

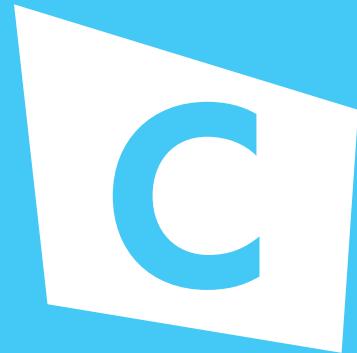


January 4-7, 2017  
Las Vegas, NV  
[CES.tech/CSpace](http://CES.tech/CSpace)



Consumer  
Technology  
Association™

CES is a global gathering place – a vibrant market – that annually brings the global technology community together to assess, connect and transact. CES features more than 3,800 exhibitors unveiling the latest products and services across the full spectrum of consumer technologies.



# C SPACE

The focused program for advertising, content, creators, entertainment and marketing designed to connect CES attendees from – or interested in – the intersection of technology and media. Created specifically to highlight technology's influence for advertising and entertainment executives, the program curates the CES exhibits, programming and special events that are most relevant to media professionals and entertainment influencers.

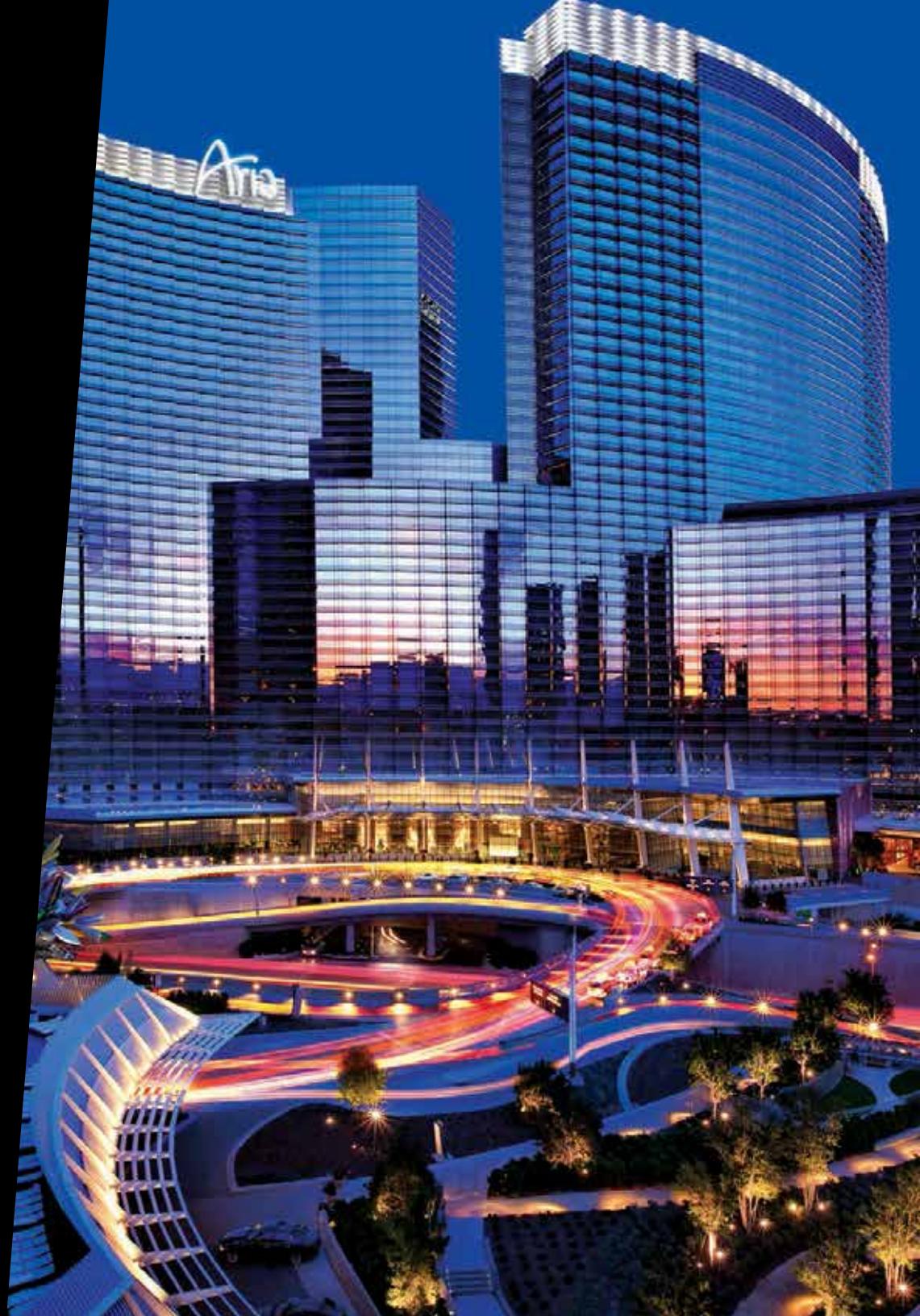
# C SPACE – THE PROGRAM FOR CONTENT, CREATORS AND BRANDS.

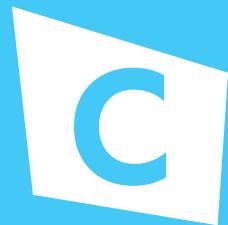
C Space, headquartered at **ARIA**, is where serendipitous meetings occur, applications for new technologies are discovered and the verticals of the global media business converge.

