

Exhibitor Press Kits

Paperless Press Kit Preparation

The 2014 CES will feature three press rooms on-site. The press rooms at Mandalay Bay, The Venetian and the LVCC will all house paperless exhibitor press kits. This means that exhibitors are welcome to host their press kits on USBs, CDs or host on their own URL and accompany with a one-page spec sheet (8.5" x 11" max) that lists on-site media contacts and the URL where your electronic press kit is located. Printed press materials greater than one page in length should be stored in the exhibitor's booth.

Make sure your press kit is marked clearly with your company's name, CES show venue and booth number. Press kits are a one-stop source for the media to get information about your company and products. Information included in kits should be kept simple and to the point—journalists are after hard news.

Most press kits typically include the following:

- Recent and relevant news releases (preferably from news at the show)
- Company/executive background information
- Detailed product fact sheets/specs
- Product images
- Copies of company publications (annual reports, external magazines, etc.)
- Any special events you have scheduled during the show
- On-site PR contact information

Press Kit Tips

1. Determine the most relevant information to include in the press kit.
2. Create/order online press kits, prepare USBs or CDs for shipment and/or upload to the Official 2014 CES Mobile App.
3. Make sure that both your company name and booth number are clearly listed. The press prefer press kits be listed by company, not product name.
4. When appropriate, include product name and brief description on your one-page spec sheet.
5. Send an appropriate number of press kits. Large exhibitors and those holding news conferences should send 500 kits to the press room in their exhibit venue (LVCC exhibitors send to LVCC, Venetian exhibitors send to The Venetian). For smaller exhibitors and those without any news announcements, 250 copies are sufficient.
6. Make sure your kits arrive before the press rooms open on Sunday, January 5, 2014 to ensure your kit is picked up by as many press members as possible.
7. Since a great deal of money is invested in these kits, take some insurance out on your investment. If you are sending USBs or CDs, send the kits through a delivery method that provides a tracking number. This number should be brought with you to CES to assist us in the event that your kits are misplaced.
8. If you have invested in an online kit, include a brightly colored sign in your press room cubby or on your one page spec sheet that gives the URL address. Some exhibitors have even started putting relevant contact/product info on index cards for the media to take with them.
9. Check with the CES press room staff during the show to determine the number of kits you have remaining. Check again on the last day of the show to collect any unused kits. Kits that are not collected will not be returned.

NOTE: CES does not have the facilities or staff to assist you with the transport of press kits from your booth to the press rooms. Contact Freeman, 702- 579-1705, for labor to transport heavy boxes and materials around the show floor. Freeman will bill you directly for any labor costs you incur. On-site service orders should be placed through your show location's Exhibitor Servicer.

Press Kit Distribution

Your electronic exhibitor press kits provide information about your company to the press that attend CES. All exhibitor press kits will be distributed from the press room in cubicles labeled alphabetically by company name. Online press kits and releases are distributed to media in attendance as well as thousands who cannot make it to the show. Only kits of exhibitors at CES are distributed from the press room. Exhibitors sharing booth space must be officially listed in the CES Directory to have their press kits distributed.

Shipped electronic press kits should be marked to arrive between **January 1 and January 5, 2014**. Press kits may also be dropped off during press room hours throughout the show. Due to the volume of shipments, all shipments arrive at the same distribution center and are then delivered accordingly, which usually takes 2-3 days.

Press Kit Mailing Addresses:

Las Vegas Convention Center (LVCC)

2014 International CES
c/o Freeman
Exhibitor Name
Deliver To: PRESS ROOM, S229
Las Vegas Convention Center
3150 Paradise Rd.
Las Vegas, NV 89109
Phone: 703-907-4331
prcontacts@CE.org

The Venetian

2014 International CES
c/o Freeman
Exhibitor Name
Deliver To: PRESS ROOM, Zeno 4601
The Venetian
3355 Las Vegas Blvd. South
Las Vegas, NV 89109
Phone: 703-907-4331
prcontacts@CE.org

Mandalay Bay

2014 International CES
c/o Freeman
Exhibitor Name
Deliver to: PRESS ROOM, Lagoon J, Level 2
Mandalay Bay
3970 Las Vegas Blvd, South
Las Vegas, NV 89119
Phone: 703-907-4331
prcontacts@CE.org