CES 2016: 10 Tips for Press

Here are some inside tips and practical advice for CES® press – newcomers and veterans alike – to navigate and maximize the CES 2016 experience.

1. CES 2016 will span 2.4 million net square feet of exhibit space across several venues in the Las Vegas desert, so be prepared!
   - Wear comfortable shoes.
   - Drink plenty of water.
   - Check out more CES travel tips here.

2. Pre-CES press events will take place January 4-5, 2016 at Mandalay Bay's North and South Convention Centers. Important to note that these events start two days before the show floor opens.
   - View the Official CES 2016 Press Events Schedule here.
   - Download the Pre-CES press events schedule and transportation flyer here.
   - Download the Press Day Map/Schedule here.

3. