



January 9-12, 2018  
Las Vegas, NV  
[CES.tech/Cspace](http://CES.tech/Cspace)



Consumer  
Technology  
Association™

CES embodies the energy, excitement, wonder and innovative spirit of the tech industry. We are a global gathering place featuring more than 3,900 exhibitors unveiling the latest technology that is embedded in every aspect of our lives. Every major technology company on the planet participates in CES in some way – we welcome you to join us.



# SPACE

C Space grants access to a world of innovation across CES to share content, creativity and technology with other like-minded professionals, expanding your brand narrative and creative ideas.

From Hollywood elite and content developers to marketing execs and creative geniuses, gain access to the world's best networking, discoveries and inspiration. C Space curates activations, programming and events most relevant to your industry and your bottom line.

# CSPACE – THE PROGRAM FOR CONTENT, CREATORS AND BRANDS.

C Space, headquartered at **ARIA**, is where serendipitous meetings occur, applications for new technologies are discovered, and the verticals of the global media business converge.

## FEATURES OF ARIA:

- Experiential Exhibits
- Meeting space
- Hospitality suites
- Conference sessions
- Lounges

The ARIA, Vdara and Park MGM properties create **CES Tech South**. All properties offer meeting space and luxury hospitality suites.





# SPACE AT CES2017

*A Look Back*





Adstream

**ADWEEK**

amazon advertising

amazon alexa

**Aol.**

## THE PARTICIPANTS



**Bing**

@boostinsider

bright  
box

BUSINESS  
INSIDER

Chief Digital Officer  
GLOBAL FORUM



COMCAST  
PLATFORM SERVICES

comtel

criteo

DATALAB USA

**DELTA**

Digital Hollywood  
Entertainment + Commerce

Discovery  
COMMUNICATIONS



facebook

factual

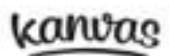
Google

HAVAS  
GROUP

HEARST

**hulu**

JEWEL  
JEWELRY



LOGOGRAB

MEDIALINK

Microsoft Surface

NBCUniversal

nielsen



PADSQUAD  
Equipment Rental



reverge

rocketfuel  
MARKETING THAT LEADS

rubicon

**RYOT**

ShellyPalmer  
STRATEGIC ADVISORS



Source  
advertising



StoryTech

TFQ  
THE FRESH QUOTE

TimeInc

**tinder**

theTradeDesk

TRUOPTIK

TubeMogul



**Twitter**

inmarket

**UNRULY**

**VARIETY**

verizon/  
digital media services

**VIANT.**

videoamp



**VOKE**  
New. Innovative. Virtual Reality

VOX MEDIA

wattpad

The Weather Company  
An IBM Business

**YAHOO!**

YOU | VISIT

**YuMe**

# IN ATTENDANCE: MAJOR AGENCIES. MAJOR BRANDS.

3M  
Amazon  
Anheuser-Busch InBev  
Apple  
AT&T  
Bank of America  
BBDO  
BMW  
Carat  
Chrysler  
Dentsu Aegis Network  
Facebook, Inc.\*  
Ford Motor Co.  
General Mills  
General Motors  
Georgia Pacific  
Gfk  
GlaxoSmithKline  
Google  
Group M  
Havas  
Honda  
Hyundai Motor Company  
IPG Media Lab  
Johnson & Johnson  
JPMorgan Chase  
L'OREAL  
Mastercard  
Mattel  
McDonalds  
MediaCom  
MillerCoors  
Mindshare  
Moet Hennessy  
Nestle  
Oculus  
Ogilvy  
OMD  
Omnicom Media Group  
Panasonic  
PepsiCo  
Proctor & Gamble  
Publicis  
Reynolds Consumer  
Products  
Samsung  
Sony  
WPP

# CES BY THE NUMBERS

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**170k+** attendees

**93%** of the 2017 Interbrand 100

**55k+** international attendance

**7k+** media

**3,900+** exhibiting companies

**60k+** senior-level executives

**87%** of F100 Companies

**3.5k+** financial professionals

**33K+** Advertising, Content,  
Entertainment and Marketing  
professionals

A photograph showing a group of people from behind, seated in rows, likely at a conference. They are looking towards the right side of the frame. Some individuals have their hands raised, possibly to ask a question or participate in a Q&A session.

# PROGRAMMING HIGHLIGHTS

**3,898+** Unique Conference Attendees

**342** Media

**333** Speakers

**74** Dedicated Sessions

Storyteller session attendance grew  
**50%** on average from CES 2016

# C SPACE KEYNOTE presented by MediaLink

A monumental conversation with leading content and marketing visionaries about the latest industry trends, and what lies ahead for entertainment and media.

- Jim Norton, Chief Business Officer and President of Revenue, **Condé Nast**
- Randy Freer, President and COO, **FOX Networks Group**
- Barry Diller, Chairman and Senior Executive, **IAC and Expedia, Inc.**
- Alison Lewis, CMO, **Johnson & Johnson**
- Michael E. Kassan, Chairman and CEO, **MediaLink**
- Wenda Harris Millard, President and COO, **MediaLink**
- Linda Yaccarino, Chairman of Advertising Sales & Client Partnerships, **NBCUniversal**
- Roel de Vries, Corporate Vice President, Global Head of Marketing, Communications and Brand Strategy, **Nissan Motor Corp.**





Louise Keely,  
EVP, Global Retail Practice Leader  
Nielsen

Ben Miller  
VP Product Development  
Sinclair Digital Group

# 10 PREMIER STORYTELLER SESSIONS

These unique sessions explored the relationship between brands, agencies, media and the influence of technology.

## BBC Earth

**BBC Worldwide:** Charlotte Jones, Executive Producer BBC Earth Productions

## Facebook

**Facebook:** Boz, VP, Advertising and Business Platform

## **Sony Pictures Motion Picture Group:**

Josh Greenstein, President of Worldwide Marketing & Distribution

## Google

**Google:** Margo Georgiadis, President of Americas

**Universal Pictures:** Josh Goldstine, President of Worldwide Marketing

**AT&T:** Fiona Carter, Chief Brand Officer

## Hulu and Live Nation

**Live Nation Entertainment:** Kevin Chernett, Executive Vice President – Global Partnerships and Content Distribution

**Hulu:** Noah Heller, VP of Emerging Technology

## Nielsen

**Nielsen:** Louise Keely, EVP, Global Retail Practice Leader

## Twitter

**Twitter:** Leslie Berland, CMO

## iCrossing, a Hearst Company

**Bridgestone:** Giacomo Bertaina, Vice President, Global Digital Enablement Center

**iCrossing:** Mike Parker, President, US

**Whirlpool Corp.:** Niels Aillaud, Head of Digital Center of Excellence

**Quaker/Pepsico:** Jessica Spaulding, Director of Marketing

## Spotify

**GroupM:** Cary Tilds, Chief Innovation Officer

**Spotify:** Alex Underwood, VP, Head of Global Agency and Partnerships

**Wordsworth and Booth:** Tony Mennuto, President

**Nestlé S.A.:** Peter Blackshaw, Vice President of Digital and Social Media

## Turner

**Turner:** Otto Bell, VP & Group Creative Director, Courageous

## Verizon Digital Media Services

**Verizon Digital Media Services:** Ralf Jacob, President

**Newsy:** Blake Sabatinelli, General Manager

**Sinclair Digital Group:** Ben Miller, VP Product Development



MEDIALINK



# PARTNER SESSIONS



UNITED TALENT  
AGENCY



From the latest in digital trends and ad tech to content monetization and inventive new distribution platforms, C Space was the stage for conversation and capitalization.

**200** unique brands provided thought leadership on the changing world of advertising, content, entertainment and marketing.

# CES MEDIA COVERAGE

- Garnered **59,969** media mentions across print, online radio and TV in January alone
- More than **69 billion** potential media impressions in January alone
- Exclusive coverage from **Bloomberg, Forbes, New York Times, The Wall Street Journal** and more

# C SPACE MEDIA COVERAGE

C Space had **89** unique articles and **2.38 billion** potential impressions

CES deployed 9 press releases related to C Space, generating:

- **280,985** Page views
- **68,929** Social Impressions
- **1,269** Social Engagements
- **31,862** Email unique opens
- **54,086** CES.tech page views

# COVERAGE FROM THE INDUSTRY'S LEADERS

The screenshot shows a news article from campaign magazine. The headline reads "CES 2017: A glimpse into the future of marketing". The article discusses how CES is a crucial bellwether for anything new or hot in consumer culture right now. It features a photo of a small underwater drone. Below the main article, there's a sidebar with a "tubefilter" advertisement for "BERT VON'S DVD" and another for "Spectrum".

