



CES Unveiled Las Vegas Exhibitor Information Guide

EVENT DATE & LOCATION

Sunday, Jan. 5, 2025

5-8:30 PM

Shoreline Exhibit Hall, Mandalay Bay Convention Center

EVENT SCHEDULE

| | | |
|----------------------------|------------|---|
| Badge and Wristband Pickup | 9 AM–8 PM | |
| Exhibitor Set-up | 10 AM–4 PM | |
| Event Hours | 5–8:30 PM | Note: spokesperson must be ready by 4:30 PM – see set up below. |
| Exhibitor Teardown | 8:30–10 PM | |

EVENT HEALTH GUIDELINES

Your health and safety are important to us. Please review our event [health protocols](#) as you prepare for CES. We will continue to share updates with you and other CES audiences as plans evolve.

As you begin to plan your display, please consider the following guidelines:

- Ensure your space has plenty of hand sanitizer that is visible and easily accessible.
- Conduct frequent booth and product cleaning including regularly disinfecting surfaces and wiping down high-touch items such as demonstration equipment.

REGISTRATION INFORMATION

As a CES Unveiled Las Vegas exhibitor, you must have two credentials to enter the Unveiled exhibit hall: 1. Official CES 2025 exhibitor badge, and 2. CES Unveiled Las Vegas exhibitor wristband. Unveiled exhibitors and/or set up staff will not be allowed access into the event space without these two credentials.

1. Official CES badge:

To register for an official CES 2025 badge, your primary CES registration contact must [register](#) all CES booth personnel before traveling to CES to guarantee a smooth arrival on-site. If you are unsure of your company's primary CES registration contact, please contact ExhibitorSupport@CTA.tech. Note: There is no separate registration for CES Unveiled Las Vegas.

Once you are registered, you must pick up your badge before accessing Unveiled Las Vegas at any of the CES badge pickup locations throughout the city. See the [full list](#) of available areas. At Mandalay Bay, badge pickup is available at 9 AM in the Mandalay Bay Convention Center in the Level 2 Bayside Foyer.

2. CES Unveiled Wristband

Your second required credential is a CES Unveiled wristband. Each Unveiled exhibitor receives four (4) exhibitor wristbands to the event for their booth personnel and/or set up staff. You do not have to provide names or register for these wristbands in advance.

When you arrive at the Mandalay Bay Convention Center, please proceed to customer service, exhibitor wristband counter in the Level 2 Bayside Foyer to check in and pick up your wristbands. **You will not be able to pick these up at any other registration locations in the city.**

TABLETOP INCLUSIONS

Your display will include the following items:

- 22"x28" sign with the company name as it appears on your CES Unveiled Las Vegas participant agreement
- Display table (based on your participant agreement)
 - o Standard display table: One (1) six (6) foot draped exhibit table. Note: Dimensions are 6' long, 30" high and 24" wide.
 - o Eureka Park™ highboy: One (1) 30" round highboy exhibit table. Note: Dimensions are 30" wide and 42" tall.
- One (1) hard-wired internet drop at display table
- 500 watts of electricity at display table

DISPLAY GUIDELINES

- Tabletop location will be assigned by CTA team. You will be notified of your location prior to the show in early December. We will not accept location requests.
- Product displays must fit on your display table. An exception is if the product itself (such as furniture or video displays) cannot fit on the tabletop. The product may then be placed on the floor in place of the display table.
- Displays must not obstruct facility aisles per official Fire Marshall regulations.
- You may bring signage to support your exhibit.
 - o All signage must fit behind the display table and cannot be placed in front of the tabletop.
- Signage may not cross into another display table's space.
- All items including, but not limited to, signs, banners, decorative materials, structures, etc. must not exceed 6 feet in height and must be placed within your table's footprint. **These items are not permitted to be affixed to the facility walls.**
- This is a media networking event, you may eat, drink and socialize with the media throughout the venue. However:
 - o Products, literature and giveaways must stay at each exhibitor's display tabletop.
 - o Exhibitors may not bring professional models to showcase products as they network.
- Please note that this event is for official credentialed media and industry analysts at CES 2025. Exhibitors may not invite customers or other guests to attend as they will not be granted access to the event.

OFFICIAL SUPPLIERS

- Encore: audio-visual. See the pricing form on page 5 and place your order by Dec. 15, 2024 to receive discounted pricing.
- Freeman – official service contractor: [material handling](#), [signs & graphics](#)
- Maritz: [lead retrieval](#), [registration](#)
- Spring Valley Floral: [floral & plant services](#)

PRESHOW DELIVERY INSTRUCTIONS

You may ship your product directly to Las Vegas in advance or drop it off in person.

