



Maximum exposure unprecedented media coverage.



THE GLOBAL STAGE FOR INNOVATION



Las Vegas Convention and World Trade Center (LVCC) | Las Vegas Hotel & Casino (LVH) | The Venetian
Tuesday, January 7-Friday, January 10, 2014 | Las Vegas, Nevada | CESweb.org

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In this 2014 International CES® Public Relations (PR) 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 2014 CES PR opportunities. Inside you will find:

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What to Take Advantage Of

Exhibitor PR Contact Information

The 2014 International CES® is about more than just your exhibit space. 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 directory listing. To update your company's PR contact information, log in to the [Exhibitor Dashboard](#). 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. *If you don't know your login information, please contact Map Your Show (MYS) at 1-888-527-8823 and they will be happy to provide it to you.*

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

Questions? Contact Krista Silano at ksilano@CE.org.

Pre-Registered Media List

The pre-registered media list contains contact information for all of the media that have registered for the 2014 CES. For your convenience, the list will be available starting **December 2, 2013** and will be updated weekly as the number of registered media grows. You can access it through your [Exhibitor Dashboard](#) portal and filter the list by product category. Take full advantage of this feature and pull targeted media lists for your press events. Press choose whether or not to list their phone, fax and email contacts. Titles, company names and addresses are automatically incorporated. **NOTE:** If no phone number or email address is provided, CES cannot divulge that information due to our privacy policy.

To download the pre-registered media list, login to your [Exhibitor Dashboard](#). Once you're logged in, hover over the Reports/Stats tab on the green menu bar and click on the "2014 Pre-registered Media/Analyst List." Once the page opens, click "select all" from the drop down menu labeled "dates." This will populate the entire CES pre-registered media list, and from there, you can filter the list by registration type and/or product category.

Please contact Map Your Show or send an email to prcontacts@CE.org for assistance. **Remember this link will not be available until December 2, 2013.**

Exhibitor Press Conferences

If your company is planning to make a major product launch or company announcement at CES, hosting a press conference or event on-site is an excellent way to brief the media on your big news. If a press conference is part of your marketing strategy, the information below will be of assistance in your planning.

Can any company exhibiting at CES hold a press conference or event?

Yes, all CES exhibitors are eligible to host a press conference or event on-site, such as press breakfast or reception. A room re-set fee may apply for the latter.

Where can press conferences and events be held?

1) Complimentary CES press conference rooms available at:

The Venetian

LVCC

Mandalay Bay

2) Exhibitor's booth, ballroom or meeting room

When can press conferences and events be held?

With CES permission, exhibitors are welcome to host press events on the following days. Please note that first requests are rarely available, so have additional options ready. Times are not confirmed until you receive the press conference agreement form from CES:

Monday, January 6, 2014 – Press Day Power Sessions

CES will once again offer complimentary, one hour Press Day room reservations for companies looking to break their news quickly and directly to CES media. Mandalay Bay, Level 3, South Seas Ballroom J (seating for 168) will be reserved for Press Day Power Sessions and exhibitors will be given 15 minutes for set-up, 30 minutes for the event and 15 minutes for tear down. The press conference room will have a standard room set and exhibitors may not make ANY alterations to the existing set.

Tuesday, January 7, 2014 – Opening Day

Press conferences or events may be held with written notification before, during or after show hours, with the exception of the opening CES Keynote timeslot, 8:30-10 a.m. on Tuesday, January 7. Events held on the show floor before or after show hours require advanced security forms and hired security guards. Please contact Krista Silano at 703-907-4331 or ksilano@CE.org for more information.

Wednesday, January 8, 2014 – Day Two

Press conferences or events may be held with written notification before, during or after show hours. However, events held on the show floor before or after show hours require advanced security forms and hired security guards. Please contact Krista Silano at 703-907-4331 or ksilano@CE.org for more information.

How do I request a press conference room?

Fill out the Press Conference Reservation Request Form, found on page 27 of this Exhibitor PR Kit and send to Krista Silano at ksilano@CE.org or 703-907-8112 (fax) by **December 20, 2013**. CES will contact you within three business days to finalize arrangements.

How Long Can I Reserve a Room For?

Rooms may be reserved in two-hour increments and only one reservation per exhibitor is allowed. Time limits are strictly enforced. If you are planning a large event with complicated staging, lighting or A/V work that might exceed the two-hour limit, consider purchasing a meeting room. Contact your CES sales representative for meeting room availability.

Is there a charge for press conference rooms?

No. The rooms reserved for press conferences are provided free of charge (up to the two hour time limit), but exhibitors will have to pay for any additional A/V equipment or furniture not included in the standard room-set, as well as any desired catering.

What does the room typically include?

Exhibitors can choose between two different press conference room packages (based on availability) at both The Venetian and LVCC during the 2014 CES:

Basic Package

- Theater-style seating for 50-200 people (dependent on room availability)
- Three (3) draped tables
- Two (2) easels for signage
- One (1) stage riser
- One (1) podium
- One (1) podium mic
- 1,000 watts of electricity
- One (1) CES Exhibitor Press Conference 22" X 28" directional sign
- Event promotion on CESweb.org
- Access to the pre-registered media list 30 days prior to its general exhibitor launch

A/V Package

- Theater-style seating for 50-200 people (dependent on room availability)
- Three (3) draped tables
- Two (2) easels for signage
- One (1) stage riser
- One (1) podium
- One (1) podium mic
- 1,000 watts of electricity
- One (1) CES Exhibitor Press Conference 22" X 28" directional sign
- 6' X 8' screen
- One (1) projector
- One (1) skirted safe lock projector stand
- One (1) audio package including: four (4) powered speakers, stand, mixer, processing rack and cabling
- Event promotion on CESweb.org
- Access to the pre-registered media list 30 days prior to its general exhibitor launch

Is signage for the press event provided?

CES will provide one generic (22" x 28" or larger) sign outside your room that reads "CES Exhibitor Press Conference" and two easels. For custom signage at any venue, contact Freeman at 702-579-1539 or sarah.aivaz@freemanco.com.