The screenshot shows an interview with CES Ambassador Aisha Tyler on how tech is changing entertainment. The headline is "CES Ambassador Aisha Tyler on How Tech Is Changing Entertainment". The interview features a photo of Aisha Tyler. Below the interview, there's a sidebar with a "tubefilter" advertisement for "BERT VON'S DVD" and another for "Carnival".

The screenshot shows an article from Adweek titled "Why CES is a Key Incubator for Marketing Execs". The article discusses how brands are staying in Vegas for CES. Below the article, there's a sidebar with a "tubefilter" advertisement for "BERT VON'S DVD" and another for "Carnival".

The screenshot shows an article from Marketing Week titled "How CES is evolving and why this matters for marketers". The article discusses key announcements at CES. Below the article, there's a sidebar with a "tubefilter" advertisement for "BERT VON'S DVD" and another for "Carnival".

# CES 2017 DIGITAL INFLUENCE

- **4,620,716** views of videos posted by CES during CES
  - **211,901** views of C Space promotional video
- **1.33 million** views of Snapchat's CES Live Story
- **17,233 million** Twitter impressions
- **998,799** mentions of #CES2017 and @CES
- Average of **9,340 tweets/hour** during CES
- **493.7 million** Instagram Impressions
- **66,695 views** of C Space Participants page on CES.tech (Oct. 1-Jan. 22)
- **65K+** downloads of CES App

# SOCIAL MEDIA REACH

C Space will reach the masses through CES' powerful following on our social media channels:

**217K+** likes on the CES Facebook page

**226K+** followers of CES Twitter

**31K+** subscribers to CES YouTube Channel

**55K+** followers of CES Instagram

**360K+** sessions and 615K+ page views of the CTA Blog



# SPACE AT CES 2018

*A Look Forward*



# C SPACE PROGRAM AT ARIA

The C Space experience starts a day before CES officially opens:

**Opening Reception (By Invitation Only)**

Monday, Jan. 8                          4-7 PM

**C Space Exhibits & Conference Sessions**

Monday, Jan. 8                          2-5PM

Tuesday, Jan. 9                        9 AM-5 PM

Wednesday, Jan. 10                    9 AM-5 PM

Thursday, Jan. 11                      9AM-2 PM

# MARKETING OVERVIEW

CES provides brands direct access to the most creative business leaders, decisions makers, and influencers responsible for disruptive technologies and innovation worldwide. We target the right message to your audience.

## The Reach:

- **300K+** professionals comprising our CES 2018 registrants, CES 2017 verified attendees, loyal CES customers, prospects and more
- **33K+** professionals from the advertising, content, entertainment and marketing communities
- **10,000+** senior level executives, including those in these targeted industries
- **7,000+** global media

# Why CES Is the Most Important Marketing Event Of the Year

## 8 Reasons You Need to Be in Vegas This January

**C**ES celebrates its 50th anniversary this year, and with age comes wisdom—in the form of intelligence that can change how brands and advertisers think about their customers.

The truth is, CES is as much an advertising event as it is one dedicated to the latest in consumer technology. New technologies change the way consumers interact with the world around them and with each other. Which is why CES presents an enormous opportunity for brands to add value to their overall customer experience. It's not about finding the next big thing, but about how that thing is going to change the future of brand marketing.

Taking place January 5–8 in Las Vegas, this year's CES will have expanded activities for marketers and advertisers. C Space—its program for content, creators and brands—highlights technology's influence for advertising and entertainment executives. It's the place where news from the exhibit floor gets curated through a marketing filter so you can understand how these new technologies will impact your business and your customers.

How important is CES to marketers? Consider some of these facts and figures. Last year CES attracted over 165,000 attendees, had more than 3,800 exhibiting companies, and some 6,500 media representatives covered the show floor. Through the C Space program, 92 percent of the Interbrand 100 leading brands were represented, with more than 22,000 people from the advertising and marketing communities and more than 23,000 from the entertainment and content

communities. That's quite a showing, and 2017 should be even bigger.

Still wondering if CES is for you? Here are eight reasons why you should be booking your trip to Las Vegas this January:

### 1. SET THE TONE OF 2017

For the ad industry, CES has become the way to kick off the year and set the tone for how the latest technology will transform the business. For many, it has become more important than Spring's annual TV upfronts and Fall's Advertising Week. Why? It's the place to discover what's next and an opportunity to pinpoint the shifts that are going to impact their media buys and creative executions over the coming 12 months.

### 2. IDENTIFY THE TECHNOLOGIES THAT WILL TAKE HOLD

Most marketers have an inkling of what technologies will be on display at CES. Expect to see a bevy of new connected devices—wearables, smart home, car tech and media streaming devices. Look for much discussion around virtual reality and AI-driven virtual assistants. Travel the show floor—either on your own or via an official show floor tour—to get a feel for where consumer technology is heading. That wow factor is a big part of what you'll take away from CES.

### 3. DETERMINE WHAT THE IMPACT OF THOSE TECHNOLOGIES WILL BE FOR BRANDS

It's one thing to see all the new technologies. It's another to dive in deeper and determine



how these developments will impact brands. It's important to remember that while the show is about technology, it is also about consumers. It's a way to see both the devices that will take hold and how they can rapidly change the way consumers behave. That's why major brands—who you probably don't associate with groundbreaking technology—make CES a key part of their marketing planning. Some examples? A major CPG brand has been sending marketers to CES to meet startups, gain new ideas and even make strategic investments. A top snack brand came up with innovative personalized packaging after discussions it had on the Vegas show floor.

### 4. REMEMBER IT'S A BIG DATA WORLD

Top performing brands know that success today is all about marrying the art of marketing with the science of data. Big Data is really the quiet star of CES. The convergence of household gadgets and networks into the Internet of Things, the use of sensors and wearables that create

# MARKETING MIX

C Space reaches our influential network through:

- Online and Mobile Advertising
- Video
- Native Content
- Branded Content
- Ad retargeting
- Social Media
- CES App
- Podcast ads
- Email Promotions
- CES.tech
- Print ads
- ARIA Marquee signage

# AMPLIFIED REACH

Our message is amplified through promotions with major media outlets and strategic partners.

AD AGE  
ADWEEK  
CAMPAIGN  
CHIEF MARKETER  
DIGIDAY  
FACEBOOK  
FAST COMPANY  
HOLLYWOOD REPORTER  
LINKEDIN  
MEDIALINK  
SAG-AFTRA  
SHELLY PALMER INNOVATION  
SERIES  
VARIETY  
VENTUREBEAT

# THOUGHT LEADERSHIP

Provide insight, expertise and advice as an influencer and major decision maker. From our premier Storyteller stage and content-rich partner sessions to our C Space Studio, C Space programming expects to cover the technology reshaping the industry, including virtual and augmented reality.



Shaquille O'Neal, Four-Time NBA Champion



Boz, VP, Advertising and Business Platform, Facebook

# OPPORTUNITIES TO PARTICIPATE

Activate your brand through custom opportunities with meeting rooms and hospitality suites, exhibit space, VIP events and sponsored experiences, branding and promotional opportunities and thought leadership.

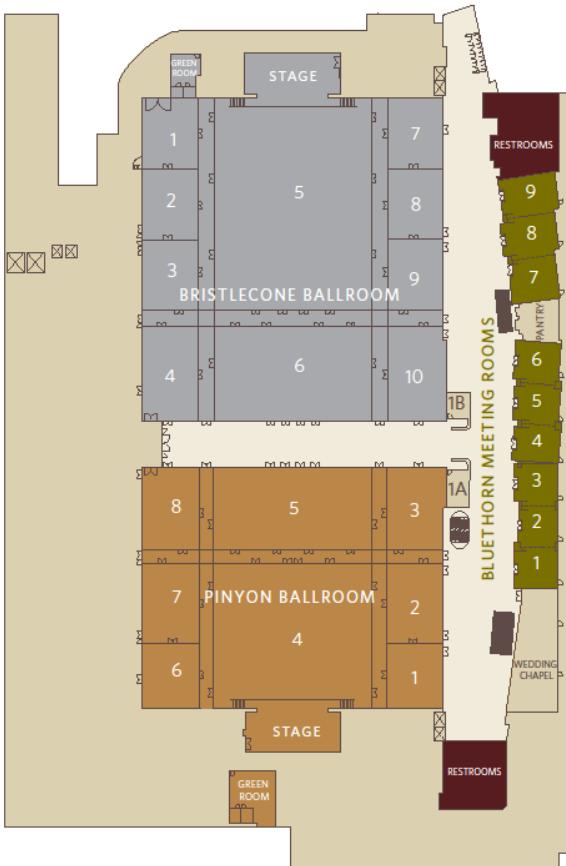
# ARIA MEETING ROOM OPTIONS

Meeting space is available at the ARIA, January 7-12, 2018, within the Bluethorn, Bristlecone and Pinyon ballrooms.

