

# TAKE YOUR PLACE ON THE WORLD STAGE

## 2013 International CES®

## Attendee Electronic Direct Mail (EDM) Opportunities

### OPTION 1: Attendee Newsletter Sponsorships

For the International CES, we communicate with our attendees on a regular basis through our attendee newsletter, *CES Up to the Minute*. The newsletter will be sent bi-weekly late July – December and more frequently as we approach the 2013 International CES.

Each issue of *CES Up to the Minute* will reach more than 200,000 readers, including 2013 CES pre-registrants, 2012 CES verified attendees, loyal CES customers, prospects and more.

### Marketing Investment:

CES Exhibitors: \$5,000 for one email sponsorship; \$8,000 for two.

### Specs:

50 word description, logo and URL. Sponsor may also submit as jpeg.

Specs: 120 by 60 max



### Schedule Options:

#	ISSUE DROP DATE	CONTENT DUE DATE
6	Wednesday, September 19	Thursday, September 6
9	Wednesday, October 31	Thursday, October 18
10	Wednesday, November 14	Thursday, November 1
11	Wednesday, November 28	Thursday, November 15
13	Wednesday, December 19	Thursday, December 6
15	Sunday, January 6	Monday, December 17
16	Monday, January 7	Monday, December 17
17	Tuesday, January 8	Monday, December 17
18	Wednesday, January 9	Monday, December 17
19	Thursday, January 10	Monday, December 17

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## **OPTION 2: Dedicated HTML EDM Blasts**

You may also communicate with our CES attendees through full, dedicated HTML EDM blasts. These blasts will be created entirely by the partner, and will be sent out directly by CES on behalf of the partner. Dedicated EDM blasts can be purchased whole, or split between two or more exhibitors.

Each dedicated EDM blast will reach more than 200,000 readers, including 2013 CES pre-registrants, 2012 CES verified attendees, loyal CES customers, prospects and more.

## **Marketing Investment:**

CES Exhibitors: \$15,000

## **Specs:**

Final, coded HTML file with all images housed on partner's server\*

*(\*All images contained in the HTML must be housed on partner's server. CES is unable to house any files on our server due to liability reasons.)*

## **Terms and Conditions:**

- The EDM opportunity is reserved for the purchasing exhibitor, and may not be sold, given to or promote any other party for any reason.
- The content within the EDM must relate to purchasing exhibitor's presence at the 2013 International CES and is limited to promotion of the purchasing exhibiting company and/or their brands/products which will be present at CES.
- All EDM blasts must contain the CES logo (no smaller than 1 inch x 1 inch), show dates (Tuesday, January 8-Friday, January 11, 2013) and a link to our website (CESweb.org)
- EDM blasts must not promote any outside events, displays or trade shows, except for those which have been contracted through or in conjunction with the 2013 International CES® and the Consumer Electronics Association (CEA)®.
- Exhibitors must include their own list remove option/information the bottom of dedicated EDM
- CES will also add our own list remove to the bottom of all dedicated EDM blasts.

## **Schedule Options:**

#	DROP DATE	FINAL HTML DUE
1	Monday, July 16	Friday, July 6
2	Monday, August 27	Friday, August 17
3	Monday, September 24	Friday, September 14
4	Monday, October 22	Friday, October 12
5	Monday, November 19	Friday, November 9
6	Monday, December 10	Friday, November 30
7	Thursday, December 27	Friday, December 14
8	Thursday, January 3	Friday, December 21
9	Saturday, January 5	Friday, December 21
10	Monday, January 7	Friday, December 21

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## Editorial Guidelines

To ensure our attendees are receiving the same messaging, below is a list of commonly used CES terms and information. These may be helpful when producing your own promotions, or when speaking with your clients. When referring to CES, please note the following editorial items:

- The show can be listed in any of the following ways:
  - 2013 International CES®
  - International CES®
  - 2013 CES
  - CES
  - **NOT CES 2013 or CES show or Consumer Electronics Show**
- When using the CES logo, it **must not** be smaller than 1 inch x 1 inch. Below is a list of the only available logo options:



- The show dates of the 2013 International CES are January 8-11, 2013.
- The 2013 CES will take a Tuesday-Friday schedule again this year.
- The two official show locations are:
  - Las Vegas Convention Center (LVCC) and the LVH
  - The Venetian (Venetian)
- When referring to booths in the Las Vegas Convention Center, we generally list them as follows:
  - LVCC, North Hall, ((booth #))
  - LVCC, Central Hall, ((booth #))
  - LVCC, CES Central Plaza, ((booth #))
  - LVCC, South Hall 1, Ground Level, ((booth #))
  - LVCC, South Hall 2, Ground Level, ((booth #))
  - LVCC, South Hall 3, Upper Level, ((booth #))
  - LVCC, South Hall 4, Upper Level, ((booth #))
- The International CES is owned and produced by the Consumer Electronics Association (CEA)®