## FEATURES OF ARIA:

- Exhibits
- Meeting space
- Hospitality suites
- Keynote
- Conference sessions
- Lounge

The ARIA, Cosmopolitan and Vdara properties create CES Tech South. All properties offer luxury hospitality suites.





# SPACE AT CES 2016

*A Look Back*

## C SPACE BY THE NUMBERS

**92% of the 2015 Interbrand 100**

**22,552** from Advertising and Marketing communities

**23,581** from Entertainment and Content communities

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## CES BY THE NUMBERS

**165K+** attendees

**3,800+** exhibiting companies

**6,500+** media

**50K+** international attendees





Adstream

**ADWEEK**

**alphonso**  
Delivering Verified TV Audience™

**amazon**  
media group

**Aol.**

BRIGHTLINE

**Discovery**  
COMMUNICATIONS



**factual**

**FameBit**

**FULLSCREEN**

**Google**

**groupm**

**HEARST**

**HookLogic**

**hulu**

**inmobi**

**LinkedIn**  
Marketing Solutions

**MAGNETIC**

**MEDIALINK**

**NBCUniversal**

**OUTFRONT**  
media

**PANDORA®**

**PHENOMBLUE**

**PlaceIQ**

**rocketfuel**  
MARKETING THAT LEARNS™



**Spotify**

**the  
girls  
group**

**nielsen**

**rubicon**  
PROJECT

**TRUOPTIK**

**TubeMogul**

**TURNER**



## THE PARTICIPANTS



# MAJOR AGENCIES. MAJOR BRANDS.

Anheuser-Busch InBev	LVMH Moet Hennessy
Amazon	MasterCard Worldwide
Apple Inc.	Mattel
AT&T	Mondelez International
BBDO	Nestle
Burger King Corp.	Oculus
Capital One	Ogilvy
Carat	OMD
Chevrolet	Omnicom Media Group
ConAgra Foods	Panasonic
Digitas	PepsiCo
Discover Financial Services	Publicis Groupe
Facebook	Reynolds Consumer Products
Ford Motor Co.	Samsung
General Mills, Inc.	Sears Holdings Co.
Georgia Pacific	Sony
GlaxoSmithKline	Subway
Google	Target
GroupM	Unilever
Hyundai Motor Co.	USA TODAY
IPG Mediabrand	Vanguard
Kaiser Permanente	Volvo
Kraft Foods Group	Whirlpool Corp.
L'OREAL	Y&R
Lowe's Companies Inc.	*CES 2016 C Space participants



## PROGRAMMING HIGHLIGHTS

**2,186** Conference Attendees

**104** Media

**93** Speakers

**36** Dedicated Sessions



MEDIALINK

nielsen

**rubicon**  
PROJECT



**ShellyPalmer**



UNITED TALENT  
AGENCY

## PARTNER SESSIONS

From the latest in digital trends and ad tech to content monetization and inventive new distribution platforms, C Space was the stage for conversation and capitalization.

**57** unique brands provided thought leadership on the changing world of content and advertising.

# C SPACE KEYNOTE PRESENTED BY MediaLink

A monumental conversation on tech influences between brands and media.

- John Stankey, CEO, Entertainment & Internet Services, AT&T
- Peter Rice, Chairman & CEO, Fox Networks Group
- Alison Lewis, Global CMO, Johnson & Johnson
- Kristin Lemkau, CMO, JP Morgan Chase
- Michael Kassan, Chairman and CEO, Medialink
- Wenda Harris Millard, President and COO, Medialink
- Stephen B. Burke, CEO, NBCUniversal
- Lucian Grainge, Chairman & CEO, Universal Music Group



# 10 PREMIER STORYTELLER SESSIONS

These unique sessions explored the relationship between brands, agencies, media and the influence of technology.



## **Spotify**

Richard Frankel, Creative Director

## **Rocket Fuel and Glenfiddich**

Randy Wootton, CEO, Rocket Fuel  
Michael Giardina, Sr. Brand Manager,  
Glenfiddich

## **Salesforce**

Jane Hynes, SVP,  
Global Communications

## **AOL**

Jimmy Maymann, EVP and President,  
AOL Content and Consumer Brands

## **LinkedIn and GE**

Andy Markowitz, GM,  
Performance Marketing Labs, GE  
Penry Price, VP,  
LinkedIn Marketing Solutions

## **Facebook and Target**

Carolyn Everson, VP,  
Global Marketing Solutions, Facebook  
Jeff Jones, CMO, Target

## **Pandora**

Tim Westergren, CEO

## **Nick Cannon**

## **Google, Best Buy and Time Warner**

Margo Georgiadis, President,  
Americas, Google  
Kristen O'Hara, CMO, Time Warner Inc.  
Greg Revelle, CMO, Best Buy

## **Yahoo**

Lisa Utzschneider, Chief Revenue Officer

## MEDIA OUTREACH AND COVERAGE

CES deployed **7 press releases** dedicated entirely or partially to C Space, generating:

**22,659** Page views

**25,486** Twitter Impressions

**237** Twitter Engagements

# COVERAGE FROM THE INDUSTRY'S LEADERS

A photograph of Steve Burke, CEO of NBCUniversal, and Brian Wong, President of NBCUniversal Media, speaking at the Consumer Electronics Show (CES). Steve Burke is on the left, wearing a dark suit and white shirt, gesturing with his hands as he speaks. Brian Wong is on the right, wearing glasses and a dark jacket over a light-colored shirt, listening attentively. The background is dark, suggesting a stage or conference setting.