- Bluethorn (754 NSF – 990 NSF)
- Bristlecone (1989 NSF – 2,652 NSF)
- Pinyon (1,794 NSF – 2,262 NSF)

For a more intimate setting, private ballroom space available upon request

LEVEL 1



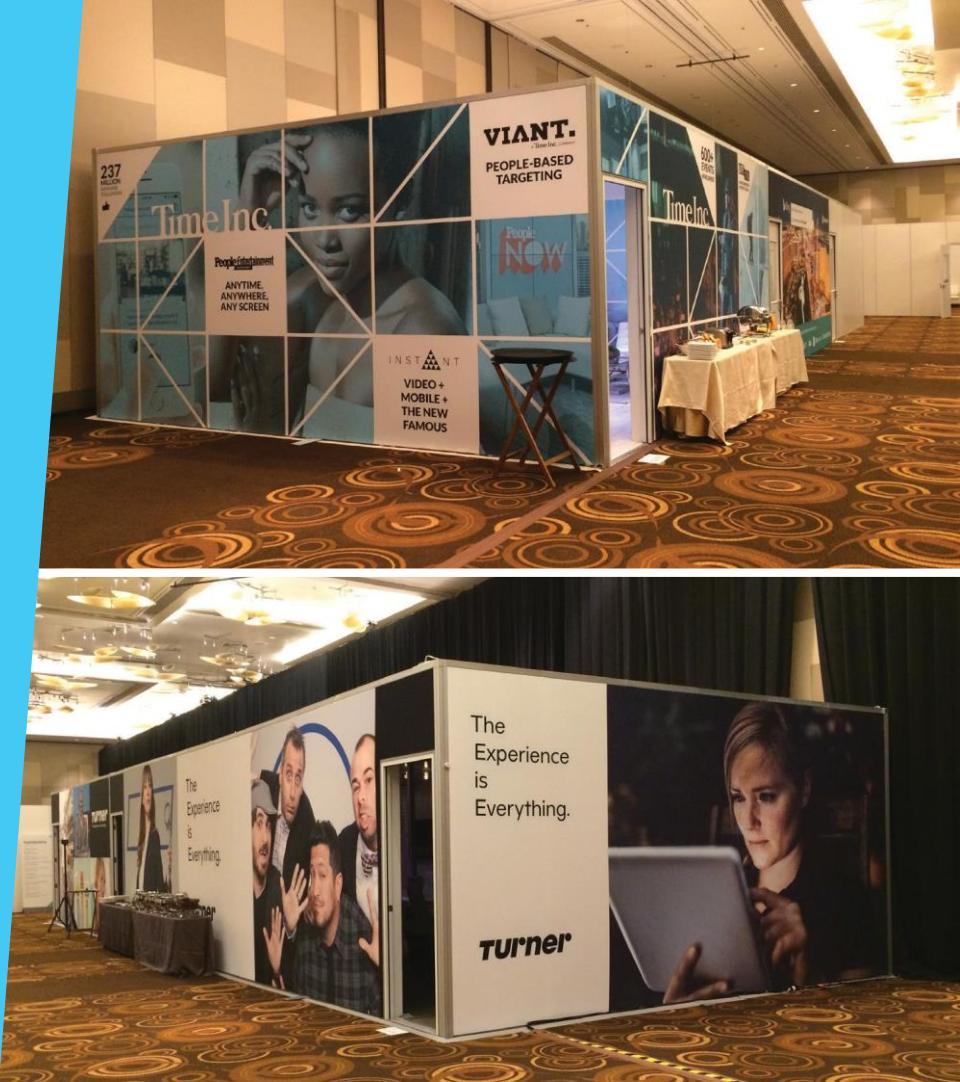
# BUNGALOW MEETING ROOMS AT ARIA

Allow us to do the heavy-lifting. Select any of our turnkey meeting room options to customize a design most conducive to your space and needs.

Package 1 with single wall branding

Package 2 with double wall branding

Call for pricing



# HOSPITALITY SUITE OPTIONS

A premier selection of luxury suites are available at the ARIA and Vdara properties.

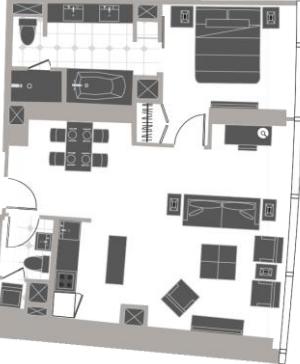
Suite participants receive all standard C Space and CES exhibitor benefits, including promotion through dedicated marketing efforts to the C Space audience.



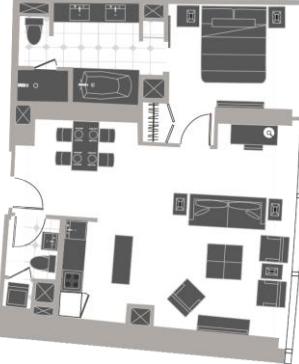
# ARIA SUITES

- Minimum five (5) night stay from January 7-12, 2017
- Prices listed are for the duration of the minimum night stay
- Additional nights may be secured, if available, at additional cost
- Suite options include:
  - Corner Suites (920 NSF)
  - Aria Sky Suites (1,050 NSF)
  - 1 Bedroom Penthouse Suites (1,465 NSF)
  - 2 Bedroom Penthouse Suites (2,060 NSF)
  - Executive Hospitality Suite (2,000 NSF)
- Actual suite numbers will be assigned at check-in.

### ONE BEDROOM PENTHOUSE



### TWO BEDROOM PENTHOUSE



### HOSPITALITY SUITE OPTIONS



# VDARA SUITES

- Minimum five (5) night stay from January 7-12, 2017
- Prices listed are for the duration of the minimum night stay
- Additional nights may be secured, if available, at additional cost
- Suite options include:
  - 1 Bedroom Penthouse Suites (885 NSF)
  - 2 Bedroom Penthouse Suites (1,316 NSF)
  - Hospitality Suite (1,648 NSF)
- Actual suite numbers will be assigned at check-in.

# The C Space Experience

Secure open exhibit space for your nontraditional experience.



# EXHIBIT SPACE OPTIONS

Traditional, open exhibit space is available within the Pinyon ballrooms at ARIA.

Raw exhibit space is \$29.25/square foot for members and \$33/square foot for non-members. Turnkey options and pricing available upon request.



# SPONSORED ACTIVATIONS

Because brand recognition matters and you know that best.



# SPACE SHOWCASE

## Welcome to the C Space Showcase

A place designed for audiences to learn what's today and discover what will be tomorrow.

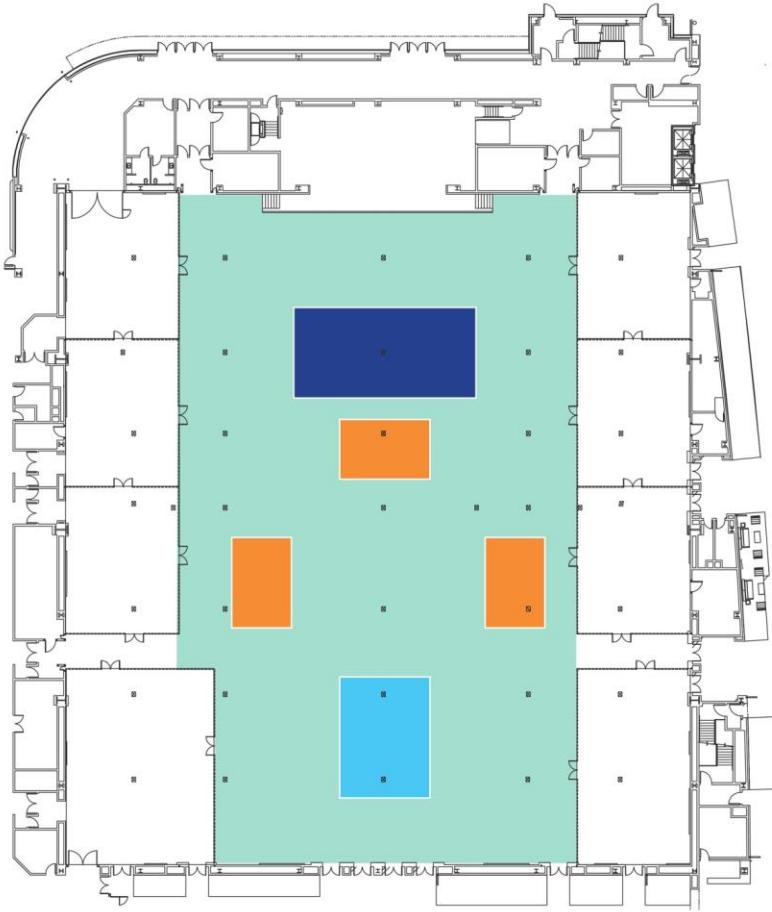
A place built for audiences to rest, recharge and connect whenever for wherever they need it.

