



CES[®] 2026 Benefits of Exhibiting

The following benefits are available to all official CES exhibitors, regardless of exhibit size and location. All opportunities are subject to change at the discretion of the Consumer Technology Association (CTA)[®].

- Five (5) complimentary exhibitor badges for every 100 square feet of exhibit space (minimum 10)
- Opportunity to offer your customers and prospects complimentary registration to CES 2026 (up to 1000 complimentary invitations)
- Complimentary listings in the Exhibitor Directory
- Complimentary use of the Exhibitor Dashboard, to generate promotions prior to CES 2026
- Use of the CES logo in your CES 2026-related marketing and exhibit promotions
- Access to exclusive PR Newswire discounts, the official wire and online media kit service for CES 2026
- Access to the CES 2026 pre-registered media list
- Opportunity to host a press conference at CES 2026, including CES Media Days
- Eligible to participate in CES Unveiled in Las Vegas - contact your CES account manager for availability
- Opportunity for CES Innovation Awards[®] honorees to display honored product in the CES Innovation Awards[®] Showcase on-site at CES 2026
- Opportunity to be considered for inclusion in the Official CES Show Floor Tours
- Opportunity for media B-roll to be hosted on CESbroll.com

The following benefits are available to exhibiting CTA members. Questions or interested in joining contact membership@CTA.tech today.

- Discount on exhibit space
- Member priority points for CES space selection and booth change waiting list
- Discount on CES Innovation Awards[®] entry fee
- CES VIP luncheon tickets
- Invitation to members-only networking party
- CES Reward – earn 20-40% discount on the cost of membership if you spend at least five times your dues rate on CES exhibit space and sponsorships.

Exhibit Space Benefits

Open Exhibit Space:

CTA Member Rate*: **\$46.50 per sq. ft.**

Non-Member Rate: \$51.50 per sq. ft.

***CTA Member Discount** – *To receive the CTA member space rate, Exhibitor must become a CTA member with fully paid dues within 60 days of submitting the Contract. Companies who submit their Contract after May 1, 2025 will have until July 1, 2025 to become a CTA member with fully paid dues to receive the CTA member rate. The CTA member rate is not available after July 1, 2025. Cancellation or termination of membership will result in the recalculation of space fees at the non-member rate. CTA reserves the right to adjust pricing based on membership status. Not all exhibit space is eligible for the membership discount.*

NOTE: CTA membership is NOT included with the Exhibit Space Contract. Contact membership@CTA.tech to join.

I. Open Exhibit Space

399 sq. ft. and under - all venues

- 8' high back wall drape
- 8' high side wall drape
- Company identification sign (11"x 17")
- Two (2) hours of complimentary electrical labor-LVCC exhibitors only

400 sq. ft. or larger

- One (1) hour of hanging sign labor - LVCC exhibitors only

Nightly vacuuming for exhibitors at LVCC or Venetian Expo in open exhibit space or meeting rooms