Why doesn't CES provide a projector and screen in every room?

We have found that no two exhibitor press conferences are the same and each exhibitor has a preference for the type of projector and screen they wish to use. For the 2014 CES, one room at the LVCC and one room at The Venetian will come equipped with a basic projector and screen. These rooms will be available on a first-come, first-served basis. Freeman AV has several different options and it is easy for the exhibitor to order additional AV services directly. Other AV equipment commonly ordered includes wireless and/or lavalier microphones. Contact Freeman AV at 702-352-1457 or jason.tine@freemanco.com.

To order Internet or electrical at The Venetian, contact Specialized Event Services (SES) at 702-733-5070, ses@sandsexpo.com or order the service online at www.sandsexpo.com/Exhibitor-Services/. To order Internet at The LVCC, contact Smart City at 702-943-6CES (6237), servicedesklvcc@smartcity.com or order online at www.smartcitynetworks.com/Order/center.aspx?center=030.

How can I make sure that the press attends my event?

The pre-registered media list is a database of media that have registered and are expected to attend CES. This list will be available beginning December 2, 2013 and you can access it through your exhibitor portal (refer to page 3 for downloading instructions). Use the list to send product information, event invitations and company announcements. This database allows you to identify those journalists that have an interest in your particular product category, including contact information.

How are the press events publicized?

The list of exhibitor press conferences and events is posted on CESweb.org and is distributed in hard copy from the CES press rooms and lounges. As noted above, we also recommend that you pitch your events to target media.



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PRODUCED BY  CEA®

2014 INTERNATIONAL CES® PRESS CONFERENCE DO'S & DON'TS

Do...

- ✓ Submit your 2014 CES press conference request form to PRcontacts@CE.org by **December 20, 2013**
- ✓ Establish clear and precise newsworthy objectives for your event
- ✓ Book the appropriate space in a setting that will enhance delivery
- ✓ Identify and invite targeted media to your event using our pre-registered media list **available December 2, 2013**
- ✓ Promote the event through targeted press releases, calls and pitches
- ✓ Send invitations to your targeted media one month before CES; follow-up two weeks prior to event
- ✓ Have staff on hand to help with registration and seating
- ✓ Notify CEA staff if your event is invitation-only
- ✓ Have a lead retrieval unit or business card collector at the door to see who attends your press conference
- ✓ Distribute product spec sheets and digital press kits
- ✓ Upload brochures, press kits, press releases and other material handouts along with your company logo to the official 2014 Mobile App
- ✓ Allow for Q&A time at the end of your press conference
- ✓ Feel free to invite press to your booth for more information

Don't...

- ✗ **Leak major product announcements or news before your press conference**
- ✗ Start Late
- ✗ End Late
- ✗ **Read** straight from a power point
- ✗ Schedule a press conference if you have **no news**
- ✗ **Eliminate Q&A** with media
- ✗ Hold a conference that lasts **more than** 45 minutes
- ✗ Expect media to attend without **proactive** work on your part
- ✗ Schedule an event that conflicts with any of the **CES Keynotes**

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
Las Vegas, NV 89109
Phone: 703-907-4331
prcontacts@CE.org

Additional Resources through Business Wire

Business Wire offers exhibitors/sponsors and presenters several value added communications and measurement tools to maximize your public relations efforts at the 2014 CES including the following:

[News Release Distribution](#)

Distribute your news and related [PowerPoint/Multimedia](#) via Business Wire and reach key media, analysts, relevant trade media, investors and much more worldwide. In addition, all news releases automatically receive the [NewsTrak](#) measurement and analytics reports.

[Online Press Kit](#)

Create an easily accessible and shareable online press kit which includes its own dedicated wire advisory, social media sharing links, ability to swap files, vanity URL and more starting at \$295. **Special – purchase a 6-file kit for \$495 and you can add an additional 14 files/docs at no charge.**

Social and Online Media Monitoring

[EventTrak](#) - Formulate an effective trade show PR strategy and set up the right meetings with EventTrak, a detailed pre- and post-show intelligence report providing you with media coverage and contact info. **Free with the Business Wire Online Press Kit** or \$150 alone.

[NUVI](#) – Real-time social media monitoring:

The NUVI Social Media Snapshot (\$70) - Allows you to see the most important information about relevant social conversations related to your press releases at a glance. You'll also see how influential the individuals talking about your issues and topics are.

The NUVI Social Media Landscape (\$150) - Provides even more detailed social information, showing not only volume and influence, but sentiment analysis, location and an analysis of the types of conversations around your brand.

FREE 100-word Exhibitor Profile

Business Wire is offering exhibitors distribution of a free 100-word profile. (Email tradeshow@businesswire.com to request the form). The deadline to submit your profile is Wednesday, December 18, 2013.

Profiles are compiled and issued to Business Wire's Trade Show U.S. [National circuit](#), the web, trades and the official [2014 CES Exhibitor News page](#). Profiles will be issued on Friday, January 3, 2014.

Eureka Park Package

New for 2014, Business Wire is offering the online press kit, social media monitoring and more, exclusively to 2014 CES Eureka Park exhibitors. In addition to all the resources listed above Business Wire is providing **EventTrak FREE to Eureka Park exhibitors**.

The Official 2014 CES Mobile App!

More than 70,000 people used the app for the 2013 show and many of those users downloaded exhibitor materials all year long. News and multimedia posted to the official [2014 CES Exhibitor News page](#) (hosted by Business Wire) will also post to the CES Mobile App for free! Don't miss out on this important opportunity!

For more information contact Business Wire at tradeshow@businesswire.com or call +1.310.820.9473 or **You can also [order your services now](#)**.

Launch.it: The official Eureka Park News Publishing Platform

[Launch.it](#) has again partnered with CES to ensure that all Eureka Park exhibitors have access to the most socially optimized, publishing platform to provide company news and announcements with maximum visibility during the show.

