



2006 ELECTRONIC DISTRIBUTION SHOW AND CONFERENCE

The global gathering for manufacturers, distributors, manufacturers' representatives (agents) of electronic components, test equipment, accessories and more.

MAY 2-4 / PARIS HOTEL – LAS VEGAS, NEVADA, USA

Sunday – April 30th
Golf Outing

Monday – May 1st
Keynote, Seminars, Workshops
and Sales Meetings

Tuesday, Wednesday,
Thursday – May 2-3-4
Exhibits and Conferences



an industry
service of



www.electronicsglobalnetwork.com
www.electronicdistributionshow.com

MAKE YOUR CONNECTION WITH U.S. SOURCES AND GLOBAL MARKETS AT EDS.

COMPONENT MANUFACTURERS – EDS IS YOUR GATEWAY TO THE NORTH AMERICAN MARKET

- Find distributors and representatives
- Learn how components go to market in the U.S.
- Attend seminars on global electronics industry trends
- Meet decision makers from around the world
- Meet the press – editors from leading electronics journals and online publications
- Get help from the associations that serve the channel:
ECA – Electronic Components, Assemblies and Materials Association
ERA – Electronics Representatives Association International
NEDA – National Electronic Distributors Association

DISTRIBUTORS AND REPRESENTATIVES – ADD IMPORTANT AND PROFITABLE PRODUCTS FROM THE U.S. TO YOUR PORTFOLIO

- Find new products and new sources
- Get new ideas at seminars and association programs
- Learn about major trends in this global industry
- Network with colleagues in our International Lounge

EDS IS A UNIQUE EVENT – THERE'S NOTHING ELSE LIKE IT IN EUROPE, ASIA OR LATIN AMERICA

EDS is a channel event, the only place in the world where manufacturers meet with distributors and representatives without the distraction of OEM engineers.

EDS is a top management event for decision makers from around the world. Global companies use EDS as the place where they bring together their international team leaders.

At EDS, the emphasis is on quality, not quantity. 5000 people attend, from 2000 companies – approximately 10% from outside the U.S. The number of international visitors to EDS grows annually, reflecting the impact of globalization on the electronic industry.

Unlike most trade shows in the electronics industries, EDS focuses on relationships as much as on products, and accordingly is very appointment-centered.

EDS is at the Paris Hotel, on the famous Las Vegas Strip, in the heart of the entertainment capital of the world. More fun and excitement per dollar than you can imagine – luxurious hotel rooms at a fraction the European or Asian cost!

THE PLACE TO CREATE AND RENEW INTERNATIONAL SALES AND MARKETING PARTNERSHIPS.

GOING GLOBAL

Regardless what you do or how well you do it at home, the rules change when you cross the ocean - or even the border. Local custom and local culture create barriers higher than the language barrier. For each country in which you want to sell, you have to know

- How to establish your own organization
- How to create your sales and distribution networks
- How to recruit a sales force
- How to motivate distributors to stock and push your line
- What will be expected in terms of catalogs, both print and online
- Which are the best attended and most influential trade fairs and meetings
- What legal issues you will have to contend with
- How the country you're going to differs from the country you're coming from

Providing answers to those questions - and conduits to the people who have the answers - is one reason EDS has become the Center for International Electronics Marketing Partnerships. Visit Tri-Association Central for help from the three sponsoring trade associations, ECA, ERA and NEDA. Visit the International Lounge to meet colleagues from around the world.

PLANNING AHEAD

Manufacturers at EDS participate in one or more of four modes:

- Open displays in stands on the exhibit floor
- Conference rooms on the exhibit floor, some with appointments available, some by advance appointment only
- Closed-door meetings in hotel suites
- Authorized vendors, with no show space, whose meetings are in an EDS open conference center

With this strong appointment orientation at EDS, it pays to plan ahead, and schedule meetings with the people you want to see *before you get to Las Vegas*.