A place for them to play in ways that only C Space can offer.

Designed with both the needs of our partners and the wants of our audiences in mind, the C Space Showcase presents new opportunities of engagement.

# The C Space Showcase

- C Space Showcase
- Maze of Createology
- Relax | Recharge | Connect
- Game Center



# Each Package Includes:

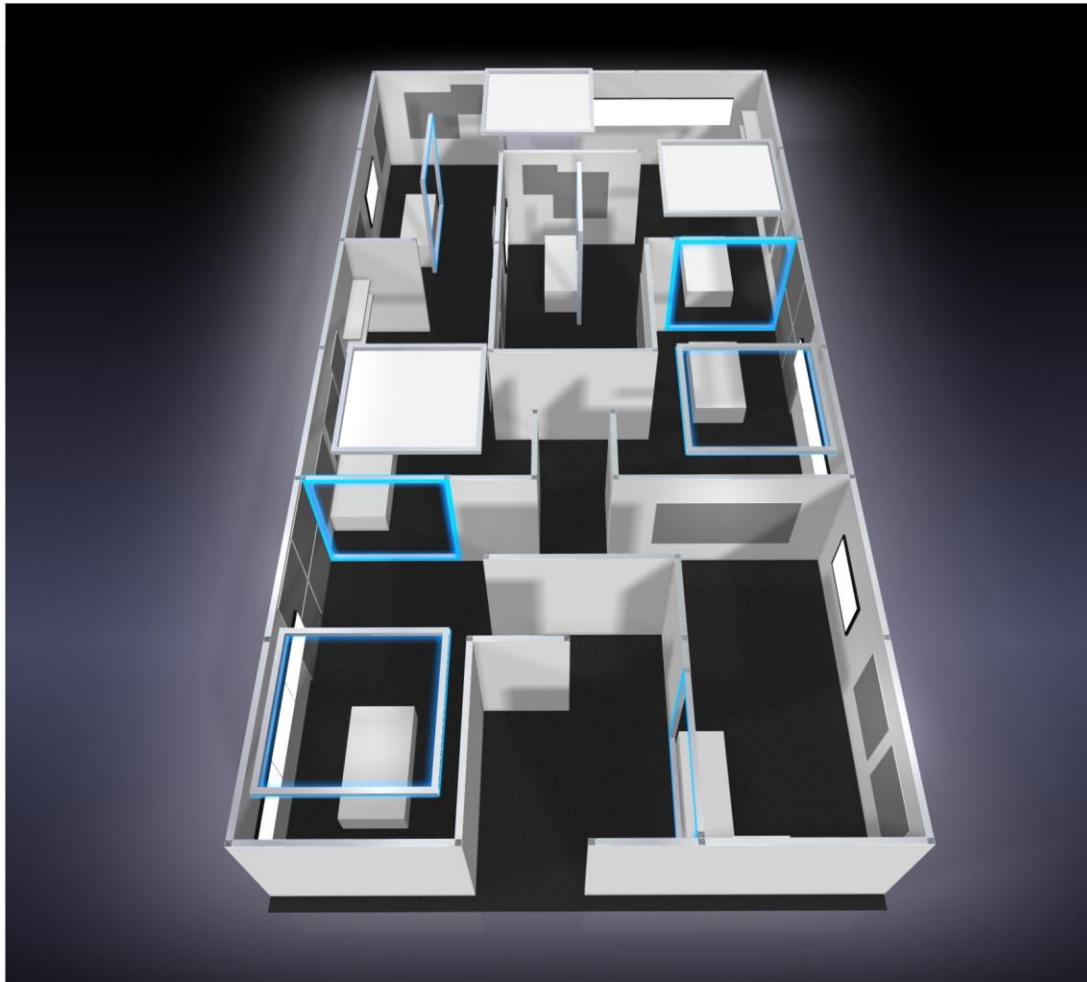
- Exhibit Space
- Flooring (custom Printed Carpet)
- Structures
- Smart Panels
- Graphics
- Fabric Solutions
- AV Equipment & Labor
  - Video Equipment
  - Computer Equipment
  - Lighting Equipment
  - AV Labor
- Accessories
- Furnishings
- Electrical
- Transportation
- Booth Cleaning
- Estimated install & dismantle Labor
- Hanging Sign Labor
- Rigging Equipment and Labor
- Booth Cleaning (TBD)



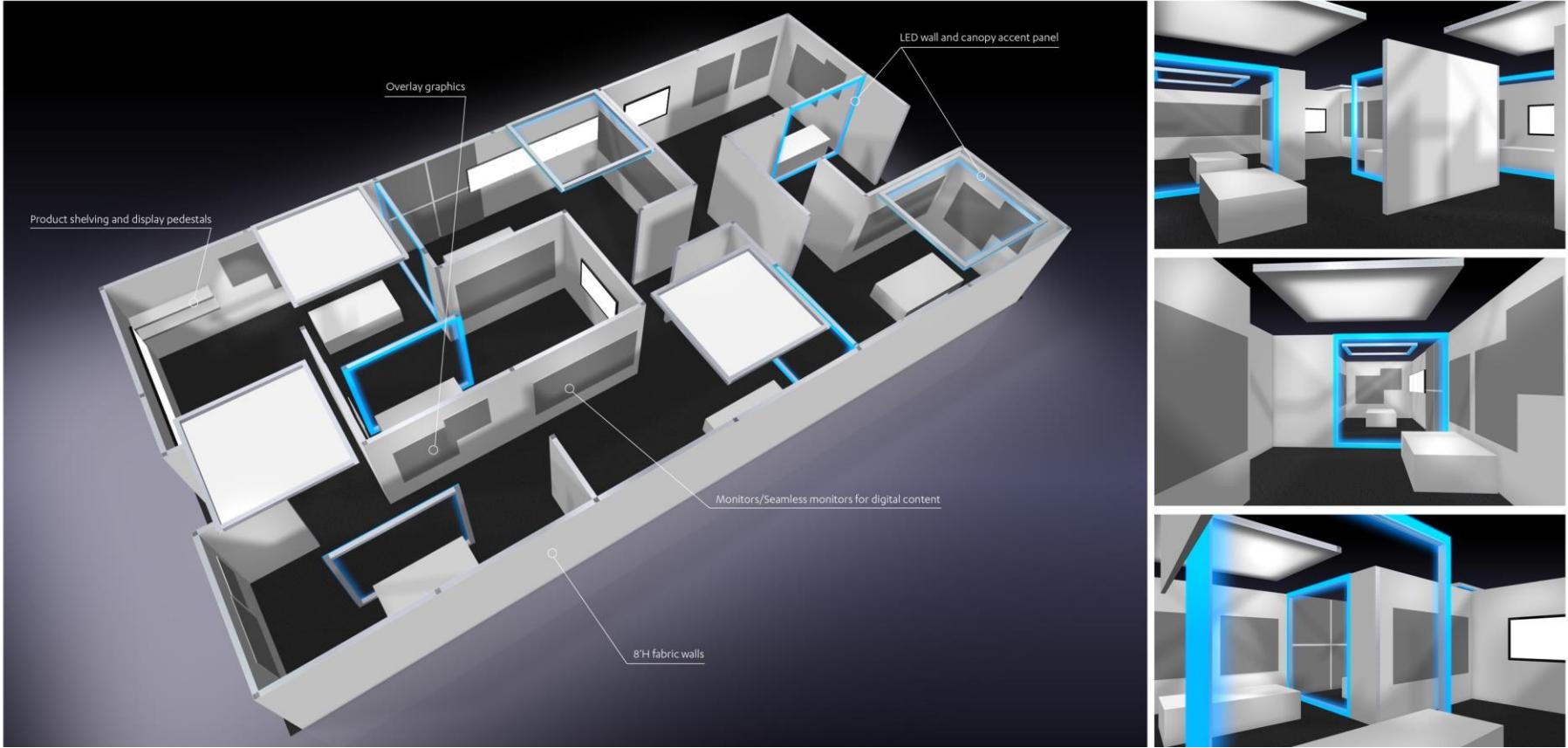


# THE MAZE OF **CREATEOLOGY**

Let's create an exploratory environment that gives agencies the flexibility to showcase content in a variety of ways that will encourage discovery among visitors.