**3 Reasons Marketers Should Attend CES Next Year**

I have a long-standing love-hate relationship with CES. I've been going annually for at least a dozen years because it is an important event for the consumer technology clients I've worked with like Samsung, Toshiba, Sandisk and HERE. But over the past two years the event has been drawing marketers who want to explore how new technology will be impacting their customer's lives and enabling new engagement opportunities.

**#CES2016**

As I'm seeing Las Vegas now, I'm happy to deposit the exhilarating over-hypedness from the masses of product displays, the hordes of long lines and the exhaustion that comes from companies trying to stand out from the crowd. But for next year you should consider the trek as well. Here's what you can expect to do:

- Preview the technology that is shaping how we live. Exhibit hall is the lowest hanging UFO: every manufacturer exhibits, moves immersing gaming and evolved virtual reality. That's traditional CES. But this year, more interesting innovations were in other areas. Ford's focus focused more on storage and health devices than new PCs. HERE and every automaker that moves discussed the future of personal transportation. Humans enhanced their relationship with Under Armour by presenting their smartphone that serves as heart rate monitors. Keynote presentations from IBM, Volkswagen, Samsung and a dozen of other companies presented visions of the future which made you think about new possibilities. The next year will be no different.
- Pokemon

A screenshot of the Hollywood.com website. At the top, there's a red header bar with the word "Hollywood" in white, followed by a menu icon, "TECH", "BEYOND THE SCREEN", "GADGET POWER", and a "SUBSCRIBE" button. Below the header is a navigation bar with three colored squares (blue, yellow, white) and the "SKY Panel" logo. The main content area features a large image of the iconic "Welcome to Fabulous LAS VEGAS, NEVADA" sign at night. To the left of the sign, there's a smaller image of a person holding a tablet with the Amazon Echo device on it. The page also includes a sidebar with news headlines and a social media sharing section.

Reports of TV's demise exaggerated, according to Mark Barkin. During a recent Michael Koman panel presentation at the 2016 NFT, Mr. Barkin reportedly was going to be around for another decade.

It's a statement from a massive TV critic that when the Coddie "we were much more popular than we are today." An completely understand park features," he said.

But Mr. Koman was off the mark.

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January 12, 2016, 1:20 PM EST | Technology

## CES 2016

# 9 Agency Execs Share Their Biggest Takeaways From CES Which tech trends will matter to marketers? By Marty Swant



Marketers were cautiously intrigued by the tech on display at CES. Getty Images

**A**gency executives are back from the futuristic frenzy known as CES, where more than 150,000 people met in Las Vegas to talk about everything from self-driving cars and emotive robots to **virtual reality** and even a **Lean Cuisine ad-blocking machine**.

So, which gadgets and gizmos that debuted in Vegas will stay in Vegas, and what will become relevant to marketers in 2016 and beyond?

We asked nine agency execs what they took away from the always hyped tech show:

### Headlines: Press: Adweek Acquired by Private Equity; TV: Why the 2016 RNC and DNC May Go...

**to Adweek** Get a full year of print and digital editions for just \$19.99.

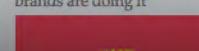
**Takeaways** The Americans finally get their due; check out our **Takeover** column.

**INNOV8** Why Pokemon Go might help lure customers to retail.

Presented by

Advertisement: TOP 10 TRENDS FOR 2016 BUSINESS INTELLIGENCE GET THE WHITEPAPER

BrandShare Conduit From Adobe Why It's Time to Start Incorporating VR Into Your Marketing Campaigns How the big brands are doing it



# SOCIAL MEDIA INFLUENCE

 **Shahab Zargari** [@ShahabZargari](#) 

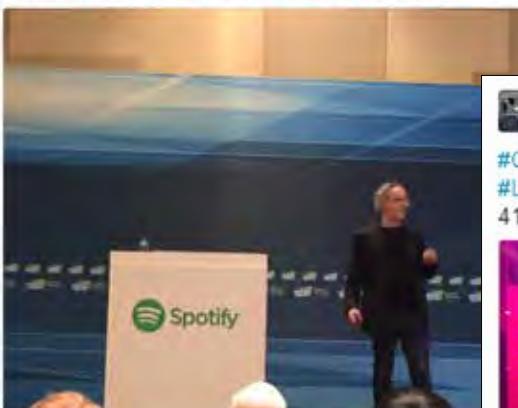
Neat, @Spotify used data to tell stories to geographic locations - **#SpotifyCES #CES2016 #CES #cspace #advertising**



RETWEETS 5 LIKES 7

 **Higher Ground** [@HigherGroundNY](#) 

If content is king, context is god. - **@richfrankel #SpotifyCES #CES2016 #CES #cspace**



RETWEETS 4 LIKES 3

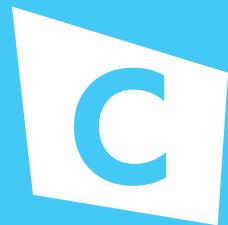
 **The Bright Agency** [@CollegiateTour](#) 

