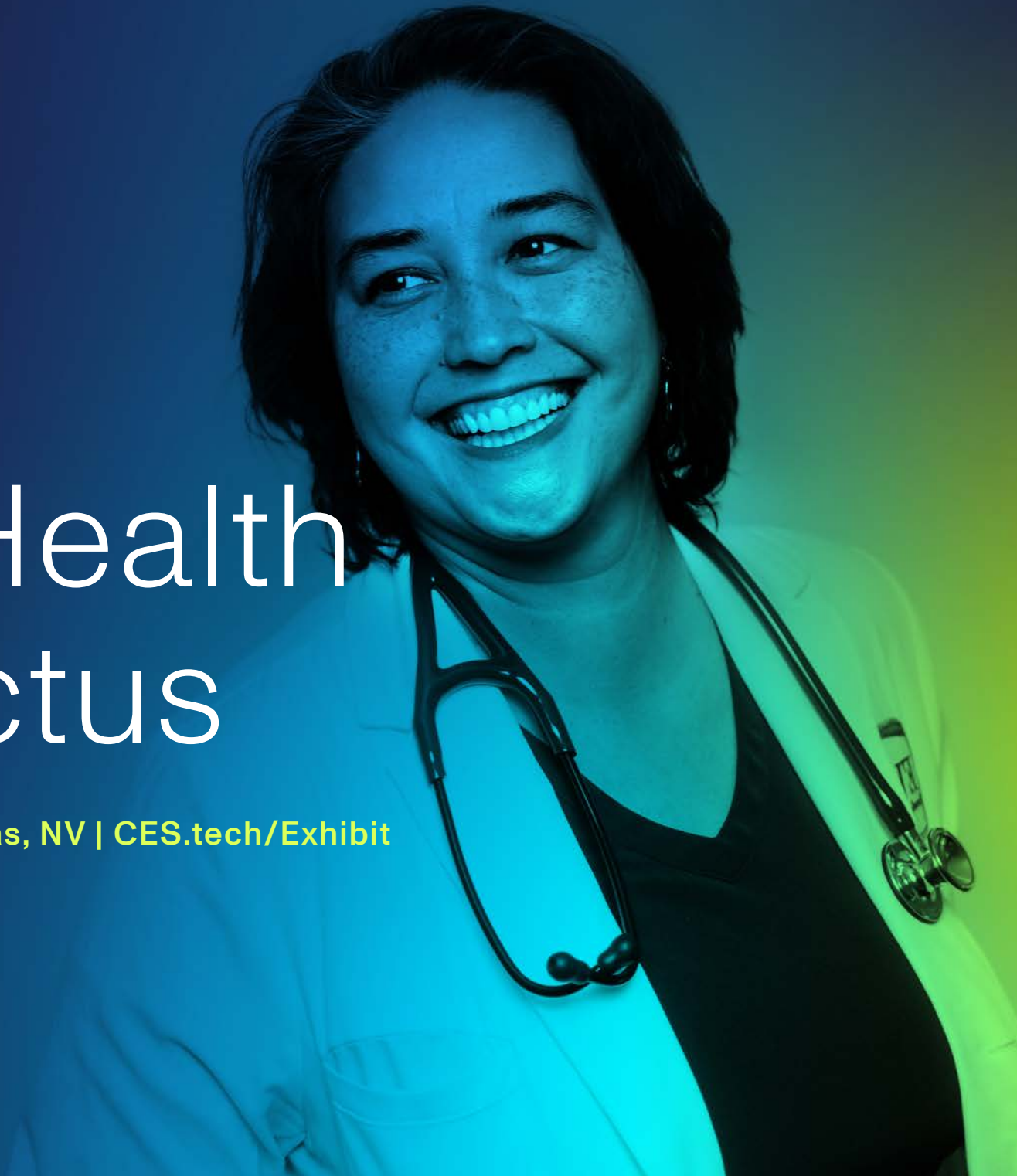


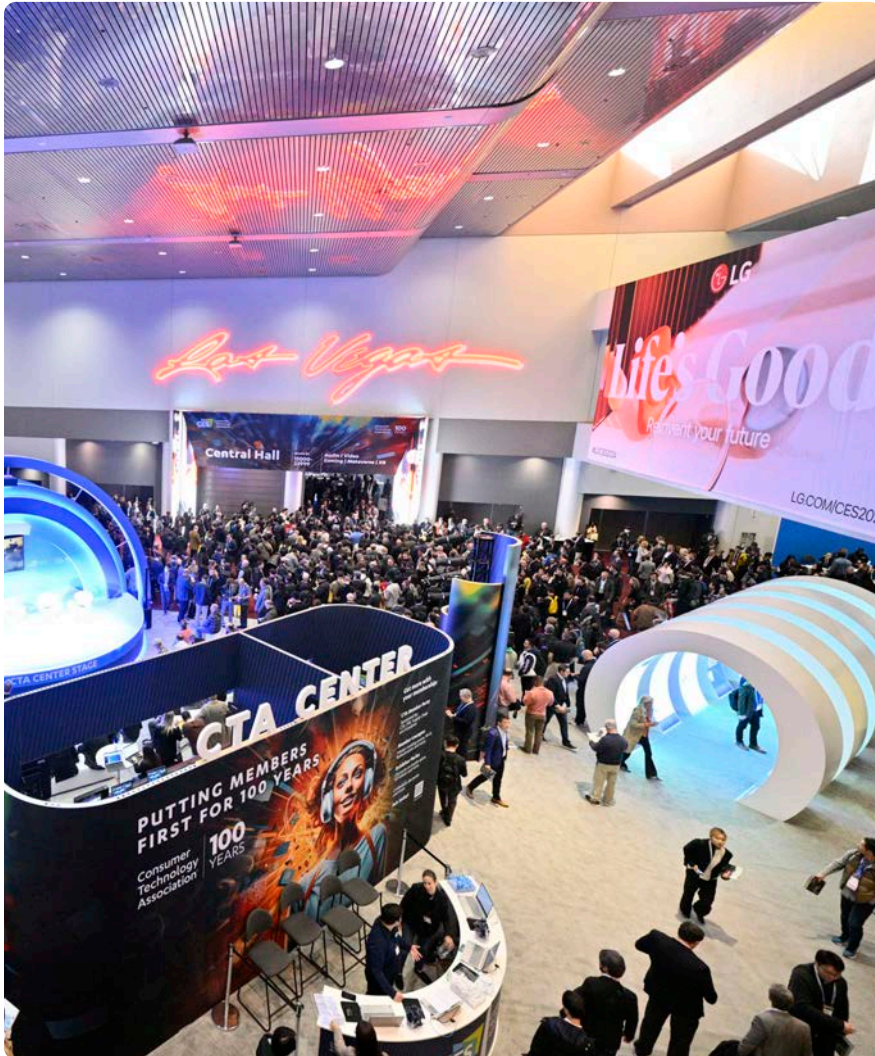


Powered by The Consumer Technology Association®

Digital Health Prospectus

CES® 2025 | Jan. 7-10 | Las Vegas, NV | CES.tech/Exhibit





CES is the most powerful tech event in the world.

CES 2025 connects innovators, decision makers, media, influencers, visionaries, and potential customers across the entire tech ecosystem. No other event compares to the magnitude of CES with B2B and B2C customers.

Digital Health Attendees By The Numbers

19K+ Industry attendees

66% Senior-level executives

65% Final decision maker or have significant influence

74% B2B customer base

482 VC, private equity, or investment firms

2K+ Media interested in coverage

100+ Countries, territories and regions represented

Digital Health Summit

The Digital Health Summit is a premier event for health technology, featuring a 2-day conference, networking opportunities, and a bustling tradeshow floor. CES is the go-to platform for advances in AI, Age Tech, monitoring, sensors, and health trends.

Participate in the Digital Health Summit to:

- Align your brand with the most innovative health technologies in the world
- Network with top health executives and government officials from the U.S. Food and Drug Administration
- Gain partners to enhance your business



Power of Partnerships



Abbott partnered with **Omron** to integrate Omron's remote patient monitoring technology with Abbott's glucose monitoring systems, enhancing diabetes management by providing comprehensive health data to patients and healthcare providers.



Withings announced a collaboration with **Amazon Alexa** to integrate voice-activated health tracking capabilities into their smart devices. This integration allows users to get health updates and insights through Alexa, making health data more accessible and interactive.

