distributors, partners and the general public.

**CES 2008.** Designing new packaging system for the world's leading maker of mice and computer accessories was a little like designing a better mousetrap. At the end, we were able to increase the packaging's shelf impact, while enhancing the product's visibility and the structure's durability. On top of that, the shipping costs were significantly reduced by shrinking the overall size.



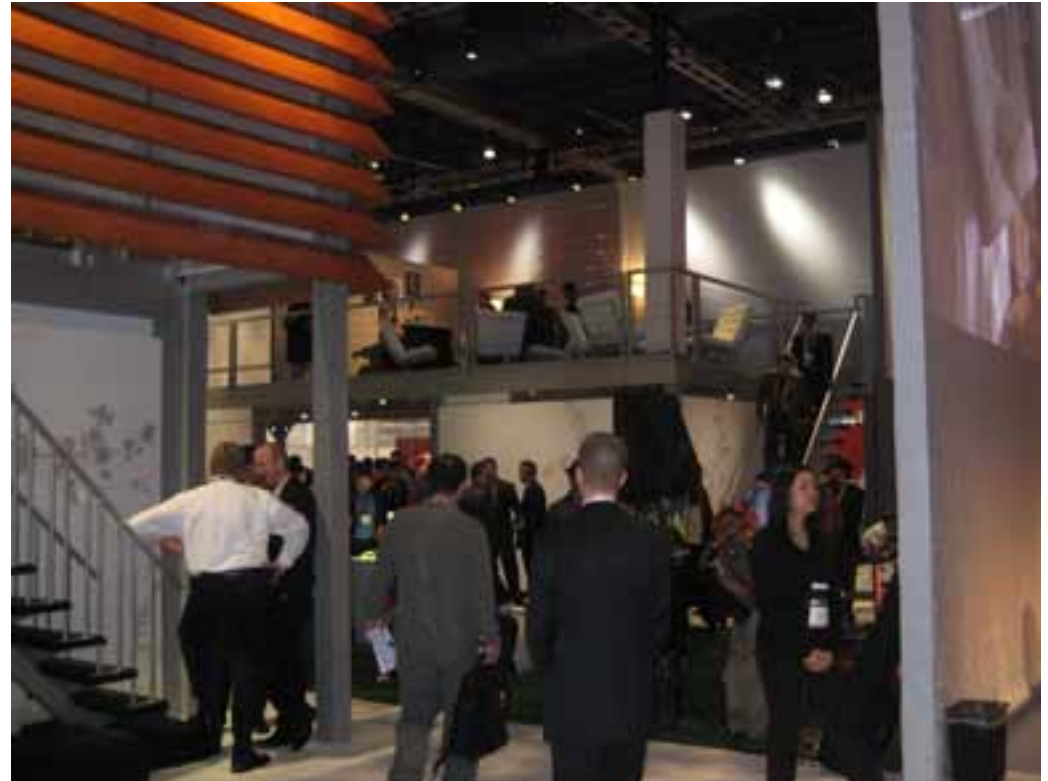
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