

## Section 1: General Information

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This Hospitality Suites Guide was created specifically for exhibitors at the Vdara. If you are exhibiting at another CES venue, please refer to the other [exhibitor manuals](#) created for each venue.

This guide was designed to make it easy for you to plan for the show and provide you important rules and regulations and other information all in one place. Other CES operational questions can be sent to [CESops@CTA.tech](mailto:CESops@CTA.tech). Also, be sure to visit [CES.tech](http://CES.tech) to keep up with all the latest show information.

On behalf of the entire CES team, we look forward to seeing you in Las Vegas in January!

### Suite Usage

Hospitality suites at Vdara are to be used for meetings and hospitality purposes only. Limited exhibitry may be constructed or installed if freight dimensions and delivery items are approved by your assigned Convention Services Manager. Freeman is not permitted to deliver freight or furnishings to these suites.

### Hotel & Transportation

For information on hotel accommodations, on-site complimentary shuttled service, the Las Vegas Monorail and more, please visit our [Hotel](#) and [Transportation](#) page.

If you plan on having your own transportation, please contact your assigned Convention Manager at Vdara to arrange for loading and unloading areas.

If you have questions or would like to charter services, contact [Rhode Planning](#), our official transportation provider at 877-725-3398 or 401-294-0040.

### Registration & Badges

Registrants working at a company's booth or exhibit suite must register for CES as Exhibitor Personnel. Exhibitor Personnel badges include access to the exhibit floor during move-in and show hours as well as access to keynote addresses, Great Minds sessions, and select conference programming on a first-come, first-served basis. To attend additional conference programming, individual exhibitor personnel may purchase the enhanced Deluxe Conference Pass or individual tracks to upgrade their CES experience.

Individual exhibitor personnel must work directly with the person managing registration for their company to receive an Exhibitor Personnel badge and should not register as an Industry Attendee under the Exhibits Plus Pass.

Once exhibit space is secured, the Primary Contact will receive an automated email with instructions to sign into the Exhibitor Dashboard from [service@mapyourshow.com](mailto:service@mapyourshow.com). Once signed in, the Primary Contact can assign a Registration Coordinator. This person may be the same or different from the Primary Contact. If a registration coordinator is not selected the primary contact will be the default contact. The Registration Coordinator is responsible for:

- Register themselves for CES 2025.
- Control the company's badge allotment for distribution.
- Initiating registration for all exhibitor personnel to complete their own registration.

- Retrieve customized Top Ten and Customer Invitation promotion codes to invite your guests. Customer Invitation codes offer \$149 off the cost of registration.
- Order lead retrieval (badge scanners) for capturing valuable leads on-site.

Refer to the Badge Policy information below to determine your company's free or paid badge allotment. This information will also be displayed within your registration dashboard.

Exhibitor Personnel registration can only be accessed through the Exhibitor Dashboard. The Registration Coordinator must initiate the registration for each registrant. An email will be sent inviting the exhibitor personnel to complete their registration. Individual exhibitor personnel must complete their own registration. It is **critical** that the invited registrant uses the same email address that the invite was sent to in order to be recognized as part of your company's exhibit and be recognized as Exhibitor Personnel. Exhibitor personnel who do not use the same email address that was used to initiate their registration will be registered as Industry Attendees and asked to pay the Exhibits Plus Pass fee and will not have access to the CES show floor during move-in or dismantle hours on-site.

All completed registrations will receive a confirmation email. Please save the confirmation email QR code for expedited badge pick up on-site.

**As a reminder, below are the registration requirements for CES 2025:**

- Exhibitor personnel must provide photo identification that will be printed on their CES badge. This is a mandatory requirement.
- CES will continue to require date of birth (DOB) and gender for all who register.
- Updating the Registration Coordinator within the Exhibitor Dashboard does not automatically cancel their registration. Please use the features within registration to make additional adjustments.
- We've added tutorial videos to help you through the process, including how to tutorials, best practices and ideas for trouble shooting.

**Reminder:** Upon arrival in Las Vegas, all CES attendees, including exhibitor personnel, must pick up their badge BEFORE visiting a CES show venue. Badge pickup will not be available on-site at CES venues. Badge pickup is available at Harry J. Reid International Airport baggage claim locations and [several other hotels](#) around the city. All badge pick up locations will be available in the fall.

