



Consumer
Technology
Association™

Discover

CES® 2018 Opportunities

January 9-12, 2018 | Las Vegas, NV | CES.tech/Exhibit | [#CES2018](https://twitter.com/CES2018)



Why CES

It's big – 170K+ attendees, including industry leaders and rising stars from the technology ecosystem come together to discover the latest trends and network with peers

It's global – 55K+ of attendees come from outside North America

The world's leading companies – 87% of Fortune 100 companies came to CES 2017

It's where business gets done – 65K+ senior-level executives in attendance

A venue for the world's media – 7K+ of the world's journalist and key influencers participate creating **70 billion** potential media impressions at CES

It's truly innovative – Eureka Park showcases 600+ startups and entrepreneurs

CES is the world's gathering place for all those who thrive on the business of consumer technologies. This global event brings together companies, big and small, from every major industry. Exhibiting at CES connects you with innovators, decision makers, consumers and the media. CES provides the ultimate platform for you to showcase your brand, launch your latest products and win business!

By participating at CES, you'll become part of the launch pad for new innovation that changes the world... and your business.

We're more than a four day event. We're an experience. An experience *you can't afford to miss.*

“CES has foretold some of the most seismic shifts in the recent history of technology.”

–Forbes

Contact
exhibit@CTA.tech
for more information.







Trend-setting Exhibition Areas

With 2.5 million net square feet of exhibit space and 3,900 exhibiting companies, CES is the global business event that touches every industry, reflecting and driving global technology innovation as it evolves.

We offer a variety of options to showcase your company and will work with you to customize the right solution to meet your individual needs. Choose indoor exhibit space, available in the halls of the Las Vegas Convention and World Trade Center (LVCC), Westgate Las Vegas (Westgate), Sands Expo (Sands) and The Venetian (Venetian). Or expand your experience with our outdoor exhibit space within the LVCC, Central Plaza and North Plaza. Venues are technology-specific based on our Marketplaces and product categories.

Marketplaces and Product Categories

- 3D Printing
- Accessibility
- Audio/video
- Augmented Reality
- Baby Tech
- Beauty Tech
- Cyber & Personal Security
- Drones
- eCommerce & Enterprise Solutions
- Education, Family, Kids & Technology
- Eureka Park
- Gaming & Virtual Reality
- Global Technology
- Health & Wellness
- Home Theater
- High Performance Audio
- iProducts
- Robotics
- Self-Driving Technology
- Sleep Tech
- Smart Energy
- Smart Home
- Sports Tech
- Vehicle Technology
- Wearables
- Wireless Devices and Services





Rates

Join and Save

Consumer Technology Association (CTA)[™] member companies receive a savings of up to \$5 per sq. ft. on their CES exhibit space. Membership benefits also include research, events, and an extensive network of councils and working groups covering everything from public policy to technology standards. Exclusions apply; contact membership@CTA.tech.

Payment Schedule

The following schedule outlines the payment dates for all contracts, with each date shown as a cumulative rate:

- 20 percent of the exhibit space cost is due by **March 1**
- 60 percent of the exhibit space cost is due by **June 1**
- 100 percent of the exhibit space cost is due by **September 15**

NOTE: Demand for CES exceeds available space. Companies not up-to-date on payments run the risk of their exhibit space being canceled. Please refer to the contract for all payment, cancellation and downgrade terms and conditions. Companies who are canceled due to non-payment and are reinstated will be done so at the post-show rates.

“It’s really an opportunity to connect with so many partners and really understand what their priorities are for the year and how they’re thinking about driving innovation into their businesses.”

–Danielle Lee, Spotify







Host Your Meetings

CES is where people connect and deals are made:

- **65K+** senior-level executives
- **160+** international, federal, state and local government officials
- Attendees average **33** on-site meetings
- CES saves an estimated **3.4 million** miles in business travel

Capitalize on the savings, connections and our powerful, global platform by securing private meeting space.

- Conduct pre-arranged meetings in a convenient location
- Create a “home base” to host spontaneous meetings that otherwise wouldn’t occur
- Collaborate in a private setting with industry leaders, international buyers and global media

Whether your meeting needs are an intimate hospitality suite to entertain executive prospects or a spacious ballroom for major product announcements or something in between, we have it all.