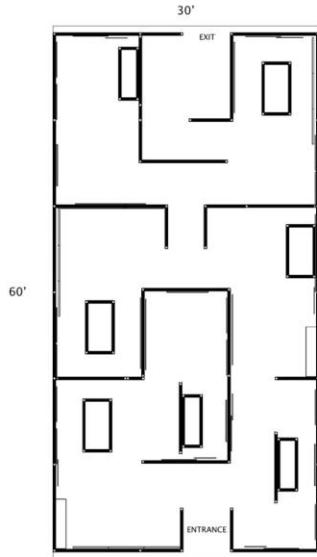
# THE MAZE OF CREATEOLOGY



# THE MAZE OF CREATEOLOGY

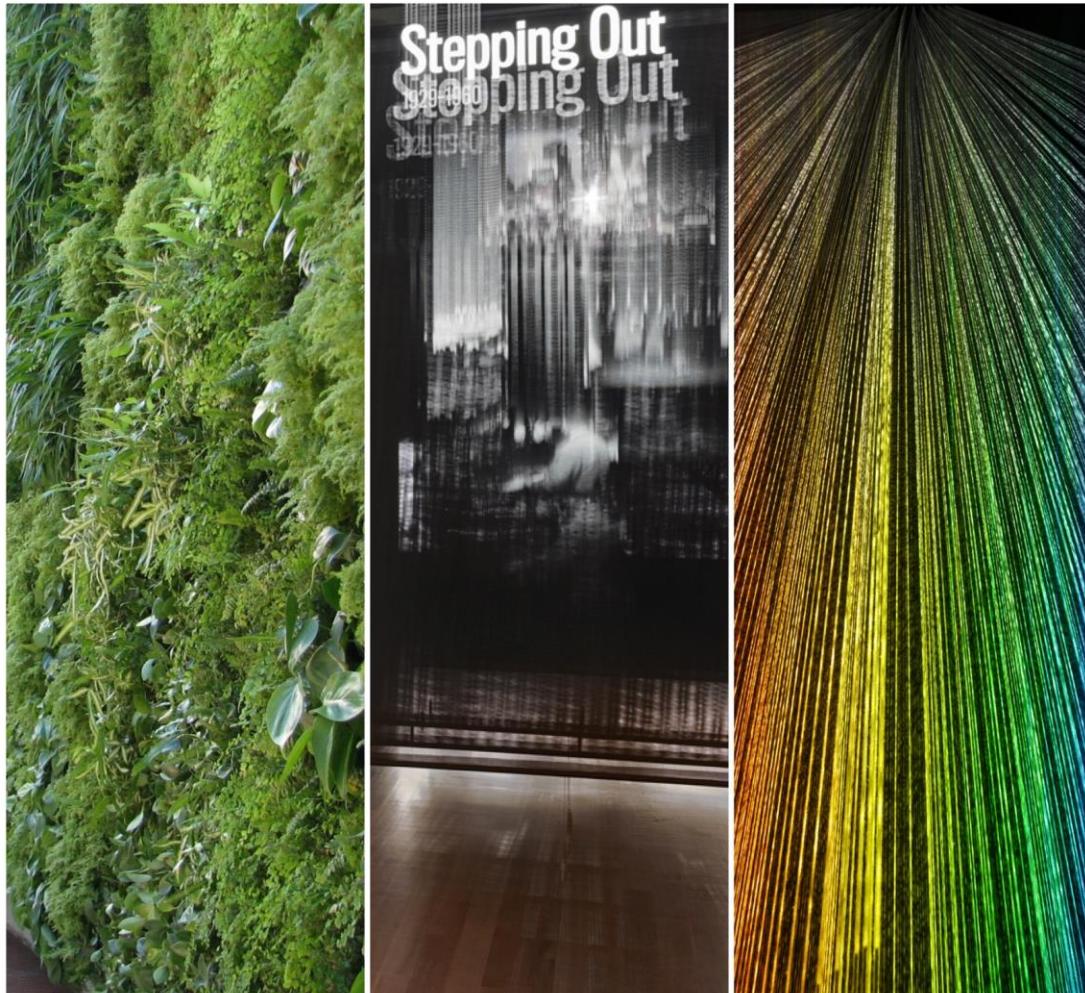
A flexible, curated space, featuring exhibit galleries, installations and entertainment.

- Three modular 10x20 configurations.
- Sponsors can choose from one unit or a combination of multiple units.
- A unified architectural style offers a distinctive, contemporary look and feel.





Let's design a variety of areas within the C Space Showcase that will both encourage and allow our visitors to lounge when they need it, power up when they need it, and meet up when they need it. These areas also offer difference opportunities for partners to showcase their content in unique and interesting ways.



# Relax | Recharge | Connect

ZONE 1 - 20' x 30'

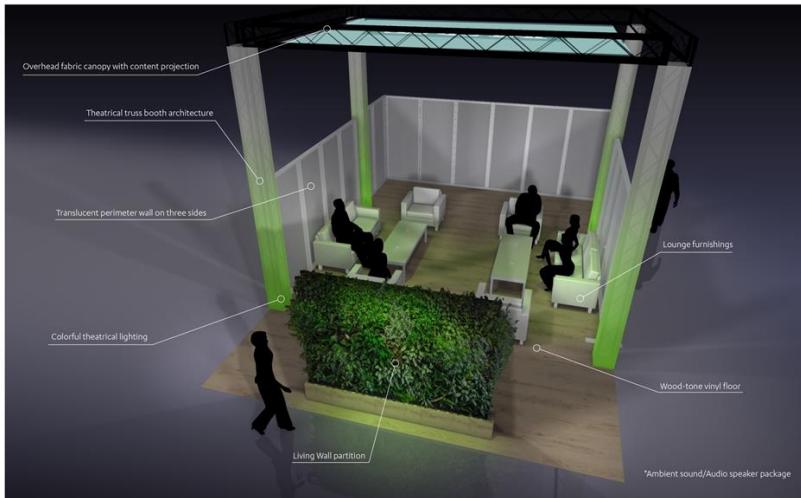
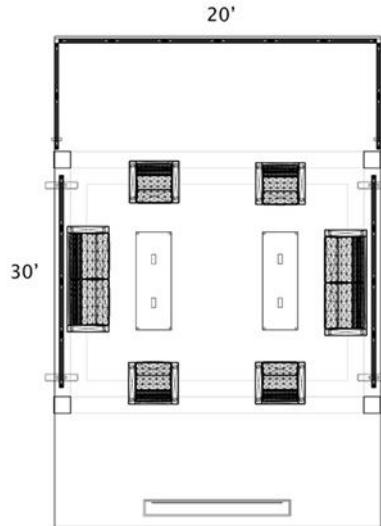


# Relax | Recharge | Connect

## ZONE 1

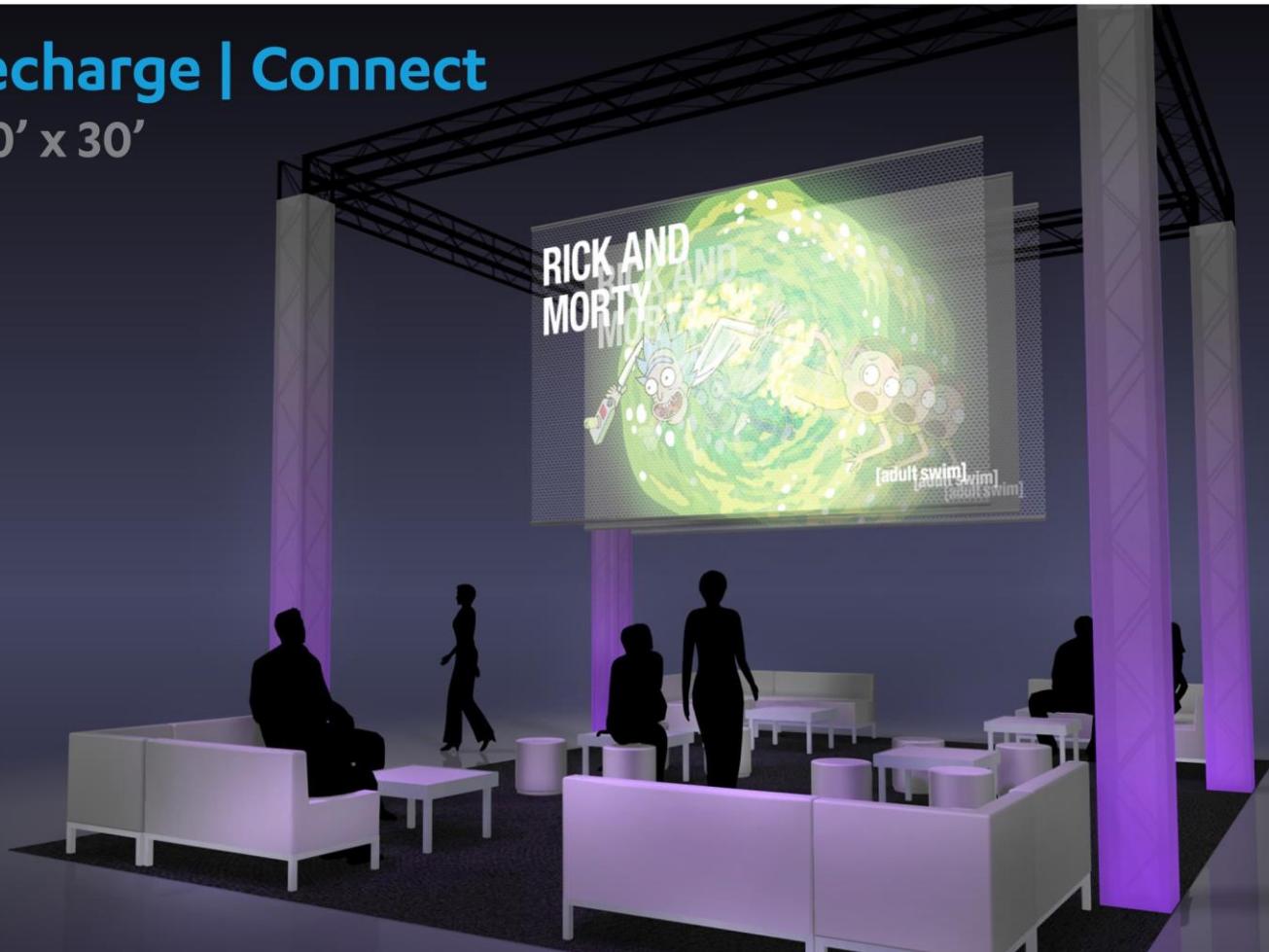
The primary focus of this room will be a projector that will display different types of content on the ceiling.