For registration questions or assistance, please contact [exhreg@CTA.tech](mailto:exhreg@CTA.tech).

**Badge Policy**

Vdara hospitality suite exhibitors will receive thirty (30) complimentary exhibitor badges. You may purchase up to 50% more exhibitor badges over this base allotment at \$50 per exhibitor badge.

## Section 2: Resources

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### Services

The Vdara can provide the following services for your hospitality suite by request:

- Audio Visual
- Internet
- Food & Beverage
- Cleaning
- Furniture

Please contact the hotel contacts outlined in section 3 to arrange for these services.

### Key CES Contacts

CES Operations – [CESops@CTA.tech](mailto:CESops@CTA.tech)

Gaiya Berube, CES Operations – [gberube@CTA.tech](mailto:gberube@CTA.tech)

CES Sales – [ExhibitorSupport@CTA.tech](mailto:ExhibitorSupport@CTA.tech)

## Section 3: Hospitality Suite Services

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### Check-In/Check-Out

- Hospitality suite exhibitor may check-in after 3 PM on Jan. 5, 2025. Early arrival time is subject to availability and cannot be guaranteed.
- The hotel has blocked specific suite types for CES use, but cannot provide a specific suite number until on-site check-in. Exhibitor is given a TBA number when contracted and will receive the assigned hospitality suite number upon check-in on Jan. 5. If you are checking in later than Jan. 5, please advise [CES Operations](#) so that your suite is held for you.
- Vdara will do their best to honor requests for suites on the same floor and specific suite layouts based on availability but cannot guarantee this. Please communicate any such requests upon contracting with CES Sales.
- Hospitality suite exhibitor must check-out by 11 AM on Jan. 10, 2025. If you do not check out by this time, additional charges may apply.
- **Important:** standard check-in and check-out times do not allow for any movement or removal of furniture. See Furniture Removal section below for further information.
- If you require additional nights for the suite (over and above the five [5] nights), you must contact [CES Sales](#) and should not contact Vdara directly to secure additional nights.
- Exhibitor is responsible for providing Hotel with individual names of all persons to be listed on the suite reservation to obtain keys and check-into the suite by Dec. 1. If you do not inform the hotel of who is permitted to check-in, only the main booth contact listed on the CES space contract will be permitted to check-in to your suite and obtain the keys.

- Room, tax, and the daily resort fee for the suite contracted per the Exhibit Space Contract will be billed to and paid directly to Vdara by CES. Exhibitor is responsible for all other charges including, but not limited to food and beverage, incidentals, gratuities, and show services (electrical, phone, internet). All orders must be accompanied by Exhibitor check or credit card. A minimum daily deposit is required for incidentals payable by credit card or cash upon arrival. Checks are not accepted at the time of check-in.
- Hospitality suite numbers will be distributed at info desks and offices and listed in the Exhibitor Directory on [CES.tech](#). If you'd prefer not to have your suite listed for privacy reasons, please advise [CES Sales](#) by Nov. 1.

### Audio Visual

Encore is the exclusive provider of audio-visual services at Vdara. Contact [Mark Schneider](#) to order and with questions.

### Cleaning

Complimentary vacuuming and room refresh will be provided in all suites during official show days. This service will be performed overnight between 7 PM and 7 AM. If you choose to decline this cleaning service, please notify Vdara at [CES@Vdara.com](mailto:CES@Vdara.com) by Nov. 1.

### Electrical

Each outlet in the Suite is equipped with 20 amps. Exhibitor is not permitted more than 1200-watts per circuit. Please contact Vdara at [CES@Vdara.com](mailto:CES@Vdara.com) to order these services or with any questions.

### Food and Beverage

Requirements may be arranged through the [ARIA and Vdara In-Suite Catering Team](#). Orders submitted by Nov. 1 will have a food and beverage minimum of \$800++ per day. Orders submitted between Nov. 2 and Dec. 2 will have a food and beverage minimum of \$1000++ per day. Orders received after Dec. 2 will incur a late and/or pop-up fee of \$500 and will be subject to availability.

Changes to existing orders after Dec 2 will incur a \$250.00 change fee. Changes submitted (10) business days or less prior to the event date will incur a \$400.00 change fee per order and will be subject to availability.

