

# 2015 INTERNATIONAL CES<sup>®</sup> EXHIBITOR OVERVIEW



January 6-9, 2015 | Las Vegas, NV  
[CESweb.org](http://CESweb.org)



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA<sup>®</sup>

# THE TRENDS SHAPING YOUR SUCCESS ARE SHAPING CES.

As our industry continues to grow, evolve and inspire, so do your opportunities at the International CES® (International Consumer Electronics Show®). For 2015, we're creating two unique exhibit experiences—CES Tech East and CES Tech West. Together they'll tell the story of consumer technology, highlighting the indispensable core of the industry and bringing to light the game-changing innovations.

Enclosed you will find detailed opportunities to participate in the 2015 International CES—from traditional booth space, to branding power and non-traditional showcases. Discover the flexibility of CES and the power it has to boost your bottom line.

The strength of the International CES comes not just from the exhibitors, but the association behind it. The Consumer Electronics Association (CEA)®, owner and producer of the International CES, boasts a membership of more than 2,000 companies of all sizes, spanning the full spectrum of the consumer technology industry. Appreciating the support from the industry, CEA is pleased to offer a robust benefit package, with amplified incentives for exhibiting members.

Whether you're an industry giant or an adventurous startup, the following pages will be your guide to a world of wonder and invention for 2015.

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2014 International



# BY THE NUMBERS



**2.06 million**

NET SQUARE FEET OF EXHIBIT SPACE



**40,828** INTERNATIONAL ATTENDEES

**6,575** MEDIA

**2,670** FINANCIAL PROFESSIONALS

**3,673** EXHIBITORS



**140+**  
COUNTRIES



**20,000+**

NEW PRODUCT ANNOUNCEMENTS

**15** STATE ELECTED OFFICIALS

**8** OF THE TOP FEDERAL GOVERNMENT AGENCIES

**5** FEDERAL COMMUNICATIONS COMMISSION OFFICIALS

**3** MEMBERS OF THE U.S. SENATE AND HOUSE OF REPRESENTATIVES



Figures based on Audit numbers of the 2014 International CES®, as of May 1, 2014.



THE GLOBAL STAGE FOR INNOVATION

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# THE 2015 INTERNATIONAL CES®

With more than four decades of success, the International CES reaches across global markets, connects the industry and enables consumer technology to grow and thrive. CES is where innovation does business.

Every year CES attracts attendees from around the globe ready to do business. They're senior-level executives, key decision-makers and all looking to develop new business partnerships.

\*An astounding 82 percent of the Fortune 100 companies attend CES. Many of the top 100 CE retailers, as well as federal and state regulatory officials also flock to CES for their innovation immersion. Furthermore, 6,575 media from around the world are also found in attendance. Discover more attendee demographics and profiles within the 2014 International CES Audit Report.

*\*Information and figures based on the 2014 International CES Audit Report. The report is conducted by VERIS, a third party consulting auditor, and verified according to IAEE standards at the conclusion of each show. These standards are the most stringent and comprehensive for tradeshow and event auditing; the IAEE seal assures the attendee data reported has been fully vetted and verified. The audit provides real numbers for all the categories that count: who attended and their decision-making power, broken down by industry, sector and market. Information on the media, government representatives and international delegations is also included.*





GAMING  
SHOWCASE

FitnessTech  
SHAPING THE FUTURE

# EXHIBIT OPPORTUNITIES

Whatever your marketing strategy dictates, the International CES has options and flexibility to meet your needs. From traditional booth space to meeting rooms, suites or outdoor showcases, a solution can easily be created to suit your needs and style.

You'll find these opportunities within each hall of the new CES Tech East and Tech West. This new layout promises to make it easier for attendees to navigate and offers more room to showcase your innovations, deliver inspiring experiences and hold important meetings. In other words, everything you've been asking for.

## TECH EAST

**Las Vegas Convention and World Trade Center (LVCC), the Las Vegas Hotel & Casino (LVH) and the Renaissance Hotel**

Tech East is where innovations in audio, automotive electronics, video and wireless devices and services, digital imaging/photography or anything "i," comes to market. A convenient transportation system will connect Tech East and Tech West and run continually throughout the show. Like the sun, opportunity is sure to rise in the new Tech East.

