

E³ Expo Attendee List

U.S. Selects and Counts as of 01/10

Primary Business - \$20/M

Consumer Electronics Store	15,621
Computer Hardware/Software Store	21,203
Video Store	6,775
Discount/Warehouse/Price Club	924
Toy, Hobby, Craft Store	4,121
Catalog Showroom	405
Mass Merchandiser	1,978
Department Store	889
Book Store	626
Record Store	793
Super Store Chain	1,482
Mail Order/Catalogs and Clubs	2,033
PX or Exchange	377
Distributor/Wholesaler	12,218
Developer	60,086
Investor/Bank	5,357
Brokerage/Venture Capital	1,933
Education/Libraries	5,938
Importer/Exporter	2,222
Publisher	12,242
News Media	6,432
Online Retailer	6,877
Buyer	2,506
Movie/Film	4,271
Animation/Graphics	1,770
Business Services	1,229
Consulting	883
Television	508
Other	53,977

Job Title - \$20/M

Buyer	9,383
President/CEO/Owner	29,347
Corporate Management	14,725
Store Manager	6,132
Product Manager	7,527
Sale/Marketing/Management	20,557
Sales Person	17,919
Store Planner/Designer	1,283
Distribution Manager	1,123
Merchandiser	1,400
Operations Manager	4,794
Manufacturing Representative	621
Producer	3,028
Director	2,333
Writer	1,666
Computer Artist/Animator	7,271
Financial Analyst	2,743
Editorial Media	2,394
Photographer/Video Crew	388
Media Advertising Representative	2,706
Developer	31,889
Retail Operations Manager	582
Investor	1,053
Venture Capitalist	714
Investment Banker	595
Broker	469
Analyst	1,684
Computer/Musician	206
Consultant/Attorney	373
Content Acquisition/Licensing	202
Educator	215
Marketing/PR	1,508
Programmer	1,893
Other	57,256

Hardware Platforms/Market Segment - \$35/M

Sega	53,263
Sony Platform	92,804
Nintendo	92,734
Atari	3,716
Sony Play Station	20,664
CD-ROM	64,206
CD-I	5,834
3DO	7,180
Hand-Held Games	73,083
Virtual Reality	7,382
Karaoke	1,589
Electronic Games	25,882
Children's	15,095
Edutainment	69,259
Reference	38,697
Publications	8,576
Music	74,099
Video/Movies	85,236
Business	74,646
Health and Fitness	4,569
Training	5,213
Travel	4,396
Special Interest	39,259
Sony	20,186
DVD-ROM	24,933
Mobile Platforms	40,069
Games - Action	115,484
Games - Adventure/Role Playing	99,662
Games - Other	5,824
Games - Simulation	86,903
Games - Sports	78,650
Games - Strategy	75,527
Information/Digital Publication	42,123
Education	47,618
Information/Digital	6,162
Online Gaming	48,181
X Box	62,625
PC/CD/DVD	80,029
Advergaming	3,358
Other Hardware Platform	67,534
Other Market Segments	58,451