Day of service add-ons will incur a \$400 pop-up fee per order and will be subject to availability. These requests must be requested through regular room service channels (extension 78500 or 702-590-8500) and are subject to room service-quoted delivery times. These orders will be charged separately from the event order.

All f & b will be delivered based on the scheduled delivery time ordered. For example, if you have ordered a breakfast delivery for 9 AM, you cannot alter your delivery time to 8:30 AM.

Each hospitality suite may order a maximum of (3) deliveries per day (ex: a breakfast, a lunch, and a break). Please note: the longer you wait to place your order, the fewer delivery time options may be available. Aria will not schedule refreshes or replenishment of ordered items. Should you run out of a specific delivered item, Aria will not be able to accommodate immediate replenishment or delivery of said item.

Outside food and beverage is not permitted. Contact the [ARIA and Vdara In-Suite Catering Team](#) for further information.

### Freight/Deliveries

No freight shipments are permitted to be delivered to the Suites. Freight shipments are classified as freight, crates, pallets, and skids. The Suite may not be utilized to exhibit equipment or products. The Vdara Business Center will only accept boxes with a maximum weight of 150 lbs. each.

### Furniture Removal or Additions

Furniture and other décor in the suite may not be removed, moved, or altered without prior written consent from ARIA. If furniture removal is necessary, additional charges will apply and additional nights must be added to allow for removal process. Furniture removal must be arranged prior to Dec. 13. Requests after this date may not be accommodated.

If furniture removal is required, exhibitor must add additional nights on the front and back of the contracted suite. Exhibitor may move-in after 3 PM the day after the reservation's contracted check-in date and must move-out by 3 PM the day before the reservation's contracted check-out date.

Any damage due to said activity is at the sole expense of the Exhibitor. Exhibitor may not ship or bring outside furniture (couches, televisions, coffee tables, etc.). This policy is strictly enforced.

Contact Vdara at [CES@Vdara.com](mailto:CES@Vdara.com) further information.

For furniture additions, MGM Resorts Event Productions (MREP) is the exclusive provider of furniture additions, branding, or other decorative items in the Suite. Contact them at [eventleads@mgmresorts.com](mailto:eventleads@mgmresorts.com) for further information.

### Furniture Removal Pricing

Furniture removal must be scheduled and finalized prior to Friday, Dec. 13. The fee schedule is as follows for all suite types:

Bedroom (per room, regardless of the number of items being removed)

- \$6,000 – if order is received by Friday, Nov. 22
- \$7,000 – if order is received by Friday, Dec. 6
- \$8,000 – if order is received by Friday, Dec. 13

Living Room (per room, regardless of the number of items being removed)

- \$6,000 – if order is received by Friday, Nov. 22
- \$7,000 – if order is received by Friday, Dec. 6
- \$8,000 – if order is received by Friday, Dec. 13

Dining Room (per room, regardless of the number of items being removed)

- \$6,500 – if order is received by Friday, Nov. 22
- \$7,500 – if order is received by Friday, Dec. 6
- \$8,500 – if order is received by Friday, Dec. 13

### Internet

Complimentary basic internet is provided in your suite. Please contact Vdara at [CES@Vdara.com](mailto:CES@Vdara.com) for further information.

### Signage

MREP is the exclusive provider for suite branding needs. Contact them at [eventleads@mgmresorts.com](mailto:eventleads@mgmresorts.com) to discuss options.

If the hotel finds any branding, including on the outside of the suite door, that was not installed by MREP (clings, signs, floor mats, etc.), the exhibitor will be asked to remove said items immediately. This violation will be reported to the CES Sales team. Fees will also apply.

Exhibitor is permitted to have free-standing signage within their assigned suite. Signs may not be affixed to, hung on, set on or set up against anything in the suite including walls, artwork, sprinkler systems, doors, fixtures, windows, or existing furniture within the Suite. Absolutely nothing can be hung on or from the fire sprinklers in your suite.

All items including signs, banners, decorative materials, structures, etc. must not exceed (6) feet in height. Signs and/or banners that are parallel to and within 12 inches of a wall may go up to a maximum height of (7) feet. In addition, doors may not be propped open. Doors must remain closed.