This opportunity allows the Eureka Park community to publish their press releases, announcements, brochures, fact sheets and additional news with guaranteed placement in [The Eureka Park News](#) that will be sent out to all attendees, media, investors and related professionals.

Powered by Launch.it's robust engagement tools, you gain **unlimited** access to:

- Social media news release for maximum sociability and engagement
- In-depth analytics (page views, time on page, downloads etc.)
- Wiki-like environment to make updates to your story on the fly
- Media can opt-in to follow your company to get real-time news updates
- An action box to engage readers for investment, media contact, etc.
- Facebook comments for insight and virility
- Rich multi-media, tags and geo-location for enhanced engagement and discoverability
- "Buy it" and "Trial it" buttons to drive users directly to "your" point of purchase
- Customized tweets for precise messaging and branding

Eureka Park exhibitors can purchase access to [Eureka Park News](#) for **only \$100!** This is a one-time purchase that allow you to publish as much news and rich media as you want.

If you have any questions, you can contact Trace Cohen, President of Launch.it, at Trace@launch.it or 516-225-7417.

CES Unveiled

The [CES Unveiled](#) event series offers exhibitors multiple opportunities to meet the press, build buzz and stand out in the months leading up to the show. Whether your company is an innovative startup or an established international brand, CES Unveiled is the ideal opportunity to network with top media from around the world and create the perfect chance to jumpstart your coverage and promote your products. CEA will host five CES Unveiled events in the months leading up to the 2014 CES, including three international events and two domestic events:

[CES Unveiled LONDON](#)

Tuesday, October 1, 2013
OXO2, South Bank
London, United Kingdom

[CES Unveiled PARIS](#)

Thursday, October 3, 2013
8 Valois
Paris, France

[CES Unveiled TEL AVIV](#)

Monday, October 7, 2013
Hilton, Tel Aviv
Tel Aviv, Israel

[CES Unveiled NEW YORK](#)

Monday, November 12, 2013
Metropolitan Pavilion
New York, New York

[CES Unveiled LAS VEGAS: The Official Media Event of the International CES](#)

Sunday, January 5, 2014
Mandalay Bay, Level 3, South Seas Ballroom C
Las Vegas, Nevada

Benefits of Participating

By securing your space at one or all of our international CES Unveiled events you will have the opportunity to network with key international media and analysts, venture capitalists, angel investors, buyers and other industry affiliates through:

- Exclusive demonstrations and networking opportunities
- Extensive pre-event promotion of all event exhibitors and sponsors to CES' international media list

As part of your display, you'll also receive:

- One draped exhibit table
- Two exhibitor passes (six for CES Unveiled LAS VEGAS) and one PR consultant badge to the event
- Sign with exhibitor name and logo
- Access to high-speed internet and electricity

Additional Opportunities

Along with your tabletop exhibit, participants also have the opportunity to sponsor:

Beverage Napkins: The sponsor company's logo and website is placed on all napkins. The sponsor will have the opportunity to review the artwork prior to CES producing the napkin.

Event Details Update Electronic Direct Mail (EDM): Sponsor's 50-word description, logo and website will be included in this EDM which is sent out before the event. The mailing is sent to the entire CES media list.

Gifts: Sponsor has the opportunity to provide attendee's with a gift (500 for New York, 800 for Las Vegas or 150 for international events). Gifts will be distributed to attendees as they enter the event.

Bar Sponsorship: Sponsorship includes signage and logo on all online and printed event materials.

Gift Bags (International only): Sponsor will have the opportunity to provide attendee gift bags branded with their logo and website.

Program Guide Ad in *It Is Innovation(i3)* (Domestic only): Exhibitors have the opportunity to increase brand awareness with a four-color, full-page ad in *i3*.

Contact Information

For additional information, sponsorship opportunities, pricing and to participate, contact **CES Sales** at 703-907-7432 or CESUnveiled@CE.org for domestic events; contact **Tira Baror** at +1-703-907-4324 or tbaror@CE.org for international events.