## TECH WEST

**Sands Expo (Sands), The Venetian, Wynn Las Vegas and Encore at Wynn (Wynn/Encore)**

Tech West will be a magnet for buyers, distributors, press, industry analysts and key decision-makers. Featuring the innovative power behind tomorrow's industry, Tech West

encompasses revolutions in fitness and health, the Internet of things, sensors and other high-growth technologies changing the way we live, work and play. Tech West will serve the titans of tech, promising startups and everything in between. The West has long been about innovative thinking and new opportunities. You'll find both in our Tech West.

## ARIA - home to the all-new C Space

C Space is the official CES destination for creative communicators, brand professionals and digital advertisers.



SPACE

In partnership with the Association of National Advertisers (ANA), attendees will experience tailored conference programming, custom exhibits, exclusive receptions, after-hour events and networking opportunities. Contact us to learn more and get involved.

## OPEN EXHIBIT SPACE

Traditional exhibit space is available throughout Tech East and Tech West. Discover the options for footprints and configurations including custom booth designs, and a low-cost turnkey (finished) booth packages.

Each location is divided into product categories to ensure no company is overlooked. Your exhibit's location will be determined by the product category your technology represents.



## MARKETPLACES

Looking for more of a community setting? Participate in one of 20 CES Marketplaces (formerly TechZones)—themed areas featuring hot products, technologies, solutions and more. Opt to work with your team to create a custom booth design or select a turnkey package, offered by CES. As an exhibitor in one of our Marketplaces, you'll receive all the benefits as a traditional booth space exhibitor, as well as amplified marketing to attendees and media through promotions of the Marketplace.

## OUTDOOR EXHIBIT SPACE

Complement your standard exhibit space or create a unique footprint front and center at Tech East. Be as imaginative and innovative in this space as you are with your product—exhibit in the open air or use a canopy, tented or dome structure; build a stage, bring a car, host a happy hour. Whatever fits for you. This space is ideal for exhibitors looking to strengthen their experiential marketing.

## MEETING PLACE

Need more space than your booth provides? Want to be part of CES, but a traditional booth isn't what you're looking for? Located in both Tech East and Tech West, Meeting Place provides a convenient, fully furnished location for exhibitors to meet with clients and potential business partners in a private setting with reduced ambient noise from the bustling

show floor. These modular meeting rooms are located adjacent to the show floor, keeping you close to the action but providing you with a more secluded locale to conduct meetings or set up a controlled product display.

## MEETING ROOMS

If private space off the show floor suits your needs more, invest in one of the many meeting rooms available within Tech East and Tech West. Various sizes are available to be transformed into an environment that is most conducive to your meetings or demonstrations. Located off the show floor, you'll control traffic flow and access as you see fit and still receive the benefits of a traditional booth space exhibitor.

## BALLROOM SPACE

Want more grandeur? Reserve upscale ballroom space within Tech West at The Venetian. Also ready to be transformed into a meeting space or demonstration area, these destinations can even host private events with a unique showroom or lounge setup. Options are available in a variety of sizes and configurations.

## SUITES

A great complement to any exhibit space, or a more upscale private meeting room option, suites are available at The Venetian, LVH, Renaissance and Wynn/Encore. Receiving the same benefits as traditional booth space exhibitors, suites can also be customized for your needs.



We revel in the flexibility of our exhibit space options and as an official CES exhibitor, you'll receive the power and support of the international CES and CEA brands, regardless of the shape, size or form you take on-site.

# BRANDING OPPORTUNITIES

CES delivers more distribution channels than any other industry event. Keep your brand in front of our powerful audience through sponsorships and promotional opportunities. From an array of advertising, event and award sponsorships, speaking opportunities and more, CES makes it easy for you to build your brand beyond the booth. If you have ideas for something special, call us and we'll help make it happen.

We even supply you with a host of complimentary opportunities, regardless of your shape, size and location.

## **SPONSORSHIPS**

Your name and logo side by side with our name and logo – sounds powerful right? Choose from a variety of on-site attendee materials: official show bags, email stations, the CES app, floorplan and product locator kiosks – or one of the many significant industry events and programs taking place during CES. Whether it's the Leaders in Technology Dinner, International Reception, Executive Club, Entertainment Matters or Brand Matters programs, we're more than willing to share the spotlight and branding influence our names hold.

## **DIRECT MAIL AND ONLINE ADVERTISING**

More than four million impressions of electronic direct mail to more than 200,000 unique readers keep International CES attendees up-to-date. Reach CES' community through sponsor spotlights in the *CES Now* Attendee

Newsletter, dedicated email blasts and attendee postal mailing list rentals.