Foam core and vinyl signs, banners and decorations must be less than ½ inch thick. Thicknesses above ½ inch are not permitted. PVC materials of any type are strictly prohibited.

Due to local fire codes, exhibitors are not permitted to have signage in the suite hallways. Signage found in these restricted areas will be removed immediately by hotel security.

## Section 4: Show Rules and Regulations

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### Age Restriction

CES is a trade-only event for individuals 18 years of age or older and affiliated with the consumer technology industry. No one under the age of 18 is permitted at any time. Contact [CES Customer Service](#) at 866-201-1012 or +1-703-907-76005 (outside of U.S.) with any questions.

### Americans with Disabilities Act

Exhibitors acknowledge their responsibility under the Americans with Disabilities Act (ADA) to make their booth accessible to handicapped persons. Exhibitors shall indemnify and hold harmless CTA, CES and the show locations against cost, expense, liability, or damage which may be incident to, arise out of or be caused by Exhibitor's failure to have their booth comply with ADA requirements.

ADA accessible buses are available during scheduled shuttle hours. Please request service at least 20 minutes in advance of desired pick-up time. To arrange for your transportation, please contact [Kevin Berube](#) at 877-725-3398/401-294-0040 preshow or 702-943-3531 on-site.

### **Candles**

Candles must be battery operated. Open flames are not permitted.

### **Cash & Carry Policy**

CES policy strictly prohibits over-the-counter sales (i.e.: cash, check, or credit card). Only bona fide business orders for future billing, payment and delivery are permitted. This will be strictly enforced.

CES Show Management and representatives from the Clark County Business License office walk the show floor on show days looking for exhibitors violating this policy. If you are found in violation of this policy, CES Show Management will take steps to shut down your exhibit immediately.

### **Combustible Materials**

All decorations, drapes, hangings, signs, banners, acoustical materials, hay, straw, moss, split bamboo, plastic cloth, curtains, Christmas trees and similar decorative materials shall be flame retardant to the satisfaction of the Fire Department and State Fire Marshal. Canvas, cloth, cardboard, leaves, or similar combustible materials shall be completely flame retardant. Oilcloth, tarpaper, sisal paper, nylon, orlon and certain other plastic materials cannot be made flame retardant, and their use is prohibited. An official fire resistance certificate must accompany all signage and/or materials.

Mylar materials (balloons) are strictly prohibited on property as they are highly flammable.

Flammable or combustible liquids are prohibited inside of buildings except as approved by the office of fire protection and safety. Flammable thinners, solvents and paints, including aerosol cans are strictly prohibited within the building.

Compressed gas cylinders, including lpg, are prohibited unless approved by office of fire protection and safety. Flammable gases, i.e.: butane, propane, natural gas, et al; are subject to prior approval. Non-flammable compressed gas cylinders must be secured in an upright position with gauges and regulator protected against physical damage.

Hanging items from or off any of the sprinklers within the suites is strictly prohibited. Additionally, decorations are not allowed to block or otherwise interfere with the fire sprinklers.

Due to regulations either implemented by your exhibit location venue or because of local, county, state, or federal requirements, exhibitors agree to abide by any additional policies regarding exhibits or meeting space as they may be in effect at the time of CES.

### **Elevator Access**

All badged CES attendees will have access to hospitality suites from the elevators during show hours 9 AM-6 PM on C Space show days, Jan. 7-9. Exhibitor is responsible for providing an elevator attendant to approve guests access to suites for functions are outside of show hours.

### **Exhibit Attire**

CES is a trade only event and its attendees are business professionals from over 155 countries. To ensure that the show is a welcoming environment for all, Show Management expects that booth personnel/presenters/entertainers will be dressed in clothing considered appropriate and respectful for a professional environment. We recommend business or business casual attire.

Booth personnel must not be dressed in clothing that is sexually revealing or may be interpreted as undergarments, gender notwithstanding. Clothing that reveals an excess of bare skin, specifically genitals, chest or buttocks, must not be worn. Body-conforming clothing that hugs genitals must not be worn. These guidelines are applicable to all booth staff, regardless of gender.