Digital Health at CES

CES brings together the entire health ecosystem to learn, network, and explore the role technology plays in advancing and reforming medicine, healthcare and consumer wellness. Boost your visibility and fast-track your business objectives by participating at CES.

- Digital Health Audiences at CES:**
- Analysts
 - Clinician and Health Systems
 - Consumer Health and Wellness Companies
 - Employers
 - Government and Policymakers
 - Investors
 - Media
 - Payers and Insurance Companies
 - Pharmaceutical
 - Startups

Top Insurance Companies Attend CES



Top U.S. Hospitals Attend CES



Exhibit Space at The Venetian

Presence on the show floor presents an ideal platform to launch a product, have meaningful conversations, secure media coverage, connect with innovators and investors.

If a private space better suits your needs, invest in one of the many meeting rooms available within The Venetian. Located off the show floor, you'll control traffic flow and access as you see fit and still receive the benefits of a traditional booth space exhibitor.

Benefits

Regardless of your exhibit size and location, you'll benefit from a suite of premium opportunities that include:

- Five complimentary exhibitor badges for every 100 square feet of exhibit space (*minimum 10*)
- Up to 1000 complimentary invitations for your customers and prospects
- Complimentary listings in the Exhibitor Directory
- Complimentary use of the Exhibitor Dashboard to generate promotions prior to the show
- Access to the CES pre-registered media list and exclusive PR Newswire discounts

Pricing

Open Exhibit Space/Meeting Rooms:

CTA Member Rate: **\$45 per sq. ft.**

Non-Member Rate: \$50 per sq. ft.

Power of Partnerships




Philips teamed up with **BioIntelliSense** to incorporate BioIntelliSense's continuous health monitoring sensors into Philips' telehealth solutions. This partnership aims to improve remote patient care and chronic disease management.

Key Exhibiting Companies









Health Product Categories at CES 2025 include:

Accessibility

Home Diagnostic

Nutrition

Age Tech

Home Monitoring

Rehabilitation Tech

Digital Therapeutics

Medical Devices

Sleep Tech

Disinfectant Tech

Mental Health

Wearables

Digital Health Lounge

The ideal setting to engage with senior decision makers, build brand awareness, and benefit from exhibiting with turnkey workstations.

Corner Lounge Sponsorship:

Includes front facing wall with company branding, monitor and table with seating, power, and furniture for meetings.

- One (1) pre-built, semi-private hard wall meeting area with sponsor logo on outside panel
- 60" screen
- 3M x 10' (H) graphic wall + 2M lockable storage
- Lounge Furniture

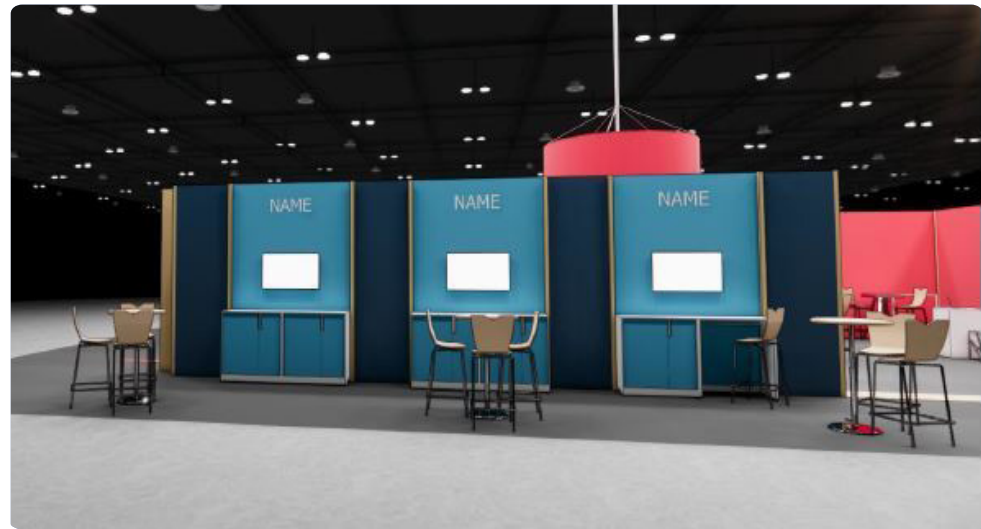
Price: \$18,500

Exhibit Kiosk Sponsorship:

A dedicated, all-inclusive exhibit kiosk including a monitor in a defined area within the lounge.