## **ONLINE DIRECTORY SPONSORSHIPS**

The online exhibitor directory is the best way for you to stay connected with CES attendees year round. This interactive resource is referenced throughout the year to connect attendees to your products and services before, during and long after CES. It turns your listing into a virtual showroom, generates leads and drives traffic to your exhibit on-site. A variety of packages are available to help you boost your bottom line and connect you to the movers and shakers you need.

## **ON-SITE ADVERTISING**

With the all-new CES Tech East and Tech West, there's more opportunity than ever before to have your company's name, brand and products seen first. Choose any of our front-and-center opportunities to have your brand featured on one or many of our exterior and interior banners; shuttle bus exterior and interior wraps, covers and banners; outdoor promotional space for any custom designs, cars or experiences. Want your product or service to be put to work? Become an official equipment sponsor.



## PRINT ADVERTISING

International CES partners with the leading trade publications to produce and deliver ground breaking ideas and insightful editorial content all year round, especially during the CE industry's most important event. Reach tech-savvy industry motivators when you promote your brand and your presence at the 2015 International CES within any of these official publications distributed on-site.

- *It Is Innovation (i3)*, the official publication of CEA, owner and producer of CES
- *International CES Preshow Planner*, published in partnership by Consumer Technology Publishing Group (CTPG)
- *International CES Show Directory*, published in partnership by CTPG
- *International CES Show Guide*, published in partnership by CTPG
- Official CES Show Maps
- *International CES Daily*, produced by *TWICE*
- *Entertainment Matters E-dailies*, produced by *Variety*

## COMPLIMENTARY BRANDING OPPORTUNITIES

Whether you invest in additional branding opportunities or not the International CES is committed to providing all of our exhibitors with a range of free benefits to build awareness of your company, brand and products to our attendees. From speaking opportunities to comped registration for your key accounts, you're sure to find at least one opportunity that will amplify your exhibiting experience.



# MEDIA OPPORTUNITIES

Eighty-five percent of CES exhibitors cite media coverage as one of the most important reasons for attending the show. Besides connecting with the right attendee, it's easy to see why public relations (PR) is often the highest priority for exhibitors at the International CES. With more than 5,000 media in attendance, we'll get you covered.



## Unveiled

In 2014, the CES Unveiled events will span across four continents with three international locations: Shanghai, China; Warsaw, Poland and Paris, France. Get your product in front of key media, analysts and other industry professionals including venture capitalists, angel investors and buyers at these booming tech hotspots. Discounts are available for companies who participate in multiple events.

### **CES Unveiled New York**

This annual showcase and networking event draws dozens of exhibitors and more than 400 media and attendees to provide a sneak peek at the year's most innovative products and technologies just two months before the International CES. During the opening CES press conference, the 2015 CES Innovation Awards Best of Innovation Honorees are announced and the much-anticipated CEA

annual sales and hot tech trends forecast is delivered along with breaking CES news.

### **CES Unveiled Las Vegas**

This annual networking event will also feature the 2015 CES Best of Innovation Honorees. Whether you're an innovative startup or an established brand, prompt your media coverage and mingle with over 1,200 media from around the world. A tabletop exhibit is your chance to get critical press attention before the competition arrives in Las Vegas.

### **Promotional Media Opportunities**

Just as you're able to put your name, branding, products and services in front of CES attendees, we offer the same opportunity for the media. Get the coverage you want by the media that matters most. Opportunities range from equipment, bags, gifts, food and more.

### **Complimentary Media Opportunities**

Just as we support you with outreach to our attendees, we also provide benefits to connect with the media, for free. We produce a series of preshow press releases announcing the latest and greatest enhancements to the show and news from our exhibitors; provide press conference rooms to make major company announcements or demonstrate your products and services; paperless press kit distribution within our press rooms; pre-registered media list and even a PR kit to help you plan and promote your CES experience.



#### COVERAGE FROM THE HEADLINERS

The International CES attracts the top media outlets from around the world. No matter your size, shape or location using any of these opportunities will get you noticed. Past media outlets in attendance include:

- ABC News
- Associated Press
- BBC
- CBS Interactive
- CNET
- CNN.com
- Consumer Reports
- Engadget
- *Financial Times*
- Forbes
- Fox News
- Gizmodo
- *Los Angeles Times*
- *Newsweek*
- MSNBC.com
- NPR
- *PC World*
- *PC Magazine*
- *Popular Mechanics*
- Reuters
- *San Francisco Chronicle*
- *The Guardian*
- *The Verge*
- *The Wall Street Journal*
- *TWICE*
- *USA Today*
- *Variety*
- *Wired*

#### We're Social, too.

The 2014 International CES gained worldwide attention and elite trending power before the show doors opened! Posts using #CES2014 were included in over 250,000 mentions and seen by 40 percent of the world's population—a reach of 2.8 billion.