CES Show Management reserves the right to make determinations on appropriate exhibitor/presenter attire. If for any reason an exhibit and/or its contents are deemed objectionable by Show Management, Exhibitor will be issued a warning and asked to alter the attire of its employees, exhibit staff and/or models. If necessary, Show Management may issue a second warning and the Exhibitor may be asked to remove the individual(s) in question at Exhibitor's sole expense. Failure to comply will result in a loss of three (3) priority points.

Exhibitors with questions about compliance with these guidelines should consult CES Show Management in advance of the show.

### **Exhibit Space Contract**

CES exhibitors must abide by the rules set forth in the [CES Exhibit Space Contract](#).

### **Firearms/Weapons**

Firearms, ammunition, or weapons of any kind, including replica, toy or simulated items, are strictly prohibited. Items that CES Show Management deems in violation of this rule must be removed immediately at the exhibitor's sole expense. Exhibitors with questions about compliance with this policy should contact [CES Operations](#) in advance of the show. Exhibitors intending to showcase or demonstrate such items that are gaming/AR/VR-related must contact CES Operations in advance for approval.

### **Good Neighbor Policy**

CES has a Good Neighbor Policy in suites and other exhibit areas. All audio and video should be appropriate for a general audience. In the event of a complaint from any person on an exhibit's content, CES Operations will investigate and determine if the content is offensive or inappropriate. If content is determined to be offensive, the exhibitor must cease use of such content. If the exhibitor refuses, or if another complaint is filed, CES reserves the right to shut off power to the exhibit until the exhibitor ceases use of the content. Repeated violations of this policy can result in expulsion from CES.

### **Health Protocols**

As the proving ground for breakthrough technologies and global innovators, the world's most powerful tech event attracts huge and diverse audiences. The show's many floors are often bustling, and event days move very quickly. The pace is invigorating, and CTA wants to make sure every attendee is taking precautions for a safe and healthy CES.



To stay healthy while you're at the show, please take note of [important safety information](#) and a few best practices as you plan your trip to CES 2024.

### **Height Limits for Suites**

All items including but not limited to, displays, signs, decorative materials, etc. must not exceed (6) feet in height. Signs and/or banners that are parallel to and within 12 inches of a wall may go up to a maximum height of (7) feet.

### **Hoverboards**

Wheeled transport devices (with or without motors) are not permitted at any CES venue. This includes Segways, hoverboards, skateboards, uniwheels, scooters and all similar products. Exhibitors are permitted to demo such products within the confines of their exhibit space.

### **Intellectual Property**

Exhibitor warrants that it owns the rights to or is licensed for all intellectual property (patent, copyright, trademark, etc.) to be used by exhibitor for promotion or exhibition at CES, and agrees to defend, at exhibitor's expense, and to indemnify CTA and/or CES for any action brought against CTA and/or CES and any cost incurred by CTA and/or CES, including court costs and reasonable attorney's fees, arising from or related to any dispute concerning exhibitor's intellectual property rights.

### **Literature Distribution, Giveaways, Surveys**

Literature, samples and giveaways must be distributed from within your booth or contracted area. Surveys may not be conducted outside of your booth. Corporate greeter sponsorships are available. Contact [Liz Tardif](#) at 703-907-7681 with CES Promotional Opportunities for more information.

CES discourages stickers as giveaways. Stickers are not permitted on aisle carpet, facility walls or floors, CES signage or any other space outside of your contracted exhibit area. Any damage caused by stickers is the responsibility of the exhibitor.

### **Live Animals**

Service animals as defined by the ADA and under Nevada's disability law are permitted at CES. Any other live animals, including but not limited to, pets, emotional support animals, therapy animals and animals used for demonstration are prohibited. Show management reserves the right to exclude service animals if they pose a direct threat to the health and safety of attendees at CES (i.e. aggressive behavior, not housebroken, or handler cannot control animal).

### **Performance of Music or Motion Picture**

If you plan to play copyrighted music or video in your booth, meeting room or suite, you may need to obtain a license from the copyright owner or licensing agency representing the copyright owner. Music or video being played for the sole purpose of demonstrating a product (speakers, headphones, TVs, monitors, other devices, etc.) is permissible without a license.

Licensing is required when music or video is being played for non-dramatic entertainment purposes (live or recordings such as CDs, DVDs and BluRay device).