**#Cspace = #VR via #DiscoveryChannel, #LinkedIn represent, #Amazon suite was full of 411, and sexy #Spotify delivers**



 **Tarah Feinberg** [@TarahFD](#) 

People like strategy, but buy tactics. Have to translate good ideas, objectives into programs/campaigns. - **@AndyMarkowitz #cspace #CES2016**



# SPACE AT CES 2017

*A Look Forward*

# C SPACE PROGRAM AT

The C Space experience starts a day before CES officially opens:

## **Opening Reception**

Wednesday, January 4: 4-7 PM

## **Conference Sessions**

- Wednesday, January 4: 9 AM-5 PM
- Thursday, January 5: 9 AM-5 PM
- Friday, January 6: 9 AM-5 PM

## **C Space Exhibits**

- Wednesday, January 4: 2-5 PM
- Thursday, January 5: 10 AM-5 PM
- Friday, January 6: 10 AM-5 PM
- Saturday, January 7: 10 AM-2 PM



## WHAT'S NEW

C Space now includes Entertainment Matters, the program developed specifically to help Hollywood navigate CES. This expansion further unites the advertising, marketing, content and entertainment communities in a unique, experiential and focused setting for networking, learning and discovery.

# MARKETING OVERVIEW

Targeted promotions drop throughout the CES-season to **34,367 professionals** from the brand, entertainment and content community. Specialized promotions are also deployed to **1,500+ senior level executives**, including those in the advertising/content communities.

In addition, general promotions that include C Space reach **6,500+ media** and **200K+ professionals** comprising our CES 2017 registrants, CES 2016 verified attendees, loyal CES customers, prospects and more. The reach of CES and C Space is further amplified by the **6,500+ global media**.

# Digital Disruption

5 consumer technologies that can transform marketing in 2016

**H**itting up CES in Las Vegas this January? If you're like many marketers, the rapid developments in consumer technology are impacting how you're approaching your job. Disruptive technologies transform consumer behavior and change how marketers get their messages across. That's why staying ahead of the next big thing has never been more important. We've been through the year of mobile and the year of data. So what breakthrough will shift the balance this year? We've outlined five of the top technologies you'll want to keep your eyes on as you're scouring the CES show floor.



## 1 VIRTUAL REALITY

It's been less than two years since the Oculus Rift VR headset took the world by storm, with Facebook chipping in \$2 billion to purchase the company. While over that time VR has seemed like a product in search of an application, many believe the market is poised to turn 2016 into the year virtual reality becomes an actual reality. Digital M&A firm Digi-Capital predicts the combined VR/AR market will hit \$150 billion by 2020. So what's coming up? The consumer version of the Oculus headset will launch in Q1. The New York Times Magazine will release a VR film, developed in partnership with Google, later this month, featuring immersive VR ads from GE and Mini. And in retail, Tommy Hilfiger will give shoppers in its New York City flagship an opportunity to don a Samsung headset and watch its 2015 runway show like they're sitting in the front row.



## 2 OVER-THE-TOP TV

For all the discussion of cord cutting and cord shaving that's gone on over the past several years, the past 12 months have marked a turning point for over-the-top TV services. The image of someone sitting alone on a laptop or mobile device to stream video has been replaced by one of people using connected TVs to access services, returning viewership to the living room. As market researcher GfK noted this past summer in its Home Technology Monitor, more than half of households with someone 35-49 or with children now use an Internet-connected TV to stream content. New generations of TVs require Internet connectivity, especially as streaming services raise the quality of their broadcasts to take advantage of technologies such as 4K. As marketers try to figure out the impact of this dramatic shift in viewing behavior, ad spend on video on demand is expected to surge fourfold by 2019, according to recent analysis by Jupiter Research.

ILLUSTRATIONS BY JEFFREY L. BROWN

## MARKETING MIX

C Space will reach its influential audience through promotions that include:

- Advertorials
- Print ads
- Dedicated Emails
- Online and Mobile Advertising
- CES.tech

## PARTNER OUTREACH

We'll also market the program through promotions in publications and partner outlets.

**ASSOCIATION OF NATIONAL ADVERTISERS (ANA)**

**AD AGE**

**AD EXCHANGER**

**ADWEEK**

**CHIEF MARKETER**

**DIGIDAY**

**FACEBOOK**

**FAST COMPANY**

**LINKEDIN**

**MASHABLE**

**MEDIALINK**

**SHELLY PALMER INNOVATION SERIES**

**VENTUREBEAT**

## SOCIAL MEDIA REACH

C Space will reach the masses through CES' robust following on our social media channels, including:

