



Cheat Sheet: CES® 2018 Branding Guidelines

As a valued Partner/Sponsor, please adhere to these guidelines when referring to CES.

1) **Event name:**

- Please refer to the show as either CES® or CES® 2018, with CES preceding the year
- We no longer use “International” in the event name or logo as CES is recognized as a global event
- Do not spell out “Consumer Electronics Show”

2) **Use these statistics when referring to what is expected at CES 2018:**

- 2.5 million net sq. ft./223K net sq. mt. of exhibit space
- 170K+ total attendance
 - 65K+ senior-level executives
 - 55K+ international
 - 7K+ media
 - 3,500+ financial professionals
- 150+ countries
- 3,900 exhibiting companies
 - 600+ exhibiting startups in Eureka Park
- 24 product categories
- 20+ Marketplaces 300+ conference sessions and 1,000+ speakers

3) **CES Topline Messaging**

- The world’s gathering place for all who thrive on the business of consumer technologies.
- The launch pad for innovation that changes the world.
- A high-level business event that touches every industry, reflecting and driving global technology innovation as it evolves.
- Where business gets done: A platform for innovators of all sizes to build their brands.
- Where people connect and deals are made; serendipity is organic to CES.
- CES stands for innovators and the promise and power of technology.
- One of the world’s top podiums for CEOs – esteemed speakers tout disruptive technology and envision new trends and markets through the CES conference program.

4) **Date: Tuesday, January 9 - Friday, January 12, 2018**

5) **Location: Las Vegas, Nevada, USA**

- **CES Tech East**

- Includes the Las Vegas Convention and World Trade Center (LVCC), Westgate Las Vegas (Westgate), and the Renaissance Las Vegas (Renaissance)
- Tech East is home to innovative product categories from audio, automotive electronics, video and wireless to all things “i,” and more. Also features international exhibitors.

- **CES Tech West**

- Includes Sands Expo/The Venetian (Sands/Venetian), The Palazzo, Wynn Las Vegas and Encore at Wynn (Wynn/Encore)
- Tech West features leading companies and the newest innovations in lifestyle technologies, including fitness and health, the Internet of Things, sensors and other high-growth technologies changing the way we live, work and play. Also home to the startup community.

- **CES Tech South**

- Includes ARIA and Vdara
- Tech South is the location for the marketing, advertising, content and entertainment communities, and the headquarters for the C Space program.

6) **Social Media:** When referring to CES 2018 on social media (Facebook, Twitter, Instagram, etc.), please use the following:

- Official Website: CES.tech
- Official Hashtag: #CES2018
- Twitter handle: @CES
- Tag the CES Facebook page: @CES
- YouTube Channel: CESOnTheTube
- Instagram handle: @cesofficial
- Snapchat Account: CESOfficial
- A list of CES social outlets can be found at **CES.tech/social**

7) **CES logo:** If using the CES logo:

- the logo must not be smaller than 1 inch x 1 inch
- the logo cannot be skewed or altered in any way
- Logo guidelines may be provided