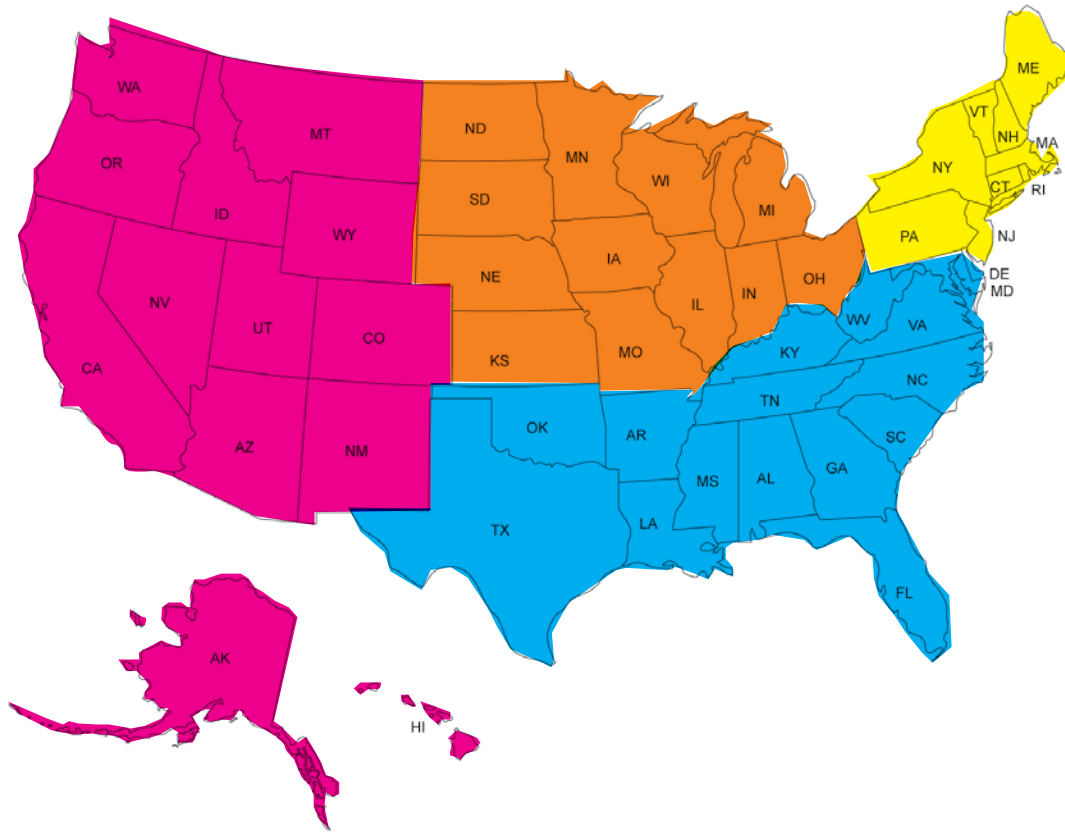
Regional Media Outreach Campaign

Each year, CES publicizes its exhibitors and their products and technologies to the media in their respective geographic regions. Take part in this free program. The regional releases are a great way to get your company's news and intentions for the show publicized in your region's top outlets in the weeks leading up to the 2014 CES. You can submit a short quote (75 words or less) about your company's participation at CES to Krista Silano at ksilano@CE.org. Each release will contain approximately four quotes and inclusion is first-come, first-served. The deadline for inclusion is **November 19, 2013**.

The quote must be from a high-level executive involved with the show and highlight anything new and exciting your company plans to showcase, as well as why you think CES is important to your company's success. When submitting a quote, make sure to **include company name and headquarter location**.

Sample Quote

"We look forward to participating in the 2014 International CES because it offers unparalleled business opportunities and is the very best venue to launch our new products," said John Doe, president and CEO of Exhibitor X, based in location Y. "This year we are showcasing our latest consumer technology product and announcing several key partnerships."

**Northeast:****New England**

Connecticut
Maine
Massachusetts

New Hampshire
Rhode Island
Vermont

Middle Atlantic

New Jersey
New York
Pennsylvania

**Midwest:****East North Central**

Indiana
Illinois
Michigan

Ohio
Wisconsin

West North Central

Iowa
Kansas
Minnesota
Missouri

Nebraska
N. Dakota
S. Dakota

**South:****South Atlantic**

Delaware
D.C.
Florida
Georgia
Maryland

N. Carolina
S. Carolina
Virginia
West Virginia

East South Central

Alabama
Kentucky
Mississippi
Tennessee

West South Central

Arkansas
Louisiana
Oklahoma
Texas

**West:****Mountain**

Arizona
Colorado
Idaho
New Mexico

Montana
Utah
Nevada
Wyoming

Pacific

Alaska
California
Hawaii
Oregon

Washington

30 Second Press Pitch Video Program

Tell the media why they should visit your booth! Submit a 30 second press pitch video about new products you'll be unveiling at the 2014 CES and we will feature your video in the press section of CESweb.org. [The 30 second press pitch videos for the 2013 CES](#) recieved up to 27,000 views. Keep your video brief and newsworthy, with info on exhibit location and new product announcements. Send your YouTube embed code to PRcontacts@CE.org by **November 30, 2013** to be featured.

CES Media Tours

The CES communications team will be making the rounds to visit CES media in select target cities throughout the year to promote the excitement and buzz surrounding the 2014 International CES. For more information on how to be involved and have direct contact with media in your area, **contact Krista Silano at ksilano@CE.org**.

Celebrity Appearance/Special Event

Is your company planning a special concert with a popular chart-topper? How about an autograph session with Hollywood royalty or a product demonstration with a sports legend? If so, let us know! We can assist you with special security arrangements, staging requirements, catering requests or anything else you need to make your event a success. We'll help you publicize it by including details on CESweb.org, in news releases and in the press room. Fill out the Celebrity Appearance/Special Event Promotion Request Form, found on page 28 of this Exhibitor PR Kit, and return to **PRcontacts@CE.org** or fax to 703-907-8112 by **Tuesday, December 31, 2013**.

Many exhibitors that host special events or celebrities choose not to announce their events until closer to the show and we will certainly accommodate those requests. We will also be happy to designate it as strictly invitation-only.

Help Us Help You

Social Media and Guest Blogging

At the 2014 CES, you'll encounter an integrated social media experience! We encourage you to visit, follow, like, view and browse our social media platforms in order to get updates as they happen. We also emphasize the importance of cross-promoting our platforms as part of your social media initiatives up to, during and following the 2014 CES.

CES Social Media Platforms



[CES Twitter- @IntlCES #CES2014 for all CES tweets](#)



[CES Google +- + International CES](#)



[CES Instagram- @IntlCES](#)



[CES Facebook- facebook.com/InternationalCES](#)



[CES LinkedIn- linkedin.com/groups/International-CES-2183410](#)



[CES YouTube- youtube.com/user/cesonthetube](#)



[Digital Dialogue Blog- CE.org/blog](#)

Your Social Media Platforms

Please share with us your social media platforms so that we can identify you as a CES exhibitor in the social space.

Resources

If you have specific announcements that support promoting CES and the industry, we encourage you to reach out to us early to see if there are any opportunities to cross-promote.

Contact

Sean Parker, Director, Digital Media Marketing
703-907-4368
sparker@CE.org

Tina Anthony, Sr. Manager, Social Media
703-907-4321
tanthony@CE.org

Lindsay Bianco, Manager, Digital Media and Blog Coordination
703-907-7797
lbianco@CE.org

Hot Product Submissions

Every year, CEA spokespeople talk to thousands of reporters about the hot products and new trends emerging at the International CES. Introducing your company and new products to us before the show is an excellent way to stand out from the other 20,000 products being launched at the show and to get your product noticed by the media.

Once CES begins, we tour the show floor with our camera crew to highlight top new technologies that our member exhibitors have brought to the show. If you would like to be included in these promotions, especially if you are a smaller to mid-sized company, email pictures and details about your hot new product to hotproducts@CE.org by **Friday, December 20, 2013** (All embargos will be honored).

