



THE GLOBAL STAGE FOR INNOVATION



2011 International CES Delegation Leader Program

More than 122,000 attendees from 130 countries are expected to attend the 2011 International CES®. CES, the launchpad for new technology, will take place January 6 - 9, 2011 in Las Vegas, Nevada, USA. CES provides a great opportunity to feature a world-renowned trade event in your delegation offerings for your ICT business clients.

There are several benefits to joining the delegation program at CES. Both you and your delegates will get more out of your CES experience through the CES Delegation Program.

Program Details

Benefits for delegation leaders include:

- Promotional brochures and electronic templates to assist in recruitment efforts
- The CES logo to add to promotional materials (marketing materials will need to be reviewed by CES before providing the logo).
- Online capability to register delegation members, make changes or add new members
- Free hotel stay for delegation leaders who bring 50 individuals to CES (15 for U.S. Commercial Services groups). Groups must be confirmed four weeks prior to CES or room is not guaranteed.
- Invitation to Delegation Leader Dinner.
- Monthly newsletter to keep abreast of the latest information to pass on to delegates about CES and deadlines to receive program benefits.

Benefits for individuals who come as part of a delegation include:

- Complimentary Exhibits Plus Pass.
- Matchmaking service provided by representatives of the U.S. Department of Commerce.
- On-site briefing/seminar, upon request.
- Invitation to the International Reception.
- Use of International Commerce Centers with meeting space, computer use and refreshments throughout the day.
- Onsite translation assistance as needed.

For additional information, please e-mail delegations@ce.org