CES has licenses with the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Inc. (BMI) which permit the performance of music from the [ASCAP](#) and [BMI](#) repertoires at your booth. The licenses do not permit the broadcast, telecast or transmission of music under any circumstances; nor do they authorize dramatic performances. CES does not have a similar licenses with SESAC; therefore, exhibitors wishing to play music from the [SESAC](#) repertory for entertainment purposes are solely responsible for obtaining their own licensing.

Adherence to these federally mandated copyright licensing laws is of critical importance. Please take a few minutes to ensure a hassle-free event by obtaining the proper licenses or ensuring that your music or video falls under the covered licenses.

### **Photography/Video Regulations**

Cameras and video equipment are permitted in suites. Exhibitors and attendees may take pictures/video within the show for purposes of company media pieces, marketing materials, etc. Under no circumstances will anyone be permitted to take pictures/video of an exhibitor's product without permission of the exhibitor. Exhibitors have the right to report to security any instance of inappropriate recording of company products or displays.

### **Product Demonstrations**

Product demonstrations are permitted. You are responsible for supervising the actions of all visitors and employees operating display equipment in their area. Activity of any kind must be confined within the suite. You may not set up in areas outside of their contracted space including, but not limited to, lobby space, empty booth space or walkways. Please refer to the [Outboarding Policy](#) for more information.

CES has instituted a No Tolerance policy. Demonstrations found to be objectionable due to noise level or vibration level (dB or SPL) or blocking traffic flow may be closed at the discretion of CES Operations.

Please consider the [event health protocols](#) when planning your space.

### **Raffles/Games of Chance**

Raffles are allowed within your booth; however, Nevada state law prohibits them if money is involved. Exhibitors considering a raffle, game of chance or slot machines in their booth should contact the Nevada Gaming Control Board at 702-486-2000.

### **Service of Legal Documents**

Any exhibitor that plans to serve legal documents at CES must contact [CES Show Management](#) for the full policy and to coordinate service or delivery. Service or delivery of legal documents that is not coordinated with Show Management is prohibited on the CES exhibit floor, areas in proximity to the show floor and on the show venue premises and grounds.

### **Smoking**

In accordance with the Nevada Clean Indoor Air Act, smoking or vaping (e-cigarettes) is prohibited in exhibit areas.

### Sound Restrictions

A maximum noise level of 85 dB will be maintained on the exhibit floor, in meeting rooms and suites, a standard endorsed by the International Association of Expositions and Events (IAEE).

The CES noise abatement policy is as follows:

- All booth elements must remain within the officially contracted booth space. This includes all audio equipment, speakers, etc.
- Exhibitors demonstrating audio equipment in an open display should use a sound chamber or acoustically contained area to keep the sound level from intruding on any adjacent exhibits. Speakers of any kind must be directed toward the interior of the demonstrator's booth space. Speakers may not face aisles or neighboring exhibits.
- When demonstrating audio equipment within an enclosed demonstration room, subwoofers must be positioned away from walls that are adjacent to neighboring exhibits.
- Sonic vibration and sound complaints will be immediately addressed by CES Operations. If a vibration or sound complaint is not resolved by the offending party, CES Operations reserves the right to shut down power immediately until the issue is resolved.
- Exhibitors are responsible for supervising the actions of employees, visitors or spectators testing display equipment located in their exhibit area.

CES Operations will intervene if necessary and reserves the right to shut down exhibits deemed objectionable. Floor managers will rove through the exhibit areas monitoring the decibel level during show hours. Measurements will be taken at a distance no greater than 10' from the offending display. After measuring a continuous decibel level of greater than 85 dB, following a complaint being registered by a spectator, a neighboring exhibitor or personal observation by a roving designate, the following procedures will be strictly enforced as follows:

#### First Warning:

- Violating exhibitor will be given a written notification of the warning
- Booth power may be turned off for one hour

#### Second Warning:

- Violating exhibitor will be given a written notification of the 2<sup>nd</sup> warning
- Booth power may be turned off for one day

#### Third Warning (Final):

- Violating exhibitor will be given a written notification of the 3<sup>rd</sup> warning
- Up to five (5) priority points will be deducted from the exhibitor

### Suite Capacities

The following suite capacities should be considered when planning hospitality suite functions:

- Hospitality Suite = 25
- One-Bedroom Penthouse = 10
- Two-Bedroom Penthouse = 20