- Walls will include green elements to encourage relaxation, but also create intrigue and interest.
- Different types of sponsor content will be projected onto the ceiling.
- The Space will include comfortable seating.
- Device Recharge Zones can also be accessed here.



# Relax | Recharge | Connect

ZONE 2 - 20' x 30'

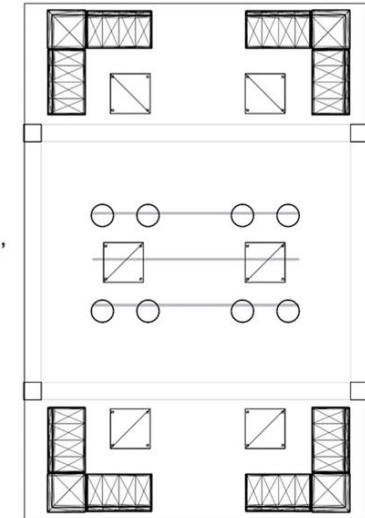


# Relax | Recharge | Connect

## ZONE 2

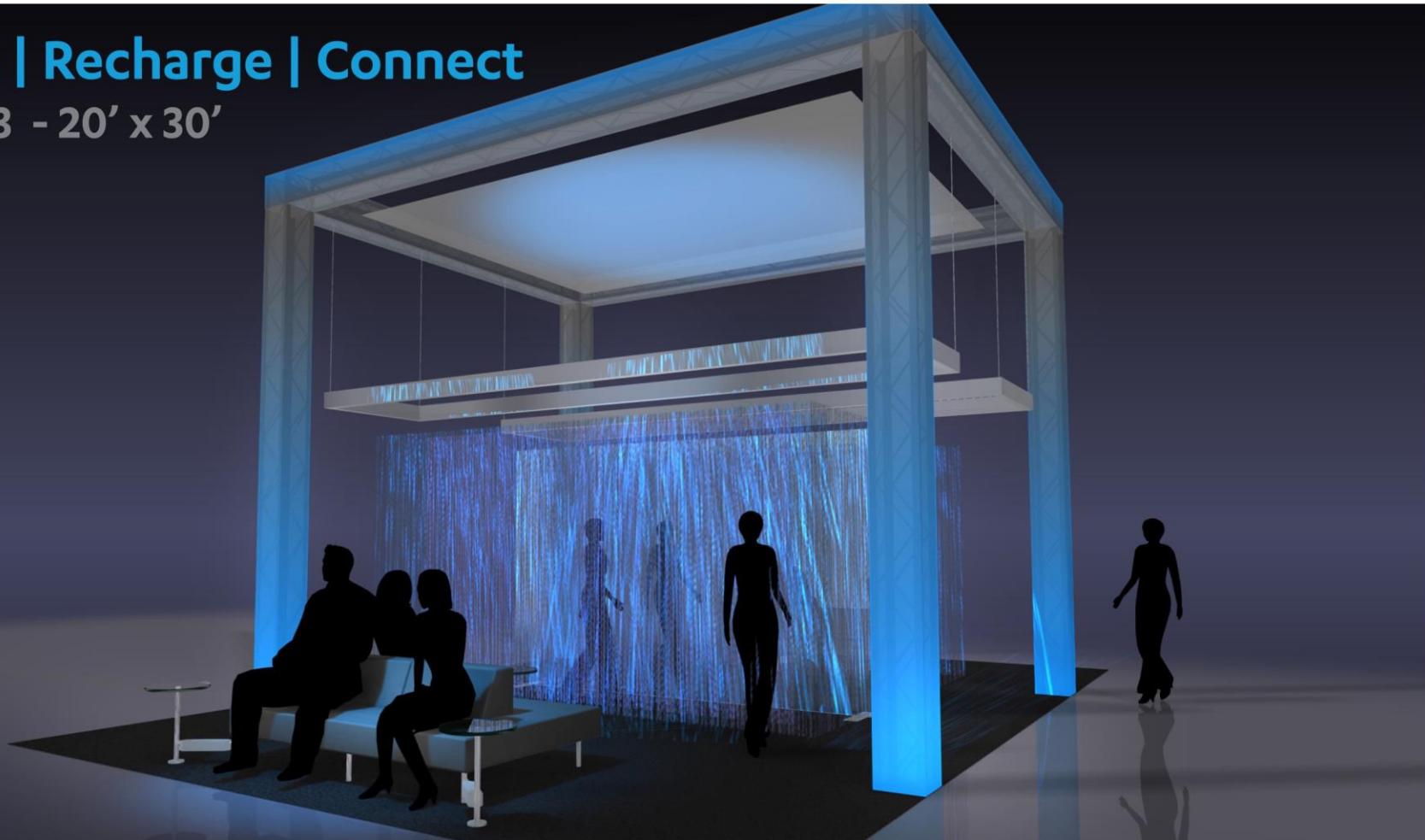
This space brings the content to life in a beautifully artistic manner resulting in both the Content and its canvas attracting attendees.

- Walls will be constructed using three layers of soft perforated vinyl sheets.
- Content will be projected onto the sheets, giving the display a layered dimensional feel.
- The space will include comfortable seating.
- Device Recharge Zones can also be accessed here.



# Relax | Recharge | Connect

ZONE 3 - 20' x 30'

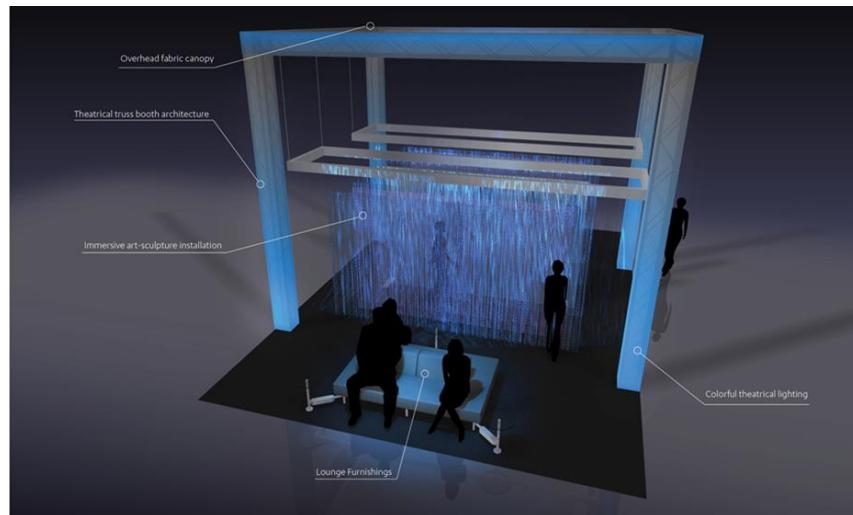
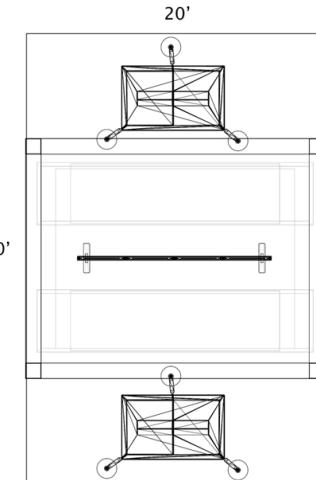


# Relax | Recharge | Connect

## ZONE 3

Within this room, the structural installation becomes as much of a focal point as the content that is projected on it.