Ship your display

If you choose to ship your product, all shipments must be received in advance to the **Freeman warehouse between Monday, Nov. 25, 2024, and Friday, Dec. 27, 2024.**

Use the shipping labels on page 6 of this document and attach them to the outside of your package to ensure they are sorted with the CES Unveiled shipments when they arrive at the Freeman warehouse. These labels are in addition to the mail service's labels including FedEx, DHL, UPS or any other express mail service you use. Note:



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Please DO NOT ship your display items to your CES booth, since this event occurs two days before CES show opens.

Freeman will store and deliver your shipment to your Unveiled exhibit space by 10 AM on Sunday, Jan. 5, 2025.

- **Hand carry your display**

If you do not ship your display in advance, you may hand carry your items to the Shoreline Exhibit Hall at Mandalay Bay on Sunday, Jan. 5, 2025 for set up starting at 10 AM.

SET-UP

Exhibitor set-up will begin at 10 AM on Sunday, Jan. 5, 2025. Your display must be set up by 4 PM to avoid last-minute challenges. If an exhibitor does not show up by 4 PM, other exhibitors are not prohibited to move table displays into unoccupied spaces.

A select group of broadcasters and international media are invited to enter the event 30 minutes early, so **please have your spokespersons ready and at CES Unveiled by 4:30 PM.**

POST-SHOW INSTRUCTIONS

Exhibitors may load out when the event ends at 8:30 PM. You have a few options for removing your displays and materials as noted below. Everything must be clear from the event by 10 PM.

- **Delivery to your CES booth**

You can schedule Freeman to deliver your display to your CES booth at another exhibit venue to arrive the following morning, Jan. 6, 2025.

- **Ship your Display**

If you require items to be shipped elsewhere, Freeman will have representatives on-site to assist after the event and can arrange shipments on-site. Note: Freeman labor fees will be charged; please have a credit card on-hand for outbound shipping orders. If your items are not packed and labeled by 10 PM, your items will be packed and sent to the Freeman warehouse at your expense.

- **Hand carry your display**

After the event, you may hand carry display out of the event space.

FLOORPLAN

Please find a copy of the Unveiled Las Vegas floor plan in your confirmation emails from the Unveiled Exhibit Sales team. Please note that space substitutions are not able to be accommodated.

MEDIA LISTS

The preregistered media list for CES 2025 is available in December via the [CES Exhibitor Dashboard](#) using your CES exhibitor credentials. If you are unsure of your CES exhibitor credentials, please contact ExhibitorSupport@CTA.tech. If you are not exhibiting at CES, you will not have access to this dashboard. We will send you a media list separately. Note: There is no separate media list for CES Unveiled Las Vegas.

MEDIA KITS

Top-tier media will be in attendance to see the latest technologies before the show floor opens. Please be sure to bring an appropriate number of media kits, preferably electronic (USB, QR Code or URL posting), to distribute.



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EXHIBITOR LISTING

An exhibitor listing will be distributed at CES Unveiled Las Vegas. The exhibitor listing will be embargoed until Jan. 5, 2025. Note: Your contract must be fully executed and paid by Dec. 15, 2024 for inclusion in the printed exhibitor listing.

EXHIBITOR PRESS RELEASE DISTRIBUTION AND ONLINE MEDIA KITS FROM CISION PR NEWSWIRE

If you are exhibiting at CES 2025, you have product information to share! Cision PR Newswire — the official news distribution and online media kit service for CES 2025 — makes it easy to share your news with the media covering CES as well as buyers and consumers.

With Cision PR Newswire, exhibitors can access a network of 4000+ websites, nearly 3000 media outlets and 550 news content systems — all for an economical price. We also offer online media kits which showcase your product information on the [official CES Exhibitor News page](#) which the media covering CES are directed to go as **the** place to find CES exhibitor news.

By using our services you can:

- **Drive Brand Awareness** - Expand your digital footprints beyond your owned channels by tapping our global distribution network. It includes more than 4,000 websites with big names that attract a large viewership.
- **Generate Earned Media** — Cision PR Newswire delivers to hundreds of editorial systems and newsrooms of major media organizations and the official CES Exhibitor News page, increasing your chances for earned media.
- **Reach Targeted Audiences** – With add-ons like Sponsored placement, you can reach specific publications which enables you to reach audiences browsing their favorite websites. You can also reach CES media, buyers and consumers via the official CES Exhibitor News page since it is publicly available and promoted on the CES website and onsite press room.
- **Evaluate Your Results** — Get actionable insights with Visibility Reports' performance and audience engagement data.