**187K+** likes on the CES Facebook page

**164K+** followers of CES Twitter

**1M+** followers of CES Google Plus

**25K+** subscribers to CES YouTube Channel

**17K+** followers of CES Instagram

**490K+** sessions and 1M+ page views of the CTA Blog

# PROGRAMMING

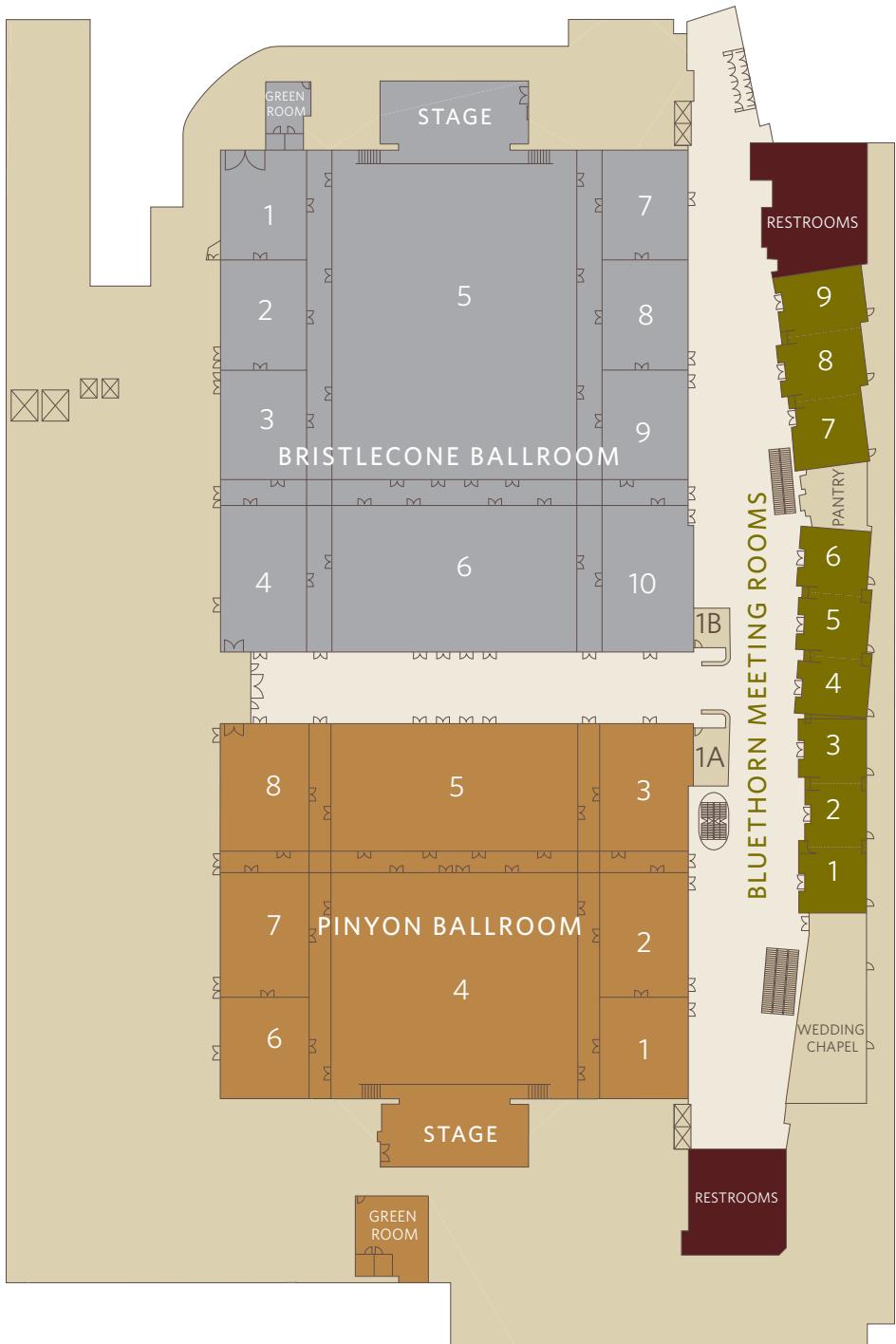
Provide **insight**, **expertise** and **advice** as an **influencer** and **major decision maker**. From our premier Storyteller stage and content-rich partner sessions, C Space programming expects to cover the **technology reshaping** the industry, including **virtual** and **augmented reality**.

# OPPORTUNITIES TO PARTICIPATE

Activate your brand through custom opportunities with **meeting rooms** and **hospitality suites, exhibit space, VIP events** and **sponsored experiences, branding** and **promotional** opportunities.

# FLOOR PLAN

## LEVEL 1



# MEETING ROOM OPTIONS

Meeting space is available at the ARIA, January 5-7, 2017, within the Bluethorn, Bristlecone and Pinyon ballrooms.

- Bluethorn (754 NSF – 930 NSF) – Starting at \$24,000 **SOLD OUT**
- Bristlecone (1989 NSF) – Starting at \$56,687
- Pinyon (1,794 – 2,262 NSF) – Starting at \$51,129 **SOLD OUT**

For a more intimate setting, private ballroom space available upon request.

## BUNGALOW MEETING ROOMS

Allow us to do the heavy-lifting. Select any of our turnkey meeting room options to customize a design most conducive to your space and needs.

Package 1 with single wall branding, \$21,140

Package 2 with double wall branding, \$23,340



## HOSPITALITY SUITE OPTIONS

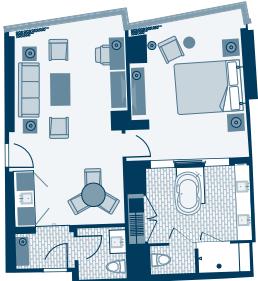
A premier selection of luxury suites are available for four (4) and five (5) night minimum stays at the ARIA, Cosmopolitan and Vdara properties.