**Join the conversation this year,  
or follow along with #CES2015.**



# INNOVATION AWARDS



The CES Innovation Awards give consumer technology manufacturers and developers an opportunity to have their newest products judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade press. It's the place to see, touch, feel and understand the future of consumer technology. There are 29 award categories in which products can be entered.



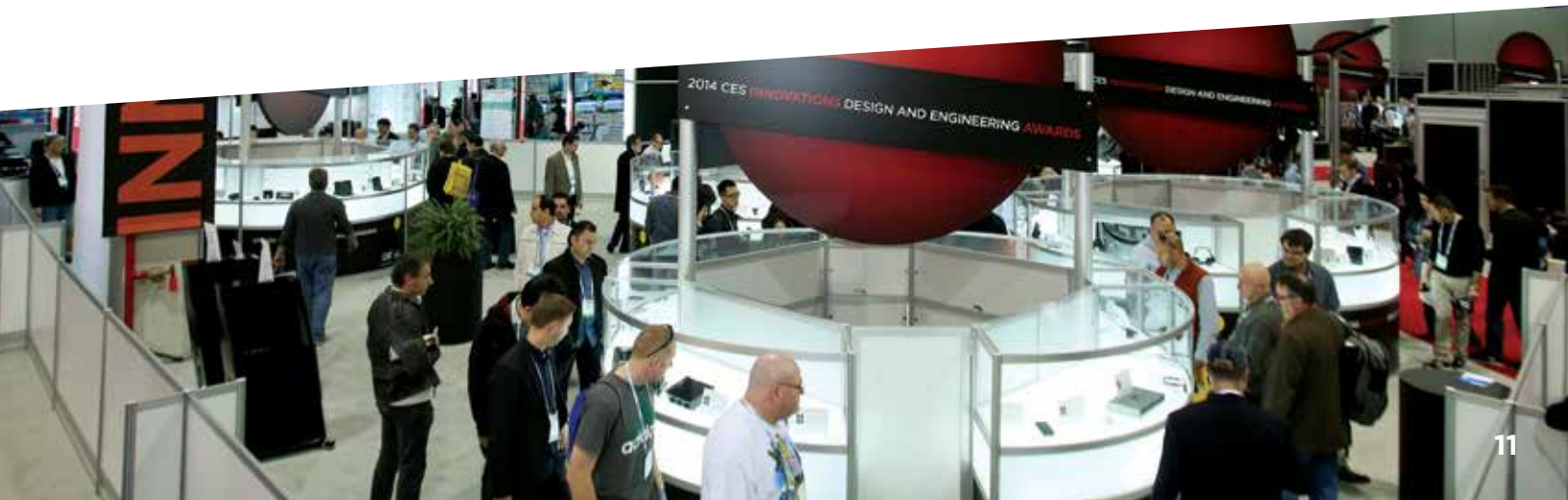
The Best of Innovation designation is awarded to products with the highest judges' scores in each category. CES Innovation Awards entries are judged on overall engineering qualities related to technical specifications and materials, aesthetics and design qualities, the product's intended use and function, unique features and how the design and innovation of the product compares to others in the marketplace.

In addition to being featured in a pre-CES press release, honorees also receive the following:

- Product display in the Innovation Awards Showcase at the upcoming International CES (for official International CES exhibitors only).
- Best of Innovation Honoree product display at CES Unveiled Las Vegas.

- Innovation Honorees are often featured on the live radio broadcast of "Into Tomorrow" with Dave Graveline.
- The revered Innovation Awards plaque to display in your exhibit and in your company's trophy case.
- Exposure on the Innovation Awards pages of CESweb.org (the most heavily-trafficked pages on the entire site).
- A listing in the Innovation Awards on-site directory (for official International CES exhibitors only).
- The Innovation Awards badge published next to your company listing in the *Official CES Show Directory* (for official International CES exhibitors only).
- Attention of key industry journalists and retailers who visit the Innovation Awards honoree displays.
- Opportunity for Best of Innovation honorees to display their product at other CEA events throughout the year.
- Exclusive discounts and advertising opportunities in *CEA's It Is Innovation (i3)* magazine.

