



January 26, 2016

Dear Exhibitor:

Welcome and thank you for your participation in E3 2016, the world's leading showcase for the interactive entertainment industry. We look forward to seeing you in Los Angeles, California, June 14-16, 2016, and to working with you in the months leading up to the show.

As you prepare for E3, we recommend that you refer to the Exhibitor Manual as an easy-to-use resource. Please take time to read through this Manual and fill out and return all pertinent forms. Please note: This Exhibitor Manual is not intended to limit the Exhibit Space contract.

In particular, be sure to check out these key informational items:

- General Deadlines & Contact Information
- E3 2016 management team and vendors
- General Information and Rules Governing E3

The entire E3 team looks forward to working with you to maximize E3 2016 unique opportunities for showcasing your company and its products. In the months ahead, please do not hesitate to contact any member of our team if we can be of assistance by calling the Exhibitor hotline at 1-877-216-6264.

E3 Show Management