



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

# REMEMBER THIS AS THE MOMENT YOU LOOKED FORWARD.

CES Unveiled@NY

November 9, 2010  
Metropolitan Pavilion  
New York City

CES Unveiled

January 4, 2011  
The Venetian  
Las Vegas



## Unveiled

The Official Press Event of the International CES

## Media Coverage Matters: Unveil Your Press Potential at Two Events

Look ahead to 2011. Put your company and products front and center at one or both of the 2011 CES Unveiled events. CES Unveiled@NY, the New York press preview, gets your name and products in the headlines in time for the holiday rush, and CES Unveiled: The Official Press Event of the International CES in Las Vegas gives you even more media coverage two days before CES opens its doors to more than 120,000 consumer technology professionals.

**“ The 2010 CES Unveiled event was a fantastic way to build excitement for our new products prior to the opening day of CES. The Unveiled event allowed us more time for on camera interviews and product demonstrations to the press. This ultimately led to greater enthusiasm from distributors and buyers during CES. ”**

-Melanie Pearson, Vice President, Liquid Image Co., LLC



**“ CES Unveiled is a terrific way to ‘jump start’ your exposure at CES, whether you choose to exhibit at the November or January event. Both are packed with top-flight journalists, bloggers, and international media who are on the lookout for the latest news. ”**

-Dave Arland, President, Arland Communications

**“ CES Unveiled is a great opportunity to meet a wide range of reporters and editors from around the world in a short period of time. ”**

-Charles Hartley, PR Manager, Accenture



With over 300 media and analysts at the Unveiled@NY and more than 800 at the Las Vegas event, Unveiled is the best way to receive press attention and build buzz. There is nothing like strong momentum.

A simple tabletop set-up makes it easy for your team to network with top industry and consumer media, build relationships and generate buzz!

## THE BEST PR VALUE IN THE INDUSTRY

- Exposure to influential, credentialed media and analysts.
- Extensive pre-event promotion of all Unveiled exhibitors and sponsors to CES' worldwide media list via e-mail, news wires, print materials, direct individual pitching and Web promotion.
- Contact lists of preregistered and confirmed media/analysts.
- Photo and 150-word product description in the Unveiled program guide within *Consumer Electronics (CE) Vision* magazine, which is distributed at press events, to *CE Vision's* 23,000 industry readers and thousands more on-site at the International CES.
- Your product displayed among Innovations 2011 Design and Engineering Awards Honorees' products—a must-see for press and analysts.



**Visit [CESweb.org/Unveiled](http://CESweb.org/Unveiled) for more information.**



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# Top Media Names at the 2010 CES Unveiled Events Included:

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ABC News

Associated Press

BBC

CNET

CNN.com

Engadget

Fox News

MSNBC.com

*PC Magazine*

*Popular Mechanics*

*The Wall Street Journal*

*TWICE*

*US News and World Report*

*USA Today*

*Variety*

*Wired*



## Sign Up Today!

**Contact: [CESunveiled@CE.org](mailto:CESunveiled@CE.org)**

**Visit [CESweb.org/Unveiled](http://CESweb.org/Unveiled) for more information.**

## Event Sponsors:

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