



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  **CEA**®

2012 EXHIBITOR PR KIT

International CES® January 10-13 Las Vegas, Nevada

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In this 2012 International CES® Public Relations Kit you will find everything your company needs to know about maximizing its CES media coverage. We are committed to helping you take full advantage of the following 2012 CES PR opportunities. Inside you will find:

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What to Keep in Mind

Publicity Tips

More than 5,000 media and analysts are expected to attend CES, generating unprecedented coverage via newspaper and magazine articles, television and radio reports, online stories and up to the second social media posts. Follow these tips to garner the publicity your company deserves.

- 1) Media Positioning** - The International CES defines innovation. Develop press materials that capture this innovative spirit and reflect how your company is on the cutting-edge of forward thinking.
- 2) Announce New Products at the International CES** - Debut new products at the show to generate global publicity. Consider a CES exhibitor press conference to showcase your latest innovations.
- 3) Name Drop CES** - Use your exhibitor status in your announcements and benefit from CES branding. Don't forget to list your CES exhibit number and venue so media can find you at the show.
- 4) Use Social Media** - The International CES has an abundance of social media tools available to its exhibitors, make sure you take advantage of our outreach, to peak interest and increase your outreach and coverage.
- 5) Use the Web** - Post releases via our Online Media Center or on your own URL.
- 6) Media Materials** - CES is the hotspot for the consumer electronics industry, with more than 20,000 anticipated product launches. Make sure your press kit materials stand out from the competition.
- 7) Exhibitor Profile** - Update your exhibitor profile to identify PR reps that will be available for media interviews.
- 8) Think TV** - Make your pitches visually appealing and be practiced and prepared to present to television journalists. CES TV coverage increases annually, with more programs reporting directly from the show floor every year.
- 9) Tell Your Local Media** - Announce to local media that you'll be at the 2012 International CES. Local newspapers will be interested in your upcoming announcements. For maximum coverage, participate in our Regional Media Outreach Campaign (details following).
- 10) International CES Promotions** - We want to keep your company's name in front of industry decision makers. CEA promotes the CE industry and CES all year long. Contact Liz Tardif / 401-849-9300 for promotion assistance.
- 11) Host a Celebrity or Special Event** - Want the media to flock to your booth? Special events and/or celebrity appearances do the trick. If you've got something special planned, let us know!
- 12) Take Advantage of CEA's Hot Products List** - Let CEA staff know what you will be unveiling at CES so we can help publicize it to media, we'll even sign a non disclosure agreement. E-mail hotproducts@CE.org.

Important Deadlines

Ongoing

- Enter your PR contacts directly into your exhibitor profile
- Complete your entire 2012 International CES Directory listing
- Select preshow and on-site sponsorship opportunities
- Confirm on-site advertising, while supplies last
- Schedule your exhibitor press conference
- Submit your company's electronic press kit to our Online Media Center

August 2011

August 3

- CES Unveiled@NY Sponsorship deadline in order to get your company mentioned in all pre-event media promotions

August 15

- Innovations 2012 Design and Engineering Awards Call for Entries opens

August 31

- Early-bird discount deadline for 2012 Innovations Design and Engineering Awards

September 2011

September 15

- 2 p.m. EST Exhibitor Workshop *Introduction to My CES*

September 16

- 2012 Innovations Design and Engineering Awards Call for Entries closes

September 22

- 2 p.m. EST Exhibitor Workshop –*Marketing and PR Overview*

September 30

- Advertising deadline for *CE Vision's* November/December issue with bonus distribution at the Pre-CES New York Press Preview

October 2011

October 11

- 2 p.m. EST Exhibitor Workshop –*GES Overview*

October 14

- 2012 International CES Official Show Directory Updates/Company Logos deadline (print edition)

October 19

- 2 p.m. EST Exhibitor Workshop –*Operations Overview*

October 28:

- Deadline for CES Unveiled@NY exhibitor listing for the NY program guide

November 2011

November 1

- CES Unveiled in Las Vegas Sponsorship deadline to get your company mentioned in all pre-event media promotions

November 4

- 2012 International CES Preshow Planner ad and tab sponsorships close
- CES Unveiled@NY Exhibitor Tabletop reservation deadline

November 8

- Pre-CES New York Press Preview featuring CES Unveiled@NY

November 11

- 2012 International CES Preshow Planner ad and tab materials due

November 16

- 2012 International CES Directory tab ad close

November 18

- 2012 International CES Directory tab ad materials due

November 21

- Regional Media Outreach Campaign deadline

November 22

- 2012 CES Daily ad close
- Advertising deadline for *CE Vision's* Jan/Feb issue, with bonus distribution at the show and exclusive distribution to key VIP areas at CES

November 23

- 2012 International CES Directory ad close
- Last day to include your company logo in the *Official International CES Directory* (print edition)