The EDS web site offers direct email contact with the participants you want to see, as well as a Matchmaker service that helps bring manufacturers and distributors together. (www.edsc.org) EDS staff can help you with itineraries, arrangements, and Letters of Invitation. (eds@edsc.org)

EDS INFORMATION CENTER AT ELECTRONICA

Every November in the even-numbered years, EDS maintains an exhibit and information service at Electronica in Munich. This is typically located in the U.S. section of the Connector Pavilion (Interconnect, along with Passive Components and Electro-mechanical Components, are dominating product categories at EDS) and is supplemented by workshop programs during Electronica that describe the North American electronic components marketplace and how to serve it.

For details of where to find the EDS stand at Electronica and the schedule for the workshop programs, visit www.electronicdistributionshow.com

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EDS – FOR MANUFACTURERS OF PRODUCTS DISTRIBUTORS SELL

Amplifiers	Computer peripherals and supplies	Integrated circuits	Printed circuit boards	Switches
Antennas and accessories	Connectors	Interconnect devices	Printers	Switchboards
Audio components	Consumer products	Jacks and plugs	Rectifiers	Telephone equipment
Bar coding equipment	Controls	Lamps	Relays	Terminal blocks
Batteries and battery packs	Crystals	LEDs	Resistors	Test equipment
Cabinets and enclosures	Datacom	Magnetic materials	RFI power line filters	Timers
Cable assemblies	Decals and marking devices	Marine electronics	Security products	Tools
Capacitors	Displays and readouts	MATV, CATV, CCTV	Semiconductors	Towers and accessories
Cases	Fans and blowers	Meters	Sensors	Transformers
Catalogs and books	Fasteners	Microphones	Sockets	Tubes
CB products	Fiberoptics	Microwave products	Solar equipment	Tubing
Chassis slides	Filters	Optical devices	Solenoids	UPS
Chemicals	Fuses	Oscillators	Solder and soldering irons	Video equipment and accessories
Circuit protection devices	Heat sinks	Outlet strips	Solid state systems and devices	Voltage protection devices
Coils	Heat tools	Paging systems	Speakers and sound equipment	Wire and cable
Communications equipment	Hybrids	Plugs and sockets	Static control products	Wire harness equipment
	Indicator lights	Potentiometers	Surface mounted devices and hardware	Workstations
	Insulating products	Power protection equipment		
		Power supplies		

EDS – FOR SUPPLIERS OF PRODUCTS AND SERVICES DISTRIBUTORS USE

Assembly and marking equipment	Consulting services	Financial services	Office and warehouse equipment	Software
Communications equipment	Contract manufacturers	Internet services	On-line services	Wire harness equipment
	Data processing equipment	Third Party Logistics	Processing equipment	
		Material handling		

EDS IS SPONSORED BY THE THREE MAJOR U.S. TRADE ASSOCIATIONS CONCERNED WITH THE CHANNEL AND AUTHORIZED ELECTRONIC DISTRIBUTION



ECA – Electronic Components, Assemblies and Materials Association, A Sector of EIA, the Electronic Industries Alliance is the manufacturing community's voice on issues and standards, providing members with a competitive edge through education, training, and market analysis. ECA's particular international focus is devoted to helping its U.S. members participate effectively in world markets. Visit www.ec-central.org or call Robert Willis, President, at 703 907 7536.



ERA – Electronics Representatives Association International supports and promotes the outsourced field sales function, and links manufacturers with representatives (agents) on a worldwide basis. ERA operates chapters throughout the Americas, Europe, Asia and the Pacific Rim. Visit www.era.org, or call ERA in the U.S. at 312 527 3050.



NEDA – National Electronic Distributors Association serves authorized distributors, and is the advocate for the electronic distribution channel. Its annual Executive Conferences is the acknowledged center for distribution executive education. With its membership including the dominant factors in global electronic distribution, NEDA is also a resource for international manufacturers who seek to develop distributor networks in the U.S. Visit www.nedassoc.org, or call Robin Gray, Executive Vice-President, at 678 393 9990.



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