Suite participants receive all standard C Space and CES exhibitor benefits, including promotion through dedicated marketing efforts to the C Space audience.

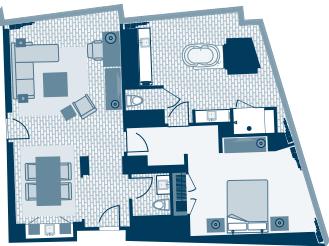
# ARIA SUITES

- Minimum five (5) night stay from January 3-8, 2017
- Prices listed are for the duration of the minimum night stay
- Additional nights may be secured, if available, at additional cost
- Suite options include:
  - Corner Suites (920 NSF) – Starting at \$3,950
  - Aria Sky Suites (1,050 NSF) – Starting at \$6,700
  - 1 Bedroom Penthouse Suites (1,465 NSF) – Starting at \$8,100 **SOLD OUT**
  - 2 Bedroom Penthouse Suites (2,060 NSF) – Starting at \$12,100 **SOLD OUT**
  - Executive Hospitality Suite (2,000 NSF) – Starting at \$11,800 **SOLD OUT**
- Actual suite numbers will be assigned at check-in.

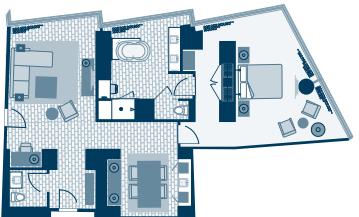
ARIA SUITE A



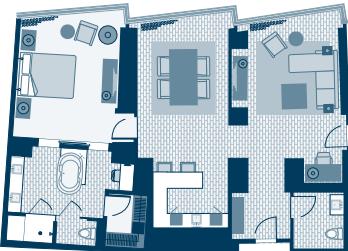
ARIA SUITE B



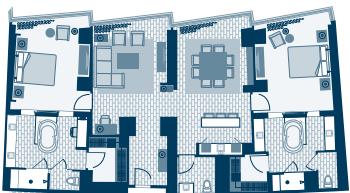
1 BEDROOM PENTHOUSE SUITE A



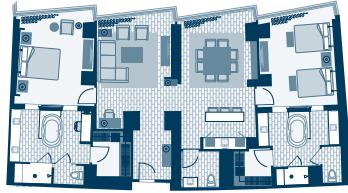
1 BEDROOM PENTHOUSE SUITE B



2 BEDROOM PENTHOUSE SUITE A



2 BEDROOM PENTHOUSE SUITE B



CORNER SUITE



EXECUTIVE HOSPITALITY SUITE



# ARIA SUITES OPTIONS

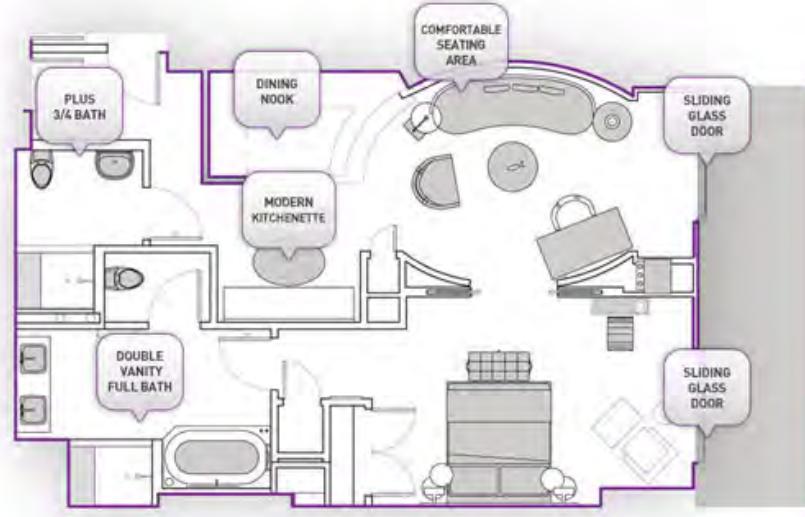
# COSMOPOLITAN SUITES

- Minimum four (4) night stay from January 3-7, 2017
- Prices listed are for the duration of the minimum night stay
- Additional nights may be secured, if available, at additional cost
- Suite options include:
  - Wraparound Suites (1200 NSF) – Starting at \$4,400
  - Terrace Suites (910 NSF) – Starting at \$4,035
- Actual suite numbers will be assigned at check-in.