- 950+ unique meeting spaces
- 13 venues
- Footprints ranging from 200-15,000 nsf

“The level of discussions and meetings we have has really been beyond anything I’ve ever seen.”

–Ahmad Nasaar, President of NFL Players Inc.

Meeting Space:

LVCC, North Hall

67 Meeting Rooms

LVCC, Central Hall

5 Meeting Rooms

LVCC, South Halls 1-4

13 Meeting Rooms

75 Meeting Place

Sands

16 Meeting Rooms

Venetian

164 Meeting Rooms

92 Hospitality Suites

221 Exhibit Suites

4 Ballrooms

Palazzo

25 Hospitality Suites

Renaissance

13 Meeting Rooms

30 Hospitality Suites

Westgate

10 Meeting Rooms

181 Hospitality Suites

Wynn/Encore

12 Meeting Rooms

15 Hospitality Suites

ARIA

18 Meeting Rooms

59 Hospitality Suites

Cosmopolitan

40 Hospitality Suites

Vdara

6 Hospitality Suites

Contact
exhibit@CTA.tech
for more information.





Make Your Presence Official

As owner and producer of CES, the Consumer Technology Association (CTA)[™] works diligently to protect our exhibitors' commitment and investment in the trade show and the industry by taking a firm stance against unofficial participation classified as "outboarding."

OUR POLICY:

Outboarding is defined as any non-permanent exhibit, demonstration, event, or branded activation that lasts for more than one day during CES and outside of contracted space with CTA. This includes events at Las Vegas hotel suites, meeting rooms, ballrooms, restaurants, clubs, etc. A company is also considered an outboarder if it has contracted space with CTA but contracts directly with another Las Vegas venue for space (for more than one day) that exceeds the net square footage (NSF) contracted with CTA.

We encourage official exhibitors to host parties and special events to enhance an official presence before and after hours. But, such events should be held to strengthen a company's CES brand positioning, not held as stand-alone functions that compete against those who are making an additional investment in their participation at CES. We look forward to working with any industry entity to bring its tech innovation experience to life at CES and connect with the global market.

"CES has been the place where we launch everything since I started my company eight years ago. It's been the best exposure and opportunity for us to really grow the business."

- Christopher Allen, iDevices





Your Brand with CES

We are the global branding event connecting consumer technologies with the world's industries. With **7K+** media in attendance generating some **52K** media hits, we offer the greatest opportunities to get in front of those who matter.

Leverage our influential branding and sponsorship opportunities to achieve the greatest marketing impact.

Targeted Email Outreach

Reach your target audience through the CES Now Attendee Newsletter and targeted email blasts reaching **300,000 unique readers**.

Digital Influence

Leverage our digital impact and get your message in front of CEOs, tech gurus, and innovators.

CES 2017 Digital Reach

- **4,620,716 views** of videos posted by CES during CES
- **1.33 million views** of Snapchat's CES Live Story
- **17,233 million** Twitter impressions
- **998,799 mentions** of #CES2017 and @CES
- Average of **9,340 tweets/hour** during CES
- **493.7 million** Instagram Impressions
- **65K+ downloads** of CES App

Interior and Exterior Banners

Nothing says "We're here" and drives traffic to your booth like a giant, beautifully-branded banner hanging across the façade of the Las Vegas Convention and World Trade Center, or any of our other official venues. Or move your brand throughout Las Vegas with a custom wrap on an official CES shuttle.

Sponsorships

Your name and logo side by side with the CES brand – sounds powerful, right? Because it is. Choose from a variety of on-site attendee materials or one of the significant industry events and programs taking place during CES.

Media Outreach

Three out of four exhibitors cite media coverage as an important reason to exhibit at CES. And with exclusive coverage from outlets like **Bloomberg, Forbes, New York Times, and The Wall Street Journal**, we can see why. With a targeted video series, access to the media list, news conference opportunities and more, we've got you covered.

Contact Liz Tardif at ltardif@CTA.tech for more information and to create your custom package.





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