

# 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

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### 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...

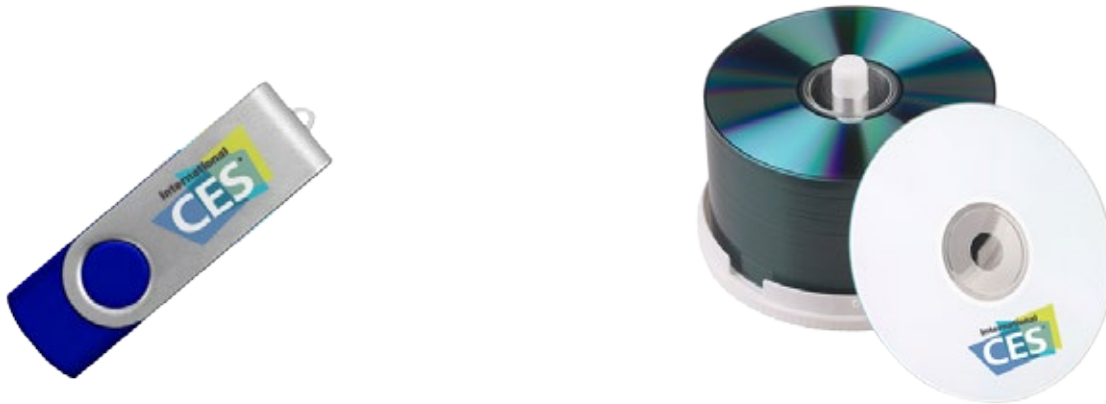
End the release with ### centered at the bottom of the page. If a release continues on to another page, the word “more” should be centered at the end of each page.

## 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](http://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)