Digital Answer Man Tour

Every year, CEA's Digital Answer Man, Jim Barry, travels the country visiting national and local media outlets including TV stations, radio news broadcasts, network morning shows, specialized programs and daily newspapers to educate consumers on new products and trends in the technology industry. Barry highlights members' products and discusses top tech news in order to raise consumer interest and awareness, position CEA as a leading source of industry information and drive traffic to retailers.

The CEA National Media Tour, aka the "Digital Answer Man Tour," travels to the International CES and to more than 55 media markets each year, where Barry showcases the latest and greatest products from CEA members. He has appeared on CNN, CNN Headline News, CNBC, Good Morning America, Fox News and countless local news programs across the nation.

Get Involved!

The CEA media tour is ongoing throughout the year. CEA members can add their products to the tour at any time at no charge. View clips and learn more at CE.org/DigitalAnswerMan. To have your new product showcased in the media tour, contact Danielle Cassagnol at 703-907-5253 or dcassagnol@CE.org.

2014 International CES Awards

As you prepare your exhibits for CES, don't forget the prospect of awards. The International CES awards programs bring extra prestige and value to your exhibit, which in turn increases media coverage and recognition.

[CES Innovations Design and Engineering Awards](#)

The CES Innovations Design and Engineering Awards is a competition presented annually, honoring consumer technology manufacturers' and developers' outstanding design and engineering in consumer electronics products. It is sponsored by the Consumer Electronics Association (CEA)®, owner and producer of the International CES®, the world's leading innovation event.

A preeminent panel of independent industrial designers, engineers and members of the trade press judge 29 [entry categories](#) representing current market trends. Honored products are featured in the CES Innovations Design and Engineering Awards Showcase at The Venetian during the 2014 CES, where they receive significant exposure and publicity from an expected 150,000 attendees and more than 5,000 media and industry analysts. Best of Innovations Honorees are also on display at CES during [CES Unveiled LAS VEGAS: The Official Press Event of the International CES](#), on Sunday, January 5, and during the show in the Grand Lobby of the Las Vegas Convention and World Trade Center (LVCC).

Important Dates

Online Entry Process Opens.....	August 12, 2013
Early-Bird Deadline	August 28, 2013
Online Entry Process Ends	September 13, 2013*
Innovations Judging	September 23-October 4, 2013
Entrants Notified	October 14, 2013
Innovations Honorees Announced.....	November 12, 2013**

*September 13 is the final entry deadline. Access to the site will be disabled at 11:59 p.m. (EST) Friday, September 13, 2013.

**Innovations Honorees will be announced at [CES Unveiled NEW YORK](#). If a company does not wish to have their product announced, companies should indicate so on the online entry form or by email before October 25, 2013. The Innovations Awards Team will do its best to delay the product announcement until the opening of International CES. However, we can make no guarantees.

Visit CESweb.org/Innovations for details. Contact Innovations@CE.org with any questions.

Engadget Best of CES Awards

New for 2014! Engadget, the tech news outlet with obsessive coverage of cutting-edge gadgets and consumer electronics, will coordinate, judge and produce the official “Best of CES” award program at the International CES. The Engadget Best of CES Awards are only open to new products that debut at the 2014 CES. The outlet’s senior editors will combine their respective talents and expertise to cast votes for nominees based on level of innovation, quality of design, overall efficiency and market demand. Nominees will be announced on the Engadget stage on day two of the 2014 CES, Wednesday, January 8 and winners will be revealed onstage the following day. In addition to numerous promotional opportunities across Engadget’s networks, winners will receive a custom-designed, 3D-printed trophy on the Engadget stage during the final ceremonies that will be broadcast live on Engadget.com, HuffPost Live and AOL.com.

The International Academy of Web Television Awards

The IAWTV Awards is the official web television industry awards celebration established for digital content creators, by digital content creators and voted on by the organization’s membership comprised of accomplished digital entertainment industry professionals. At the gala event, producers, directors, talent, studios and networks will present awards honoring the best in web video and talent, both in front of the cameras and behind-the-scenes. Visit iawtvawards.org to find out more about the 2014 IAWTV Awards.

The Technology & Engineering Emmy Awards

Launched in 1948, The Technology and Engineering Emmy Awards honor development and innovation in broadcast technology and recognize companies, organizations and individuals for breakthroughs in technology that either represent an extensive improvement on existing methods or are so innovative in nature that they materially have affected the transmission, recording or reception of television. For ticket information, contact tickets@emmyonline.tv or 212-484-9414. For sponsorship information, contact sponsor@emmyonline.tv or 212-484-9414.

More information regarding CES awards programs will be available in the early fall. For the most up-to-date information, including deadlines and new programs, visit CESweb.org/Awards.

Tools to Use

Press Release

- Headline should be informative and grab the reader's attention.
- The dateline should include date and location (Las Vegas, if being released during show).
- Avoid clichés and jargon that people outside the industry will not understand.
- Be concise and use proper grammar.
- Deal with the facts.
- Do not make the release sound like a sales pitch.
- Keep it simple.
- Think and write like a reporter.
- Make sure the piece can stand on its own and does not need further background.
- Bullet points clearly display information.
- Leave white space – Clutter is not good.

FOR IMMEDIATE RELEASE

Contact: Jane Doe
 Company Representative
 Phone: 123-456-7890
 On-Site Phone: 456-789-0123
 jdoe@exhibitor.com
 www.exhibitor.com

COMPANY X INTRODUCES NEW PRODUCT AT 2014 INTERNATIONAL CES®

Las Vegas, Nevada, January XX, 2014 – Company X today introduced new product B that will enhance product Y. Company X, located in CES booth #, is demonstrating the product and its expanded current line throughout the 2014 International CES®.

- Start with the news and get to specifics further down.
- The first two sentences are the most important. Be sure to add in your CES booth number.
- Make sure to include who, what, when, where, how and why.

The second paragraph can continue to describe the product and/or include a quote about the product or service from a company executive.