November 28

- 2012 International CES Show Guide ad and tab closes

November 30

- 2012 International CES Directory ad materials due
- CE Hall of Fame nomination deadline

December 2011

December 1

- 2012 International CES Show Guide ad and tab materials due

December 2

- 2012 CES Daily ad materials due

December 22

- 30 second video pitch due to PRcontacts@CE.org

December 30

- Deadline for CES Unveiled in Las Vegas exhibitor editorial for the Vegas program guide

January 2012

January 1

- CES Unveiled in Las Vegas Exhibitor Tabletop Reservation deadline

January 7

- Electronic press kit deadline (all kits must be delivered to the press room)

January 8

- CES Unveiled at The Venetian

Key Contacts

International CES Exhibitor Public Relations

Allison C. Fried

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CES Exhibitor public relations activities

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CES communications and press relations

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Media and industry relations for CEA

Hot Products

Jim Barry

CEA's Digital Answer Man
Contact: Steve Kidera
skidera@CE.org
703-907-4358

Jim and Steve collect information and hot new products from exhibitors to discuss with media before, during and after CES.

Speaking Opportunities

The 2012 CES Call for Speakers is closed. However, if you would like to be put on a back-up list in case of speaker cancellations, please utilize our the Speaker Ready Room management tool. Back-up submissions will be notified only in cases where a speaking opportunity is available.

Social Media Marketing

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Promotional Opportunities and Advertising

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CES Unveiled

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Vision: The Official Magazine of CEA

Consumer Electronics Vision has circulation and distribution like none other. As the official magazine of the Consumer Electronics Association (CEA)®, the producer of the International CES®, *CE Vision* gets exclusive distribution at key meeting places on the show floor. From exhibitor booths to member lounges to VIP buyers, the award-winning *CE Vision* boils down the essentials tech players need to know. Your ad in *CE Vision* puts you front-and-center with top CES attendees wherever they go at the show.

Don't miss out on our CES issue. Advertise in CEA's award-winning *CE Vision* magazine and maintain your brand's visibility in the eyes of the CES audience and the CE industry's key decision makers. Advertising in *CE Vision* allows you to:

- Reach more than 100,000 readers worldwide, including 3,000 international and 2,000 buying/merchandising subscribers
- Gain access to the CES audience year-round
- Reach potential clients and partners
- Strengthen partnerships with the CEA membership network and CES channels.
- Get in front of the nearly 50 percent of our subscribers who are top industry executives

Contact Dan Cole at dcole@CE.org or call 703-907-7987 for more information.

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International CES Preshow Planner, Show Guide & Directory

Mid-West and West Coast Advertising

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President, Consumer Technology Publishing Group (CTPG)

Eric Schwartz

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Exhibitor PR Contact Information

The 2012 International CES is about more than just your booth. It is a chance to brand your company name and maximize your opportunities before, during and after CES.

To ensure that the media can find you at CES, list your company's PR contact as part of your Exhibitor Profile. We will direct any media inquiries we receive regarding your company or products to the individual you indicate. The contact information will be available to all registered CES media.

Also, to assist your public relations staff with your CES investment, we send out a monthly Exhibitor PR Newsletter from August through January to the contacts listed. The newsletter is brief and designed to simply highlight upcoming deadlines, events and promotional opportunities that your company should take advantage of.

Questions? Contact Allison Fried at afried@CE.org.

EXHIBITOR PR CHECKLIST FOR THE 2012 International CES®

To maximize your company's media exposure at the 2012® International CES, make sure to check off as many of our Exhibitor PR opportunities as possible.

- ☐ Update your exhibitor PR contact information - *Immediately*
- ☐ Schedule an exhibitor press conference – *Immediately*
- ☐ Participate in CES Unveiled events –
Tuesday, November 8, 2011 and Sunday, January 8, 2012
- ☐ Take advantage of the Regional Media Outreach Campaign –
Deadline November 21
- ☐ Pitch CES media using our Pre Registered Media List – *Available December 1*
- ☐ Enter CES Hot Products – *Deadline December 22*
- ☐ Create your 30 second pitch video – *Deadline December 22*
- ☐ Create your CES exhibitor press kit – *Deadline January 1*
 - Make sure your kit makes it to the CES press rooms –
Ship to deliver between January 1-8, 2012
- ☐ Be involved with the CES media tours - *Ongoing*
- ☐ Guest blog on CEA's Digital Dialogue - *Ongoing*
- ☐ Be part of the Digital Answer Man Tour - *Ongoing*
- ☐ Host a special event or celebrity appearance - *Ongoing*
- ☐ Take advantage of various CES awards programs - *Ongoing*

Questions? Contact CES Public Relations Specialist, Allison Fried, at afried@CE.org or 703-907-7603