WRAPAROUND SUITE



TERRACE SUITE

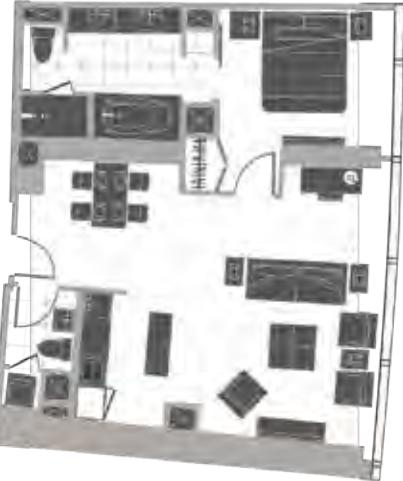


## COSMOPOLITAN SUITES OPTIONS

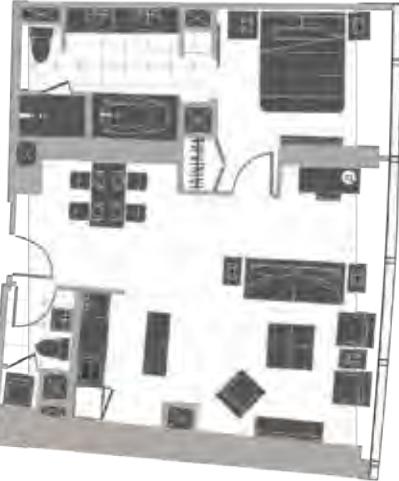
# VDARA SUITES

- Minimum five (5) night stay from January 3-8, 2017
- Prices listed are for the duration of the minimum night stay
- Additional nights may be secured, if available, at additional cost
- Suite options include:
  - 1 Bedroom Penthouse Suites (885 NSF) – Starting at \$4,500 **SOLD OUT**
  - 2 Bedroom Penthouse Suites (1,316 NSF) – Starting at \$7,300 **SOLD OUT**
  - Hospitality Suite (1,648 NSF) – Starting at \$9,400
- Actual suite numbers will be assigned at check-in.