- Quotes are helpful.
- Keep them short.

The third paragraph can be used to include unique and/or interesting details about the new product. If appropriate, price and availability can be mentioned in this paragraph.

The last paragraph should always be a description of your company and its capabilities. For example: Company Z, a Virginia-based company, focuses on delivering...

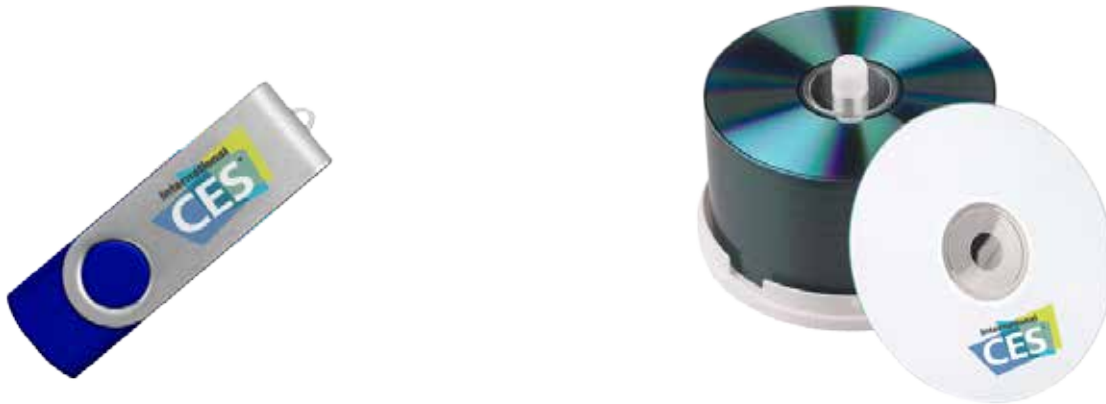
End the release with ### centered at the bottom of the page. If a release continues on to another page, the word "more" should be centered at the end of each page.

Press Kit

Most press kits typically include:

- 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
- Onsite PR contact information

Host your press kit on USBs, CDs or a 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.



Tweet

When writing a Tweet about CES from your company's Twitter account, we encourage the following:

- When writing about CES either tag our handle (@intICES) or use our official hashtag #CES2014
- Use only our official hashtag noted above, #CES can mean many things in both English and other languages, using our official hashtag is the best way to ensure your tweets are seen by those searching for information about the show.



Facebook Post

When writing posts about CES in Facebook on your page and on ours, we encourage the following:

- Writing posts that reflect a continuing positive dialogue with our community.
- Tag our Facebook page in a post about CES (example below shows our page doing this with Samsung)
- Use a picture or video when possible to help further engagement
- Respond to questions and comments that your community has for the post



YouTube Video Post

When publishing a video on CES, we encourage you to:

- Favorite our channel and link to it
- Use specific tags to maximize your search engine optimization both on YouTube and otherwise
- Embed your YouTube videos on tabs on your Facebook page (tagging us in the video), your blog and website for maximum reach and exposure



Guest Blogging

There's a great (and free) way to build excitement for your exhibit before you even get to Vegas. Exhibitors are welcomed, and encouraged, to submit a guest blog post(s) for our official blog: Digital Dialogue. There are many ways to express yourself and company in a blog including words, photos and videos. Your blog post can feature your company, products and services but only in an informative way – no straight sales pitches, please! So if you would like to share your knowledge and passion for technology and let our readers know what you will be demonstrating at the 2014 CES, please note:

- We are writing for a business-to-business audience, which includes CEA members, journalists, policy makers, etc. The issues we write about should be of relevance to professionals. This can range from emerging trends in the marketplace to innovative ways retailers are designing their stores.
- You can use a personal tone that is casual but keep in mind we are writing for business professionals with an interest in and passion for the CE industry.
- Short is good – aim for no more than 4-5 paragraphs (approx. word count: 350-600 words)
- Don't feel like you have to write your guest blog post. We can also promote videos, infographics and other engaging and fun pieces of content. There are a number of options and we can work together to discuss ways to tell your story using the best medium.

Blog Post

This blog post is written in a conversational and journalistic tone of voice that expresses an educational message about an experience for our audience. Note that the posts are filled with visually representative photos from the experience pulling the reader through the copy.

The Big Data Behind a Big Keynote

BY: 08 JANUARY 2013

By PJ Jacobowitz, Qualcomm

Are you born mobile?

Qualcomm CEO Paul Jacobs is, and he plans to explain why when he kicks off the 2013 International CES Monday. He'll give the preshow keynote at 6:30 p.m. PT. You can watch the speech in the Venetian Ballroom, or by livestream at qualcomm.com/ces.

But calling a CES keynote a "speech" is a bit like calling the Super Bowl a casual football game.

The Qualcomm keynote will feature a big announcement, a famous band, a host of famous guests – and an amazing amount of technology (including a terabyte of data). Here's a look at what it takes to make a splash at one of the world's biggest tech trade shows:

Giant Screens

The main screen used for CES keynotes will be 50-feet wide. That's about as big as the screen in a movie theater. To fill it, you need huge graphics: 3,500 x 1,050 pixels.

On either side of the main screen, there will be two smaller screens. Each is 18-feet wide. The side



Social Sharing

In addition, the blog has prioritized the social media share buttons below, such as Twitter, Facebook, LinkedIn, Google+



Search Engine Optimization

Using specific key meta tags and meta phrases that are specifically relevant to the content, you can ensure your messages get picked up by search engines and on people's news readers such as Google, etc. (ie. Mom Bloggers, Mother, Tech Moms)

What to Keep in Mind

Publicity Tips

More than 5,000 media are expected to attend the 2014 International 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 2014 CES booth 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 reach 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) Directory Listing** - [Update your online directory listing](#) 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. CESTV 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 2014 International CES. Local newspapers will be interested in your upcoming announcements. For maximum coverage, participate in our Regional Media Outreach Campaign (details on pg.11).
- 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 at 401-849-9300 or ltardif@CE.org 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! (details on pg. 13)
- 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. Email hotproducts@CE.org.