All services include access to strategic counseling to ensure you receive the best results. For more information, see [Cision CES Services Guide](#) and visit <https://ces.vporoom.com/order> or contact us at VPO@cision.com or 856-296-8454.

CONTACT

For further assistance please contact:

Shaun O'Connor, Specialist, CES Operations - soconnor@cta.tech

CES Sales – ExhibitorSupport@CTA.tech

CES Unveiled Las Vegas - AV Pricing



Video Components

Monitors

| | Advanced | Standard |
|-------------------------------------|---------------|-----------------|
| 60" LED/LCD (16x9) | \$955.50/Show | \$1,194.70/Show |
| 55" LED/LCD (16x9) | \$635.05/Show | \$794.95/Show |
| 40" LED/LCD (16x9) | \$556.40/Show | \$696.15/Show |
| 32" LCD Computer Monitor | \$477.75/Show | \$597.35/Show |
| 20" LCD Computer Monitor | \$267.15/Show | \$358.15/Show |
| 6' Monitor Stand (Dual Pole) | \$119.60/Show | \$150.15/Show |
| Accessory Shelf for Dual Pole Stand | \$63.70/Show | \$79.95/Show |
| HDMI Cable – 25' | \$31.20/Show | \$83.85/Show |

Players/ Recorders

| | | |
|--------------------|---------------|---------------|
| MICCA Media Player | \$235.95/Show | \$296.40/Show |
| | | |

iPads

| | | |
|----------------------------|---------------|---------------|
| Apple iPad Air 2 WiFi 64GB | \$512.85/Show | \$645.45/Show |
| Accessory – iPad Stand | \$345/Show | \$425/Show |

Computers

Laptops

| | | |
|-------------------------------|---------------|---------------|
| Lenovo ThinkPad E15 i7 1.8Ghz | \$512.85/Show | \$645.45/Show |
|-------------------------------|---------------|---------------|

Computer Accessories

| | | |
|-----------------------------|---------------|---------------|
| Barco CSE-200 ClickShare | \$542.10/Show | \$705.25/Show |
| Wireless Presenter | \$51.35/Show | \$68.25/Show |
| Wireless Keyboard and Mouse | \$113.10/Show | \$128.70/Show |

AUDIO COMPONENTS

Packages

| | | |
|--|-----------------|-----------------|
| 1 Mic / 2 Speaker Audio System (Mixer, 1 Wireless HH Mic & Cables) | \$1,606.80/Show | \$1,870.05/Show |
| 2 Mic / 2 Speaker Audio System (Mixer, 2 Wireless HH Mic & Cables) | \$1,987.05/Show | \$2,250.30/Show |
| 3 Mic / 2 Speaker Audio System (Mixer, 3 Wireless HH Mic & Cables) | \$2,367.30/Show | \$2,630.55/Show |

Advanced Pricing: Order by December 15, 2024

Standard Pricing: December 15, 2024 through January 4, 2024

Please note: availability and service cannot be guaranteed for orders received onsite 01/05

HDMI cable only available with monitor rental

Monitor stand only available with monitor rental

*A 23% service charge, and tax, applies to all audio-visual items ordered.

Don't see what you are looking for? Questions or special request? Please don't hesitate to contact us directly!

For discounted price above, order directly through email below:

Lauren Flowers - Sales Manager, Encore Mandalay Bay

lauren.flowers@encoreglobal.com

Freeman[™]

RUSH

DO NOT DELAY

Freeman[™]

RUSH

DO NOT DELAY

UNVEILED PARTICIPANT
 C/O Freeman **CES 2025 - UNVEILED**
 6675 W Sunset Rd NAME OF EXHIBITION
 Las Vegas, NV 89118 **SHORELINE LEVEL 2**
 USA MEETING ROOM
Advance Warehouse Shipping Labels
531817
 EVENT: CES 2025 - Mandalay Bay
 BOOTH NUMBER: _____
 NUMBER _____ OF _____ PIECES

UNVEILED MATERIAL

UNVEILED PARTICIPANT
 C/O Freeman **CES 2025 - UNVEILED**
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UNVEILED MATERIAL