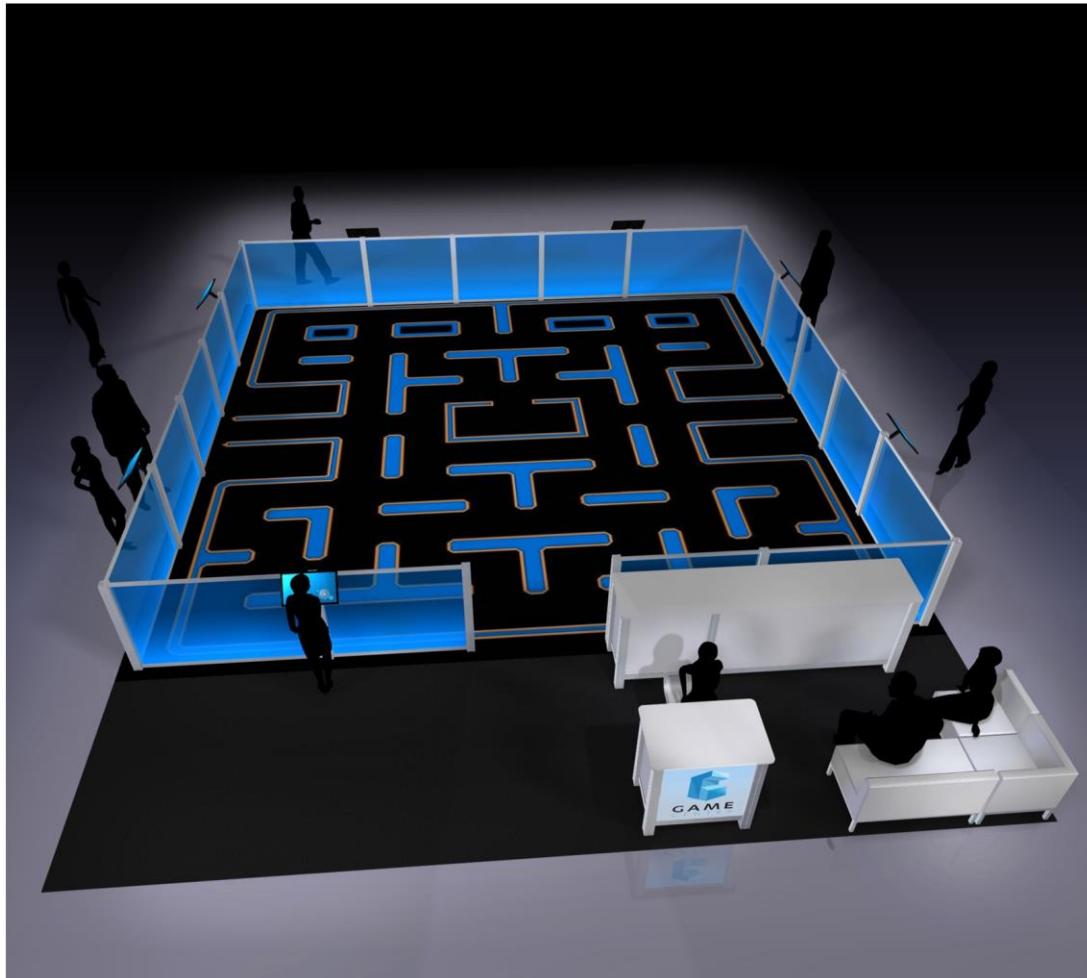
- Mylar walls and a series of strings hanging from the ceiling will create fluid walls that will serve as the canvas for partner content.
- This space will include comfortable seating.
- Device Recharge Zones can also be accessed here.





# **G A M E** C E N T E R

The C Space Game Center is a destination that will attract audiences and allow them to not only “watch” content, but also “play” with the content, interact with it and absorb it.

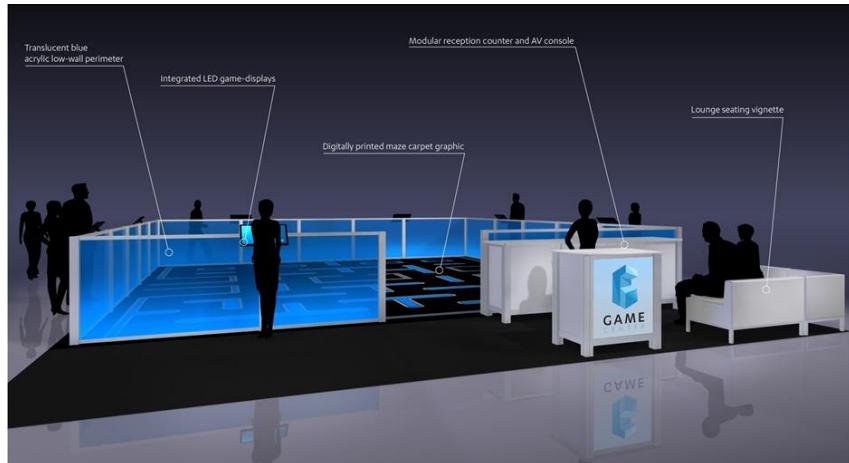
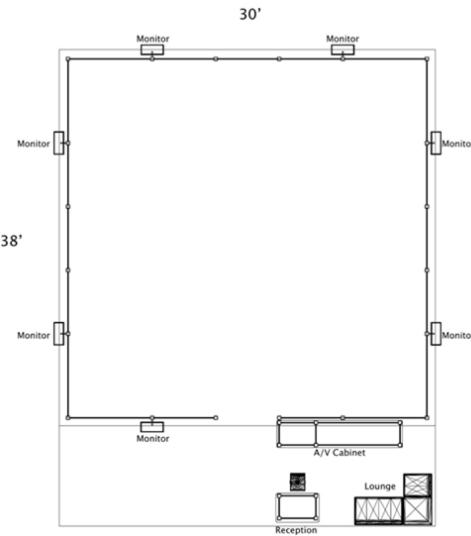




# GAMECENTER

## How It Works

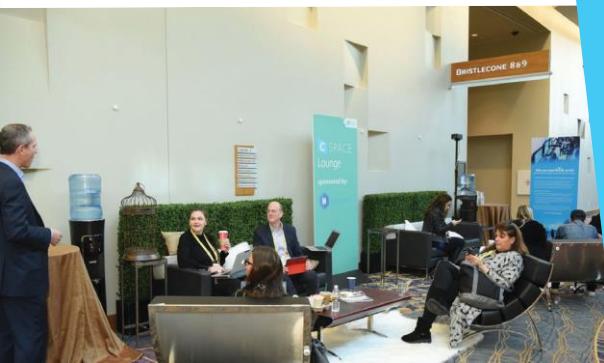
- Using iPads, attendees can play an AR version of Pac-Man via a game board that appears on the screen.
- In addition to eating ghosts, power pellets unlock sponsor content.
- Monitors on the outside of the space share gameplay in real time and build anticipation of other attendees wanting to play.



# SIGNAGE & MEDIA

- ARIA Digital Marquee Sign facing the Las Vegas Strip
- C Space Exhibits and Lobby signage
- Transportation Sponsor for the C Space VIP shuttle service\*
- Social media and digital marketing packages\*
- Designated tour staging area at LVCC and Sands\*
- Lounges\*