Exhibitor Attire

CES Show Management reserves the right to make determinations on appropriate exhibitor/presenter attire. If for any reason an exhibit and/or its contents are deemed objectionable by Show Management, the exhibitor may be asked to alter the attire of its employees, booth staff and/or models. If necessary, the exhibitor may be asked to remove the individual(s) in question at the exhibitor's sole expense. Exhibitors with questions about compliance with these guidelines should consult with Show Management in advance of the show.

Important Deadlines

Ongoing

- Enter your PR contacts directly into your [Exhibitor Profile](#)
- Complete your entire official 2014 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 2013

August 12

- [2014 CES Innovations Awards](#) online entry process opens

August 28

- Early-bird deadline for 2014 CES Innovations Awards

September 2013

September 13

- 2014 CES Innovations Awards online entry process ends
- CES Unveiled [LONDON](#), [PARIS](#) and [TEL AVIV](#) Exhibitor tabletop reservation deadline

September 27

- Advertising deadline for *i3*'s November/December issue, with bonus distribution at CES Unveiled NEW YORK

October 2013

October 1

- [CES Unveiled LONDON](#)

October 3

- [CES Unveiled PARIS](#)

October 7

- [CES Unveiled TEL AVIV](#)

October 11

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

October 31

- *2014 International CES Preshow Planner* ad and tab sponsorships close
- Deadline for CES Unveiled NEW YORK exhibitor listing for the program guide

November 2013

November 1

- *2014 International CES Preshow Planner* ad and tab materials due

November 2

- CES Unveiled NEW YORK Exhibitor tabletop reservation deadline

November 11

- *2014 International CES Digital Imaging/Photography Preshow Planner* ad and tab sponsorships close

November 12

- [CES Unveiled NEW YORK](#)

November 13

- *2014 International CES Directory* tab ad close

November 14

- *2014 International CES Digital Imaging/Photography Preshow Planner* ad and tab materials due

November 19

- Regional Media Outreach Campaign deadline

November 20

- *2014 International CES Directory* ad close

November 25

- Advertising deadline for *i3*'s Jan/Feb issue, with bonus distribution at the show and exclusive distribution to key VIP areas at CES
- *2014 International CES Directory* tab ad materials due

November 26

- *2014 CES Daily* ad close

November 27

- *2014 International CES Directory* ad materials due
- *2014 International CES Show Guide* ad and tab closes

November 29

- Deadline for CES Unveiled LAS VEGAS exhibitor listing for the program guide
- CE Hall of Fame nomination deadline
- 30 Second Exhibitor Press Pitch videos deadline

December 2013

December 2

- *2014 International CES Show Guide* ad and tab materials due

December 4

- *2014 CES Daily* ad materials due

December 31

- Press Conference Reservation Request Form deadline
- Celebrity Appearance/Special Event Promotion Request Form deadline
- CES Unveiled LAS VEGAS Exhibitor tabletop reservation deadline

January 2014

January 5

- Electronic press kit deadline (all kits must be delivered to the press room)
- [CES Unveiled LAS VEGAS: the official press event of the International CES](#)

Key Contacts

Tara Dunion

Sr. Director, Event Communications
703-907-7419
tdunion@CE.org
CES communications and press relations

Allison Fried

Manager, International Communications
703-907-7603
afried@CE.org
CES Exhibitor public relations activities

Krista Silano

Communications Coordinator, Event PR
703-907-4331
ksilano@CE.org
CES Exhibitor public relations activities

Hot Products

Jim Barry

CEA's Digital Answer Man
Contact: Danielle Cassagnol
dcassagnol@CE.org
703-907-5253

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

Speaking Opportunities

The 2014 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 Speaker Ready Room [management tool](#). Back-up applicants will be notified only in cases where a speaking opportunity is available.

Digital/Social Media Marketing

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***It Is Innovation(i3):* The Official Publication of CEA**

i3 has circulation and distribution like none other. As the official magazine of the Consumer Electronics Association (CEA)®, the owner and producer of the International CES®, *i3* gets exclusive distribution at key meeting places on the show floor. From exhibitor booths to member lounges, to VIP buyers, *i3* boils down the essentials tech players need to know. Your ad in *i3* puts you front and center with top CES attendees wherever they go during the show.

Don't miss out on advertising in our January/February CES edition. More than half (57 percent) of *i3* readers have found out more about an advertiser's product through the advertiser's website after seeing their ad in *i3*, according to an annual reader survey. Advertising in *i3* feeds your bottom line!

Editorial, Cindy Stevens

Sr. Director of Publications
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cstevens@CE.org

Advertising, Dan Cole

Vice President, Sales & Business Development
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dcole@CE.org

The Official CES Daily, produced by TWICE

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Associate Publisher
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Steve Nesbitt
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International CES Preshow Planner, Digital Imaging/Photography Preshow Planner, Show Guide, Maps & Directory**Rick Albuck**

215-238-5215
rickalbuck@napco.com

Eric Schwartz

President, Consumer Technology Publishing Group (CTPG)
215-238-5420
eschwartz@napco.com

EXHIBITOR PR CHECKLIST FOR THE 2014 International CES®

To maximize your company's media exposure at the 2014 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 –
*LONDON Tuesday, October 1, 2013; PARIS Thursday, October 3, 2013;
TEL AVIV Monday, October 7, 2013; NEW YORK Tuesday, November 12, 2013;
LAS VEGAS Sunday, January 5, 2014*
- ☐ Take advantage of the Regional Media Outreach Campaign –
Deadline November 19, 2013
- ☐ Advertise in the January/February issue of *It Is Innovation(i3)*, with bonus distribution at CES – *Deadline November 25, 2013*
- ☐ Create your 30 second exhibitor press pitch video – *Deadline November 29, 2013*
- ☐ Pitch CES media using our pre-registered media list – *Available December 2, 2013*
- ☐ Enter CES Hot Products – *Deadline December 20, 2013*
- ☐ Create your CES exhibitor press kit – Make sure your press kit is delivered to one of the CES press rooms *by January 5, 2014*
- ☐ 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*

On-Site Resources to Note

Sponsorship Opportunities

Put your company name and logo in front of attending media by sponsoring one of the many products and services CES offers the media. Consider sponsoring a press breakfast, lunch, snack or giveaway. For information about CES press sponsorships or to have a package custom designed for your product, contact Tira Baror at 703-907-4324 or tbaror@CE.org; or Liz Tardif at 703-907-7681 or ltardif@CE.org.