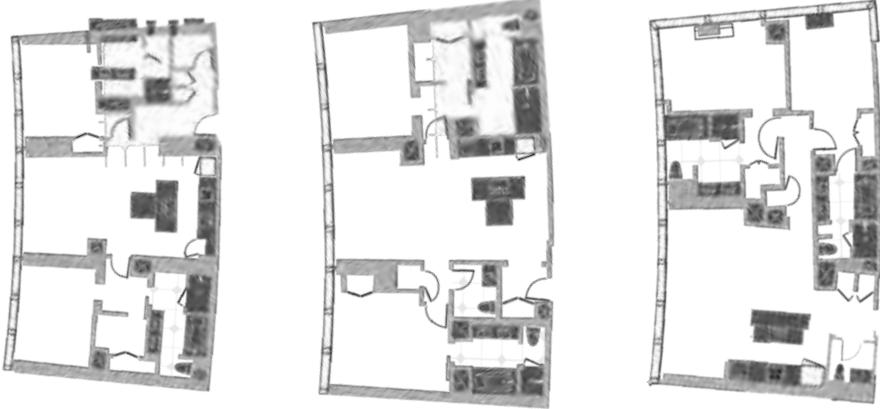
ONE BEDROOM PENTHOUSE



TWO BEDROOM PENTHOUSE



HOSPITALITY SUITE OPTIONS



VDARA SUITES  
OPTIONS

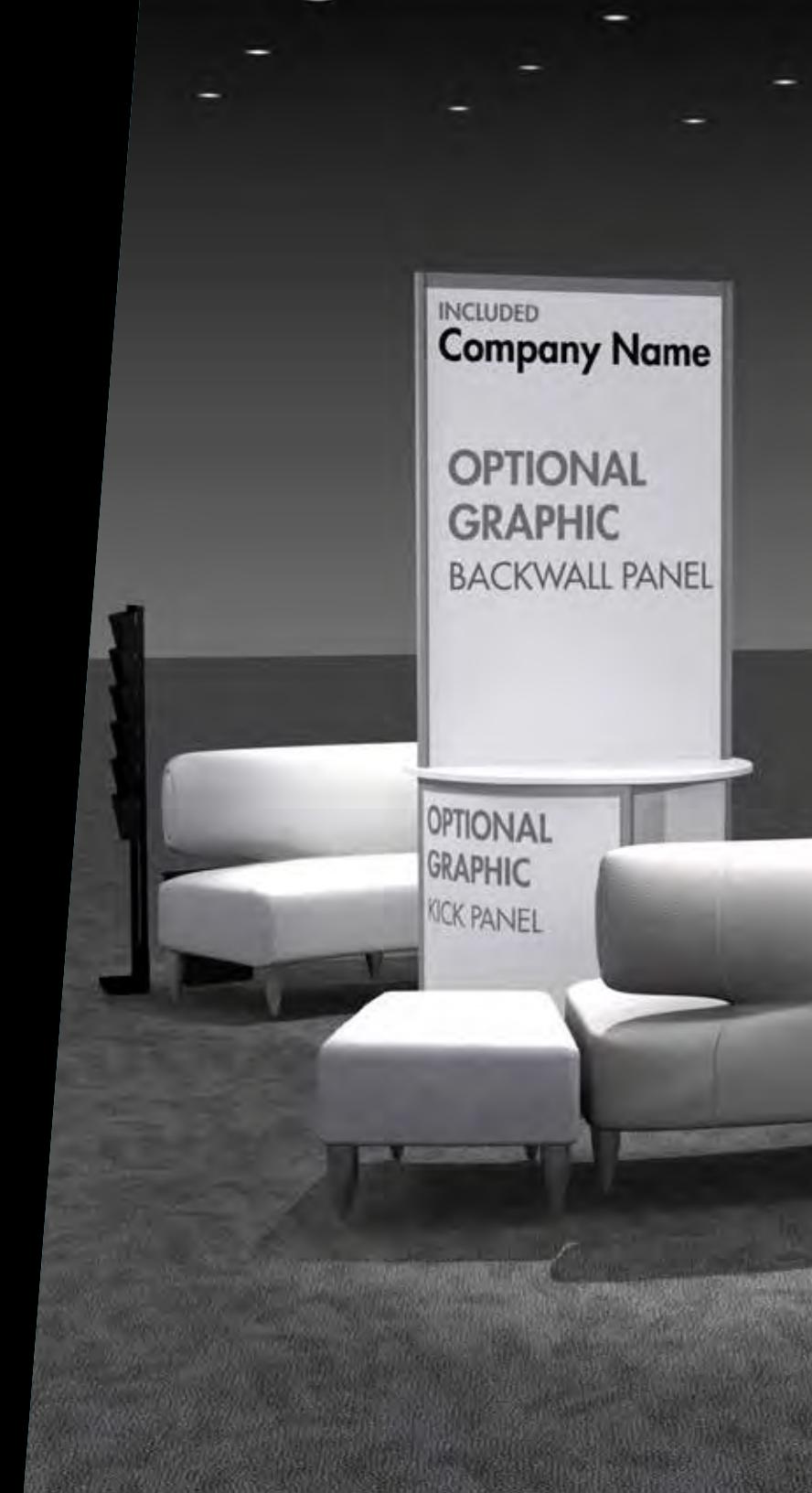
# C SPACE EXHIBITS

Secure open exhibit space for your nontraditional experience.

## EXHIBIT SPACE OPTIONS

Traditional, open exhibit space is available within the Pinyon ballrooms at ARIA.

Raw exhibit space starts at \$12,900 for 400 net square meters.  
Turnkey options and pricing available upon request.



# SPONSORSHIP AND BRANDING OPPORTUNITIES

Because brand recognition matters and you know that best.



**facebook**  
The official social media partner of CES

# #CES2016



## SPONSORSHIPS & BRANDING

- ARIA Digital Marquee Sign facing the Las Vegas Strip, \$75,000
- C Space Exhibits and Lobby signage, \$10,000+
- Mobile charging stations and device bar, \$20,000
- Hotel room keys with branded messaging, \$15,000+
- C Space Wi-Fi partner- includes fully customizable splash page, \$50,000
- Transportation Sponsor for the C Space VIP shuttle service, \$50,000
- Social media and digital marketing packages, \$15,000+
- C Space brand ambassador partner, \$10,000
- Designated tour staging area at LVCC and Sands, \$8,115+
- Virtual Reality Content Bar, \$25,000
- C Space Attendee Survival Kit, \$25,000

## CO-EVENT PROMOTIONS

Let us help you build awareness and increase invitation-envy.

We'll promote your event, thought leadership panels, or party as official to C Space either invitation-only or open to all attendees - \$10,000.





# C SPACE OPENING RECEPTION

4-7 PM Wednesday, January 4 | ARIA, Level 2, Herringbone

The C Space Opening Reception is where media, marketing and entertainment elite gather to kick off CES in style. Sponsor fees are all-inclusive: premium open bar, passed hors d'oeuvres & raw bar. Multiple sponsorship opportunities are available at this SoCal-inspired venue, including:

## Premium Reception Sponsor: \$40,000

- One private cabana (seats 12) with dedicated wait staff
- Branding on 12 digital monitors throughout the reception venue
- Logo on step and repeat
- Included in C Space marketing and promotions
- One (1) pop-up banner at entrance
- Signature cocktail
- Branded cocktail napkins on bar
- Complimentary CES passes for sponsor
- Complimentary CES passes for clients
- Company logo and click-through URL on [C Space at CES webpage](#)
- Additional branding opportunities based on décor limitations

## Entertainment Sponsor, Inspire the crowd with your own party playlist: \$20,000

- Includes DJ booth upon request
- C Space website mention
- Logo on step and repeat
- Included in C Space marketing and promotions

# C SPACE PARTNER BENEFITS INCLUDE:

- Ability for staff and partners to opt-in to CES tours
- Company logo and URL on CES.tech/cspace
- Opportunity to be considered for inclusion in the Official CES Show Floor Tours
- Access to the CES 2017 pre-registered media list
- Complimentary Exhibit Badges
- Opportunity to offer your customers and prospects complimentary registration to CES (up to 1,000 complimentary invitations)
- Complimentary listings in the printed official CES *Show Directory, Show Guide & Maps* and online Exhibitor Directory
- Use of the CES name and logo in your CES-related marketing and exhibit promotions
- Exhibitor Profile distributed via Business Wire

THANK YOU  
TO OUR PARTNERS  
AND SPONSORS



alphonso Adstream ADWEEK amazon media group AOL

ANA APPNATION AT&T BRIGHTLINE Discovery VR

factual. FameBit FULLSCREEN Google

groupm HEARST HookLogic hulu Inmobi

LinkedIn Marketing Solutions MAGNETIC MEDIALINK NBCUniversal nielsen

OUTFRONT PANDORA PlaceIQ PHENOMBLUE rocketfuel

ShellyPalmer Spotify rubicon TRUOPTIK TubeMogul

TURNER Undertone VideoAmp VHX VIANTE

VOX WATCHWITH



presented by



All opportunities are flexible, customizable and transitional.  
Let's create a lasting partnership.

**ANNE CAMPBELL**

Director, Business Development  
Consumer Technology Association (CTA)™  
[acampbell@CTA.tech](mailto:acampbell@CTA.tech)  
703-907-7661