**Contact [InnovationAwards@CE.org](mailto:InnovationAwards@CE.org) for more information.**







PRODUCER OF



# THE CONSUMER ELECTRONICS ASSOCIATION (CEA)<sup>®</sup>

CEA is your partner for advocacy, research, education and promotion.

The Consumer Electronics Association (CEA)<sup>®</sup> unites more than 2,000 companies within the consumer technology industry. Members tap into valuable and innovative members-only resources: unparalleled market research, networking opportunities with business advocates and leaders, up-to-date educational programs and technical training, exposure in extensive promotional programs and representation from the voice of the industry.

CEA owns and produces the International CES, the world's largest consumer technology

tradeshow. CES unites more than 150,000 retail buyers, distributors, manufacturers, market analysts, importers, exporters and media from more than 140 countries. CEA members receive discounted exhibit space and other benefits when they participate.

We keep you in touch with key industry leaders, government representatives, buyers, the media and others through CEA conferences, meetings and online forums. And our united voice before Congress, as well as federal and state agencies, protects your company's business interests.

# BECOME A CEA MEMBER

Whether your company is large or small, established, growing or fresh on the scene, CEA provides benefits such as market research, training, technical standards-setting and savings on essential business services. Most importantly, you'll find a community of passionate individuals who share knowledge and best practices.

## CEA MEMBERSHIP CATEGORIES

### Regular Membership

Is your company a manufacturer or distributor of consumer electronics or related products, or a provider of a technology or service that inter-operates with or enhances a CE device? If so, you may reap the benefits of regular membership.

### Retailer or Integrator Membership

If you are a retailer, custom integrator or installer or sell CE products online or via showroom directly to the consumer, then you are eligible for retailer or integrator membership.

### Associate Membership

Does your company provide business solutions, conduct B2B services, or do business within the CE industry, but not under regular or retailer/integrator membership? If so, we welcome you as an associate member.

### International Affiliate Membership

Companies involved in the CE industry without a North American office are invited

to join our introductory level international affiliate membership to learn more about the U.S. CE industry.

### Startup Membership

If your company is in development of a technology product, service or app that has been introduced into the market within the last year or will be within the next year, you may qualify for our discounted Startup membership. Members who join under the startup category will receive regular membership benefits for up to two consecutive years.

### Media

CEA does not currently offer a membership category for media. Please contact [press@CE.org](mailto:press@CE.org) to learn other options for involvement in CEA.

### Membership Divisions and Councils

The divisions and councils of CEA's membership educate, grow and develop the following segments of the CE industry:

- Accessories
- Automotive Electronics
- Content and Entertainment Council
- Digital Imaging
- Home Audio
- Health and Fitness Technology
- Retailer Council
- Small Business Council
- TechHome
- Video
- Wireless

Have questions on CEA membership? Contact Alicia McGrail at 703-907-5294 or [amcgrail@CE.org](mailto:amcgrail@CE.org).

# CEA EVENTS

CEA produces and sponsors a variety of events that educate and connect members throughout the year. From our flagship International CES to CE Week, we work continuously to grow and shape the future of the CE industry. As a CEA member, you have an exclusive invitation to most of these events:



**CEA  
WINTER  
BREAK**

## **CEA Winter Break**

March 18-21, 2014  
Four Seasons Resort  
Vail, CO



## **Digital Patriots Dinner**

April 29, 2014  
National Building Museum  
Washington, DC



## **CES on the Hill**

April 30, 2014  
Rayburn House Office  
Building, B-357  
Washington, DC



**CEA  
Technology & Standards  
Forum**

## **Technology & Standards Spring Forum**

May 19-26, 2014  
Renaissance Seattle Hotel  
Seattle, WA



**CEA presents  
CEWEEK**

## **CE Week**

June 23-27, 2014

### **CE Week Exhibits**

June 25-26, 2014  
Metropolitan Pavilion  
New York, NY



**CEA  
INNOVATE!**  
Inspire Ideas and Investment

## **CEA Innovate!**

September 30-October 2, 2014  
The Wigwam Resort  
Phoenix, AZ



## **18th Annual CEO Summit**

October 22-25, 2014  
Paris, France



## **CES Unveiled Paris**

October 22, 2014  
Paris, France



## **CE Hall of Fame Dinner**

November 10, 2014  
Grand Hyatt  
New York, NY



## **CES Unveiled New York**

November 11, 2014  
New York, NY



## **CES Unveiled Las Vegas**

January 4, 2015  
Mandalay Bay  
Las Vegas, NV



## **2015 International CES®**

January 6-9, 2015  
Las Vegas, NV

# IT IS INNOVATION

**It Is Innovation (i3)**, the official publication of CEA, showcases innovation in technology, policy and business in the consumer technology industry. It celebrates the entrepreneurial spirit evident in inventions and startups, the ideas, strategies and leadership skills that exemplify the industry and looks at what is coming in the pipeline.



## Average Circulation: 58,000+

Includes average print circulation of more than 18,000 and average digital circulation of more than 39,500. (Based on Nov/Dec 2013 BPA Circulation Statement)

Plus 105,000 Bonus Digital Distribution  
(Based on publisher's own data)

## i3 is the only industry publication that will enable you to:

- Increase your visibility before, during and after the International CES.
- Position your brand as innovative and as a leader in its category.
- Get recognition from top leaders and decision-makers of the entire CE spectrum.

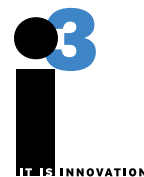
i3 readers are the decision-makers driving the industry forward and include the core of the International CES audience – the largest tradeshow in North America and the largest CE tradeshow worldwide. i3 is the only magazine with circulation that covers the entire CE spectrum:

- Retailers
- Engineers
- Manufacturers
- Policymakers
- Content developers
- Technologists
- Financial analysts
- Buyers
- Venture capitalists

## i3 is the only CE magazine that:

- Includes international circulation
- Connects with Washington policymakers
- Is distributed at Reagan National, LaGuardia and Logan airports
- Is the official publication of CEA, the industry authority
- Reaches top leaders in the CE industry
- Benefits from a premium and exclusive distribution at the International CES

Contact Kristen Nafziger  
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more information.





# INNOVATION MOVEMENT

CEA launched The Innovation Movement to bring together an engaged community not just of industry professionals and entrepreneurs but of all citizens who believe innovation is critical to American global leadership and economic growth.

This grassroots campaign mobilizes Americans in support of public policies – such as international trade, skilled immigration, deficit reduction and broadband deployment – that encourage and advance American business and shore up our economy for future generations.

## WHY INNOVATION?

The culture of entrepreneurship and relentless innovation has made America home to the greatest advances in technology. But today, that culture is under threat. Innovation isn't just about technology or even business – it also includes the policies that lawmakers choose to enact that either help the spirit of innovation thrive, or stifle new ideas before they can reach full potential.

## THE ISSUES

### Internet Radio

Help us save Internet Radio! The bipartisan Internet Radio Fairness Act would end royalty discrimination while driving innovation, jobs and investment. Contact your representatives today, and tell them to co-sponsor the bill so you don't lose Internet radio.

### Skilled Immigration Reform

The Innovation Movement supports the Startup Act 2.0, the STEM Jobs Act, Congresswoman Zoe Lofgren's (D-CA) Immigration Driving Entrepreneurship in America (IDEA) Act (H.R.2161) as well as

H.R. 43, introduced by Congressman Darrell Issa (R-CA).

### Federal Deficit Reduction

Policies that support a free-market economy where entrepreneurship can flourish:

- Congress should encourage capital formation and investment in young companies – not pass laws that favor lawyers and lobbyists over entrepreneurs and their investors.
- Small businesses, entrepreneurs and innovators are bearing an unfair burden as the government saddles them with mounting regulations and their related compliance costs.

### Ubiquitous Broadband Deployment

Currently the Federal Communications Commission (FCC) is prohibited from moving independently to make additional spectrum available for innovative uses. Congressional action authorizing the FCC to put more spectrum into the marketplace would spur job creation and investment, while positioning the U.S. to be the leader in the next generation of wireless technologies.

### Free Trade

We support policies that encourage a free-market economy where entrepreneurship can flourish.

Members of the Innovation Movement receive regular updates on key issues and have the opportunity to make their voices heard when lawmakers in Washington entertain proposals that threaten entrepreneurs.

Visit [declareinnovation.com](http://declareinnovation.com) today.

# CHANGE THE FUTURE

Contact any of our department representatives to get the details on the information that matters most to you.

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