



# AMSTERDAM

Tuesday, 15 October 2024

Beurs van Berlage, Amsterdam, The Netherlands

## Who Can Register as Media

Media registration at CES will be granted to working media that cover consumer technology (across any vertical).

Media accreditation will not be granted to publishers, general managers, account managers, sales representatives, brand ambassadors, PR/marketing and non-editorial media professionals or anyone whose principal purpose for attending CES Unveiled in Amsterdam is for reasons other than covering the show as working news media.

## Proof of Media Affiliation

CES Unveiled Amsterdam will accept any of the following credentials as proof of your media affiliation. Do not submit any private or personal information. If you do not meet these specific media requirements, please register as an Industry Attendee.

## Employed by Media Company

- Three articles published within the last nine (9) months with your byline.
- Letter from editor or producer on station/network letterhead or from a company email address that states you are covering CES Unveiled Amsterdam on assignment.
- An about page or masthead from newspaper, publication or blog listing you as an editorial contributor.

## Industry Analyst

- Article published within the past nine (9) months with your byline.
- Article published within the past nine (9) months quoting you as an industry analyst.
- Cover of a market research report from the past nine (9) months listing you as a contributor.

Reports must be made independently and not solicited by exhibiting companies.

## Digital Content Creator

A recent monthly traffic/follower report from the platform verifying your account and traffic activity **documenting the minimum views, followers or streams listed below by platform:**

- 40,000 or more monthly views on YouTube; OR
- 50,000 or more monthly views on TikTok; OR
- 25,000 or more Instagram followers; OR
- 25,000 or more Twitter followers; OR
- 25,000 or more LinkedIn followers AND
  - Three tech-centered articles on LinkedIn; OR
  - Named one of LinkedIn "Top Voices" in Technology category within the last 6 years
- 10,000 or more monthly podcast streams.

## Freelancer

- Three articles published within the last nine (9) months with your byline.
- Letter from editor or producer on station/network letterhead or from a company email address that states you are covering CES Unveiled Amsterdam on assignment.
- An about page or masthead from newspaper or publication listing you as an editorial contributor.

*Communities, forums, newsletters and user groups will not be considered for media accreditation.*

## Blogger

- An article or blog post published within the past nine (9) months with your byline.

Online Media must also provide a recent monthly traffic report from an external web analytics service like Google Analytics (or its equivalent), verifying the online publication get 10,000 or more unique visitors monthly (UVM).

## Production/Contractor

- Letter from editor or producer on station/network letterhead stating that you are working at CES Unveiled in Amsterdam.

**Register Today!**

PRODUCED BY:

Consumer Technology  
Association