



WORKING TOWARD A MORE SUSTAINABLE CES

As the producer of CES®, CTA, the Consumer Technology Association, knows the value in bringing the industry together for a week of unrivaled collaboration and innovation, but with that, we recognize the impact the event brings on the environment. Trust we are committed to sustainable practices by working with partners to make the experience the best it can be for our exhibitors, attendee and media participants.

What We Are Doing



Reducing material and food waste by working with venues who have strong recycling programs in place.

- **70% material and food waste** diverted away from landfill or incineration by means of recycling, donation or composting.
- **2.15 tons** of donated exhibitor materials to local charities.
- **9,914 sq ft of signage** was saved for reuse.
- **10,177 sq ft of recyclable** cardstock and Honeycomb was used for printed graphics.
- **98% of food** at The Venetian is sourced locally.



Adopting energy efficient practices at CES sites.

- **100% of the electricity** used at The Venetian Resort is powered by renewable energy sources.
- **100% of daytime power needs** at the Aria is renewable through an MGM Resorts-owned private solar array.
- **50% lighting intensity reduction** during event move-in/move-out periods at the LVCC.



Giving back to the local community.

- At CES 2024, **\$125,000+ was donated** by CTA to sustainability organizations in Nevada through CTA's Greener Grants program.
- **2.6 tons** of furniture, electronics and supplies from CES 2024 exhibitors were donated to Goodwill and Opportunity Village of Southern Nevada.

What You Can Do



Design your booth with longevity in mind. Consider options that allow for rented or reusable components. And for what you can't reuse, look to donate through our onsite program!



Curb material waste and show your commitment to prospective customers by opting for digital promotions as takeaways in lieu of printed pieces.



Be thoughtful about energy consumption. Use energy efficient lighting and power down what's not needed during off-hours.



Engage in conversations with attendees and media about your company's sustainability efforts and be proactive in improving your product design and implementation through a sustainability lens.



Participate in existing donation programs. Through Freeman, you can turn your exhibitor materials into much-needed donations that support valuable charities. More information can be found in the [exhibitor manuals](#).

Promote your brand at the only event bringing together innovators, decision makers, media and visionaries from all facets of the tech world.

Contact a CES sales rep today to discuss exhibit and sponsorship opportunities for CES 2025: exhibitsales@CTA.tech.