\* Call for pricing





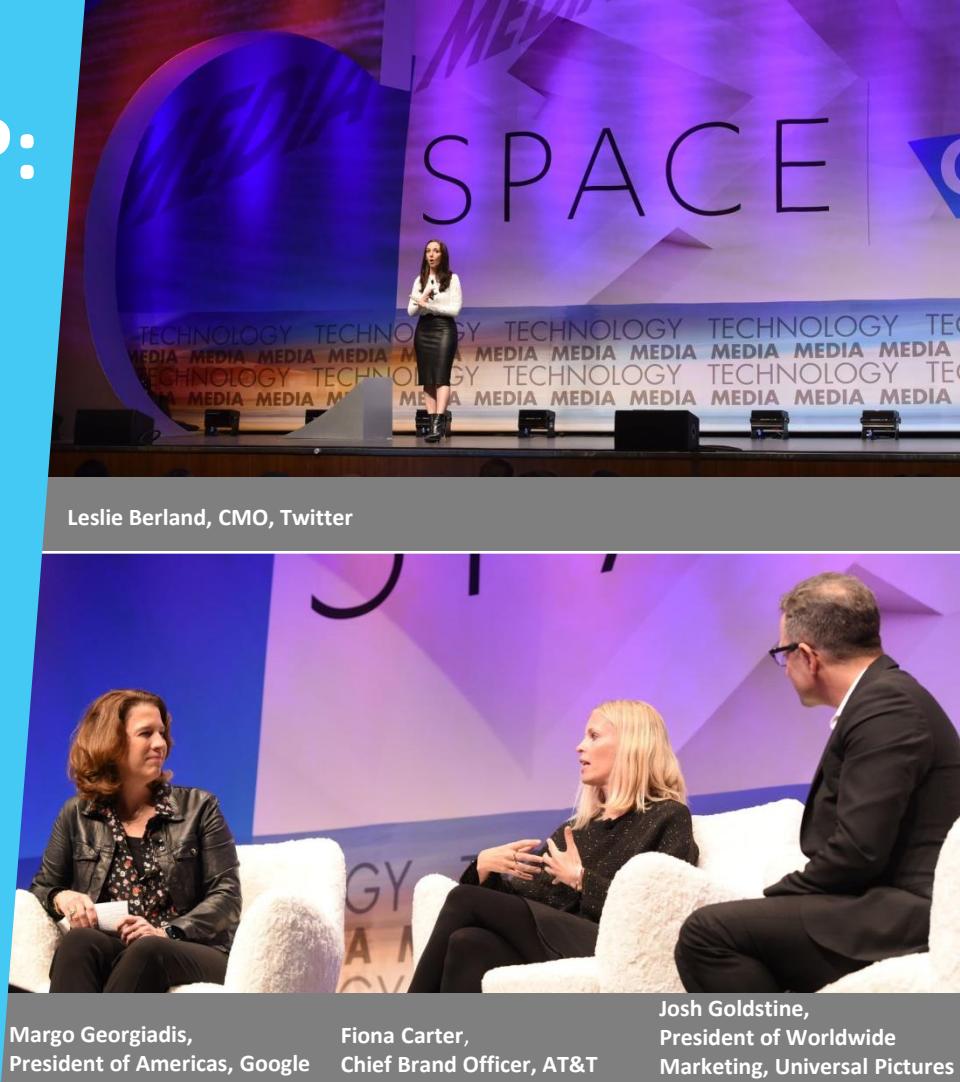
# ROOM KEYS

- ARIA Hotel room keys with branded messaging

# THOUGHT LEADERSHIP: STORYTELLER STAGE

In 2016, CTA introduced the main “Storyteller Stage” at C Space, to great success. For several days, amazing thought leaders touched on many of the most relevant topics facing the content and marketing industries in front of a packed standing room only crowd. This is an excellent platform for C-Level executives to share their forward thinking ideas.

Limited opportunities available.



Leslie Berland, CMO, Twitter

Margo Georgiadis,  
President of Americas, Google

Fiona Carter,  
Chief Brand Officer, AT&T

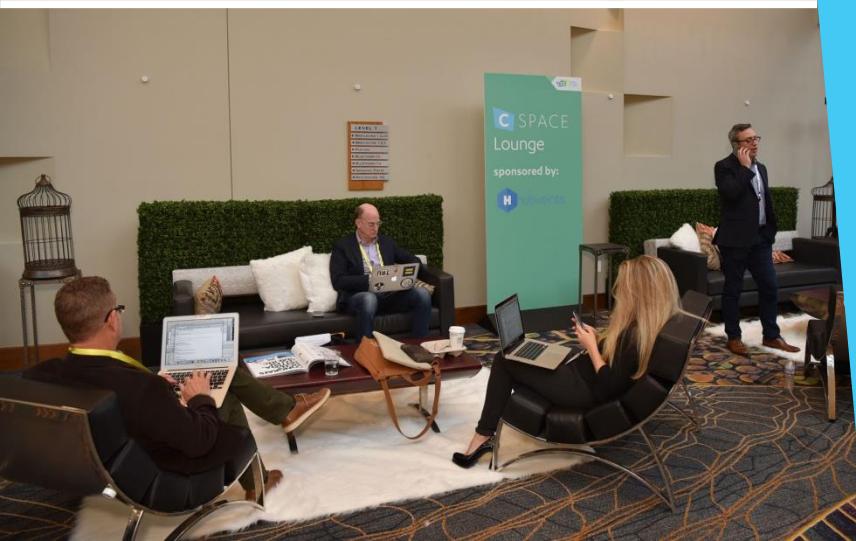
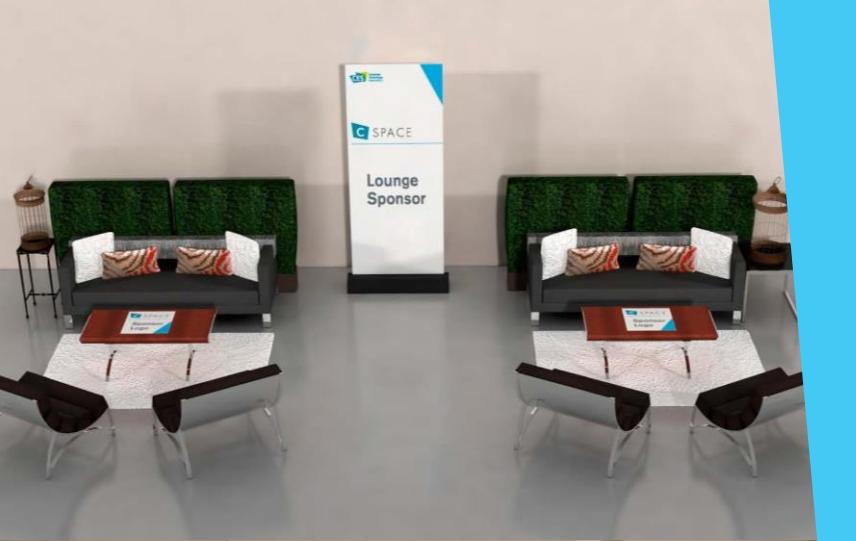
Josh Goldstine,  
President of Worldwide  
Marketing, Universal Pictures

# CO-EVENT PROMOTIONS

Let us help you build awareness and increase invitation-envy.

We'll promote your event, thought leadership panels, or party as official to CES and C Space either invitation-only or open to all attendees.





# C SPACE LOUNGES

C Space attracts a vibrant industry crowd, eager to network, but also to – on occasion – sit down to rest, recharge, and catch up on work. There will be three (3) lounges inside C Space, to provide attendees a comfortable solution for all of the above. Sponsors may brand the lounges, as well as present small activations, calls-to-action, and more.

# C SPACE SHUTTLES

CTA provides complimentary, direct shuttles connecting attendees between the ARIA Hotel and the Las Vegas Convention Center, and also between the ARIA and the Sands/Venetian Expo Center. Sponsors will have the opportunity to brand.WRAP the shuttles, brand the signage at each pick-up and drop-off location, as well as have video sizzles play on the shuttle screens.

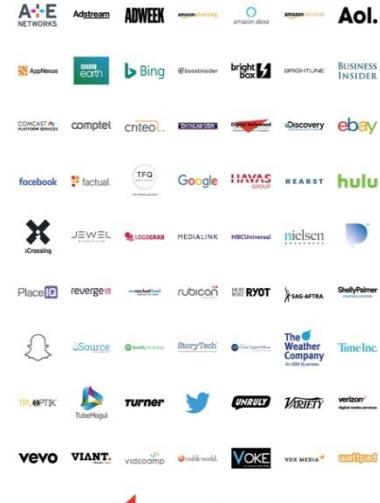
Call for pricing.



# C SPACE PARTICIPANT BENEFITS INCLUDE:

- Opportunity to be considered for Thought Leadership
- Company logo and URL on [CES.tech/cspace](http://CES.tech/cspace)
- Access to the CES 2018 pre-registered media list
- Complimentary Exhibit Badges
- Opportunity to offer your customers and prospects complimentary Exhibit Plus Pass registration to CES (up to 1,000 complimentary invitations)
- Complimentary listing in the printed official show publication(s) and online Exhibitor Directory
- Use of the CES name and logo in your CES-related marketing and exhibit promotions
- Exhibitors receive distribution of their exhibitor profile via [Business Wire](http://Business Wire) to registered media and related audiences worldwide
- Opportunity to purchase social media packages, website advertising, email sponsorships and more
- Additional website, app, social media, and on-site exposure available to Thought Leaders, Event Partners and Conference Partners

THANK YOU TO OUR  
**C SPACE  
PARTICIPANTS**



CES.tech/CSpace

If we've piqued your interest in participating in the world's largest gathering of technology, brands and media, let's find a solution that suits your business objectives. CES is business first and provides the platform to make deals happen.

CHRISTINA HUM  
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