- One (1) pre-built meeting pod with sponsor logo on front panel
- One (1) round powered table with seating for 4
- 42" screen
- 2M x 10'(H) graphic wall + 2M lockable storage
- High Tables + chairs

Price: \$10,500



Marketing Visibility

- Placement of company logo on CES.tech
- Access to the CES Pre-registered press list
- Placement of company logo on CES.tech
- Opportunity for an executive to participate in an interview with CES Show Hosts

Digital Health Mixer

A networking reception will be provided at the end of the Digital Health Summit conference for all registered conference attendees. Take advantage of the opportunity to showcase your company's leadership and support for the digital health community.

Opportunity and Benefits

- Recognition as sponsor event signage and marketing materials
- Includes eight (8) tickets to the mixer
- Fully managed and delivered by CTA
- Flexibility to focus on specific activations include catering, VIP areas and more
- Meaningful and direct engagement with the top tier health technology industry

Supporting sponsor: \$15,000



Power of Partnerships

SAMSUNG
NOOM

Samsung and **Noom** launched a joint app that integrates Noom's personalized coaching and behavior change platform with Samsung's health and fitness devices. The app leverages Samsung's biometric data, AI, and voice assistant to provide users with customized feedback, motivation, and support for their health goals.



Brand Exposure

CES sponsorships will enhance your exposure and syndicate your brand narrative across multiple channels throughout the year.

CES Tech Talk Podcast

An entire show designed to shape and amplify your brand's story. Our team will work with you to craft the content to create an entertaining and engaging conversation for the CES audience. CES Tech Talk will be a key ingredient in the overall promotional mix for CES.

Cost: \$17,500

CES Email Newsletter

The email newsletter to the CES database of registered attendees and prospects focuses on the latest show announcements including speakers, exhibitors, and logistics. Reaching a potential audience of 350K+ monthly. Sponsorships include logo, title, and content. Two per email are available.

Cost: \$10,000

Onsite Sponsorships

CES takes over Las Vegas for four days in January, offering invaluable opportunities to promote your brand using traditional branding. Out of home ads at CES are photographed and disseminated across the globe in print, video, email and social.

Prices start at \$5,000



Media Opportunities

CES Unveiled - The official media event of CES 2025

Elevate your brand with priority access to elite media influencers. Whether you're an innovative startup or an established global brand, this event is your chance to get ahead of the game, stand out from the show buzz and break your news early to media influencers two full days before CES opens its doors.

CES Unveiled exhibitors receive:

- Exclusive demonstrations and networking opportunities
- Pre-event promotion to CES' worldwide media list
- Access to the pre-registered media list for both events
- Inclusion in print and digital program guide, where applicable

Power of Partnerships



Fitbit and **Dexcom** announced a partnership to display Dexcom's continuous glucose monitoring data on Fitbit devices. This collaboration provides diabetic users with real-time glucose level insights directly on their wearable devices, enhancing diabetes management.



Additional Media Opportunities:

Media Days Power Session

Book a Media Days press conference room reservation in a Mandalay Bay ballroom. These reservations are for companies looking to experience the excitement of Media Days and break news directly to CES media before the show begins. Limited slots available on a first-come-first-serve basis.

Media Briefing in a CES-Provided Room

Exhibitors can sign up to host a media briefing in a CES-provided room (LVCC or Venetian), which will be listed on the CES 2025 Schedule.

Booth Media Briefing Promotion

Exhibitors who would like to host a Media Briefing during the show in their booth space may submit their conference details to be shared on the official CES 2025 Schedule. These events will be visible to attendees online at CES.tech and via the CES 2025 mobile app.

Contact Us

CES consistently ranks as one of the world's top platforms to introduce disruptive technology, pioneer new trends and discover emerging market opportunities.

Be a part of the launch pad for new innovation that changes the world and your business. Secure your spot at CES 2025.

For more information or to start curating your CES 2025 experience, contact the CES sales team at ExhibitSales@CTA.tech.



Consumer Technology Association, producer of CES®

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