



Mommy Tech
Cool, Calm and Connected

Summit and Exhibit



What:

Mommy Tech Summit,
a conference plus four
days of exhibition

Where:

2010 International CES
in Las Vegas

When:

Exhibit: Jan 6-9, 2011
Conference: Jan 6, 2011



Mommy Tech is a focused lifestyle exhibition and conference embedded within the 2011 International CES®. This premiere event will focus exclusively on the newest innovations and tools of the trade, and spotlight key trends impacting the \$90 billion dollar Mommy market.

This conference and expo will both promote and enlighten product creators, manufacturers, distributors and service providers to the opportunities, partnerships, business models, distribution channels, and standards guidance that reach and influence Mommy spending habits and preferences.

Some of the factors driving the growth in the burgeoning Mommy Market are:

- Moms are the major decision-makers for family electronics—everything from electronic bottle warmers and teched-out strollers, to in-car entertainment systems and smart household appliances
- Women spent \$90 billion on gadgets and influenced 61% of all consumer electronics purchases in 2007
- \$1.2 billion will be spent this Mother's Day on consumer electronics like digital cameras, digital photo frames and video cameras

Empowering moms with technology that helps them juggle priorities, stay connected with their own families and other moms, and savor their multiple roles in life, is the central theme of this exciting new event.

The Mommy Tech Summit will take an in-depth look at the newest products and ideas for the burgeoning mommy market. This one-day conference will bring together industry speakers and thought leaders to provide the latest statistics and trends for consumer electronics and lifestyle products geared for moms and their young families.

The Mommy Tech Expo will be located in the front of the North Hall at the Las Vegas Convention Center—one of the most sought after exhibit locations throughout all of CES in terms of traffic and press visibility. Mommy Tech will be adjacent to other lifestyle TechZones including Kids@Play, the Silvers Summit, the Digital Health Summit, and the Higher Education Tech Summit.

Together, this energetic expo area will attract tens of thousands of attendees who are looking for solutions and products targeted at specific lifestyle markets—making this a must-see attraction at the 2011 CES.

For more information, contact: summitinfo@mommytechsummit.com or call 800-553-2399
www.MommyTechSummit.com • [Twitter/MommyTechCES](https://twitter.com/MommyTechCES)

The Mommy Tech Summit and Exhibition is presented by Living in digital Times, producers of the Kids@Play Summit, the Silvers Summit, the Digital Health Summit and the Higher Ed Tech Summit and Exhibition at the 2011 Consumer Electronics Show.



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Sponsorship Opportunities

Mommy Tech Summit Basic: \$7,500

- Turnkey Pod exhibit package
- Two complimentary passes to the WRAP Party
- Official listing in the CES print and online directories and all Mommy Tech Summit exhibitor and conference materials
- Company logo/link on the Mommy Tech Summit website
- Mommy Tech Summit press, marketing, and public relations outreach

Mommy Tech Summit Plus: \$10,000

- 10ft x 10ft exhibit space
- Four complimentary passes to the WRAP Party
- Official listing in the CES print and online directories and all Mommy Tech Summit exhibitor and conference materials
- Company logo/link on the Mommy Tech Summit website
- Mommy Tech Summit press, marketing, and public relations outreach

Mommy Tech Summit Silver Sponsor: \$12,000

- 10ft x 20ft exhibit space
- Six complimentary passes to the WRAP Party
- Opportunity to participate in swag bag
- Half-page B/W ad in Mommy Tech program book
- Content on website: interview with your management or a blog entry
- Official listing in the CES print and online directories and all Mommy Tech Summit exhibitor and conference materials
- Company logo/link on the Mommy Tech Summit website
- Opportunity to participate at the Mommy Tech Summit Press Conference
- Opportunity to hang a 4ft tall x 5ft wide banner at Mommy Tech Summit (banner provided by exhibitor)



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Sponsorship Opportunities

Mommy Tech Summit Gold Sponsor: \$24,000

- 20ft x 20ft exhibit space
- Eight complimentary passes to WRAP Party
- Opportunity to participate in swag bag
- Full-page color ad in Mommy Tech Summit program book
- Thank you mention at the breakfast
- Shared access to 10ft x 10ft meeting room in exhibit area
- Official listing in the CES print and online directories and all Mommy Tech Summit exhibitor and conference materials
- Company logo/link on the Mommy Tech Summit website
- Opportunity to participate at the Mommy Tech Summit Press Conference
- Opportunity to be on panel at the Mommy Tech Summit Conference
- Opportunity to hang a 8ft tall x 10ft wide banner at Mommy Tech Summit (banner provided by exhibitor)

Mommy Tech Summit Platinum Sponsor: \$36,000

- 30ft x 30ft exhibit space
- Ten complimentary passes to the WRAP Party
- Opportunity to participate in swag bag
- Full-page Color ad in Mommy Tech Summit program book
- Thank you mention at opening of conference
- Shared access to 10ft x 10ft meeting room
- Official listing in the CES print and online directories and all Mommy Tech Summit exhibitor and Conference materials
- Company logo/link on the Mommy Tech Summit website
- Opportunity to speak at the Conference
- Opportunity to participate at the Mommy Tech Summit Press Conference
- Opportunity to hang a 8ft tall x 10ft wide banner at Mommy Tech Summit (banner provided by exhibitor)



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