



Convention & Visitors Bureau

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## News Release

FOR IMMEDIATE RELEASE

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### GAME DEVELOPERS, EMBEDDED SYSTEMS CONFERENCES RETURNING TO SAN JOSE IN 2006

#### Large-Scale Events to Utilize New Tensile Structure

**SAN JOSE, CALIF.** – January 24, 2005 – The San José Convention & Visitors Bureau (SJCVB) announced today that two large-scale conferences will be returning to San José in 2006 after a brief absence. The Game Developers Conference (GDC) and the Embedded Systems Conference (ESC), both produced by CMP Media, were last held in San José in 2004. Combined, the two conferences will mean more than 12,000 room nights and more than \$9 million in economic impact based on IACVB's standardized economic impact formula.

The GDC is scheduled to be held March 22-24, 2006 and the ESC is scheduled for March 31-April 8, 2006. The conferences will allow continued use of the new 80,000-square-foot temporary structure planned to be erected in time for eBay Live! in June 2005.

CMP Media hailed the convention center's tensile structure solution as further indication that San José is willing and able to host large-scale events such as GDC and ESC.

"We are pleased to bring the annual Game Developers and Embedded Systems conferences back to San José," said Lori Silva, Executive Director, Event Operations and Services for CMP Media LLC. "The San José Convention & Visitors Bureau and the City of San José have always been supportive of these conferences and are committed to providing the best services and facilities that meet the needs of our attendees."

The return of the two conferences will be a boon to the city of San José, a fact that has city officials extremely pleased.

"As the Capital of Silicon Valley, San Jose is the natural home for these conferences and we're glad they're back," said San Jose Mayor Ron Gonzales. "We're on track to make sure they are successful for everybody as a result of our improvements to our convention center and our outstanding downtown hospitality services."

### **GDC “For Gamers By Gamers”**

The GDC is an annual trade event “for gamers by gamers” that attracts more than 10,000 attendees from all aspects of the electronic-gaming industry, including computer, console, arcade, online, and mobile games, as well as location-based entertainment. The event includes myriad lectures and presentations, as well as the GDC Expo, which showcases products from hundreds of gaming-related companies.

### **ESC brings together IT professionals**

The Embedded Systems Conference, billed as the largest systems design event in North America, brings information technology professionals together under one roof to learn new skills in their field while gaining exposure to the latest technologies. It also provides professionals an opportunity to network with hundreds of peers, vendors, and industry leaders.

### **About CMP Media LLC**

CMP Media LLC is a leading high-technology business-to-business multimedia company that provides essential information and integrated marketing services to the technology and healthcare professionals worldwide. To learn more about CMP Media LLC, please visit <http://www.cmpmedia.com>.

### **About The San José Convention & Visitors Bureau (SJCVB)**

The San José Convention & Visitors Bureau’s (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. To receive a copy of the Bureau’s *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>.

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