On-Site Interview Rooms

Press and exhibitors can hold interviews in designated interview rooms available in all CES press rooms. Interview rooms include a conference table for four to six people, an internet line and power. Request additional services, such as a speaker phone, at least 48 hours in advance; these services will be billed back to the exhibitor/company making the request. The rooms can be reserved for up to two hours at a time by contacting Jamie Lilly at jlilly@CE.org or 703-907-7650. On-site at CES, the rooms can be reserved by stopping by any of the press rooms and speaking with the receptionist.

CES PRESS CONFERENCE RESERVATION REQUEST FORM

**2014 INTERNATIONAL CES
JANUARY 7-10, 2014, LAS VEGAS, NV**

To request a reservation time in one of our free press conference rooms, or to host an event in your booth and have it promoted via our official Exhibitor Press Events Schedule, please complete this form and e-mail back to **PRcontacts@CE.org** or fax to **703-907-8112** by **Tuesday, December 20, 2013**.

1. Exhibitor Information

Name of exhibiting company as it appears in the CES Directory: _____

PR Contact Name: _____ **Title:** _____

Street Address: _____

City, State, Country: _____ **Zip:** _____

Telephone: (____) _____ **Fax:** (____) _____

E-mail Address: _____

2. Event Location – Please Check One

We will try to accommodate your preference, but all requests are for guidance and are not guaranteed. Final reservations will be based on space availability. Eligible exhibitor requests will be handled upon receipt of this request form, on a first-come, first-served, space-available basis.

☐ **CES Press Day Power Session Room at Mandalay Bay – Monday, January 6, 2014 Press Day -**

Complimentary one hour Press Day room reservation in South Seas Ballroom J (2,418 sq.ft.) This option is ideal for companies looking to break their news quickly and directly to Press Day media. Exhibitors will be given 15 minutes for set-up, 30 minutes for the event and 15 minutes for tear down. No changes to existing room set will be permitted.

Please rank order your top three choices:

_____ **8:30 a.m. start** _____ **11:30 a.m. start** _____ **2:30 p.m. start**

_____ **9:30 a.m. start** _____ **12:30 p.m. start** _____ **3:30 p.m. start**

_____ **10:30 a.m. start** _____ **1:30 p.m. start** _____ **4:30 p.m. start**

☐ **CES Press Conference Room at the Venetian**

☐ **Tuesday, January 7, 2014** *Complimentary two hour reservation in a Marcello ballroom (1,200 sq.ft.)*

☐ **Wednesday, January 8, 2014** *Complimentary two hour reservation in a Marcello ballroom (1,200 sq.ft.)*

☐ **CES Press Conference Room at the LVCC**

☐ **Tuesday, January 7, 2014** *Complimentary two hour reservation in LVCC South Hall Connector room (check preferred room): Either S227 A or S227 B (approx. 1,100 sq.ft.) _____ or S228 (2,792 sq.ft.) _____*

☐ **Wednesday, January 8, 2014** *Complimentary two hour reservation in LVCC South Hall Connector room (check preferred room): Either S227 A or S227 B (approx. 1,100 sq.ft.) _____ or S228 (2,792 sq.ft.) _____*

SPECIAL NOTE: ROOMS S227A/B ARE NOT SOUND PROOF. CES COMMUNICATIONS WILL MAKE EVERY EFFORT TO SCHEDULE USE OF THESE TWO ROOMS ACCORDINGLY. EXHIBITORS USING SIDES A AND B SIMULTANEOUSLY MAY HEAR THINGS LIKE VOICES, AUDIO, REHEARSALS, FURNITURE MOVEMENT AND LABOR. CONTACT KRISTA SILANO WITH QUESTIONS OR CONCERNS.

☐ **Exhibitor booth or meeting room** Facility Location _____ Booth/Room Number _____

☐ **Other CES location** Facility Location _____ Room Name/Number _____

3. Time Requested – Reservation will begin ½ hour before and end ½ hour after your requested time

1st choice preferred start time _____ **1st choice preferred end time** _____

2nd choice preferred start time _____ **2nd choice preferred end time** _____

3rd choice preferred start time _____ **3rd choice preferred end time** _____

4. Press Event Listing - All press events are listed on the CES Exhibitor Press Events Schedule unless otherwise requested. Please check one of the following:

_____ **Please list my event** _____ **Please list my event as invitation only**

CES staff will accept or decline your reservation within 72 hours of receipt and will contact you to make further arrangements. You will receive detailed information regarding vendor contacts in a following Press Conference Agreement Form. If you have any additional questions, please contact e-mail **prcontacts@CE.org**.



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

CELEBRITY APPEARANCE/SPECIAL EVENT PROMOTION REQUEST FORM

Please return this form by either **FAX:** 703-907-8112 or **EMAIL:** PRcontacts@CE.org by
Tuesday, December 31, 2013

EXHIBITOR INFORMATION

Please print or type clearly

Exhibitor Company Name (as listed in the Show Directory)

(We must have a company contact)

Exhibitor PR Contact Name

First Name

Last Name

Exhibitor PR Contact Title

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

SPECIAL EVENT INFORMATION

Please print or type clearly

Type of Event ☐ MEDIA RECEPTION ☐ CELEBRITY AUTOGRAPH SESSION ☐ OTHER (please specify)

Name of Celebrity

Time and Location

Celebrity Publicist/Manager or Event Contact Name

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

Is your event invitation only?

☐ YES

☐ NO

Additional Information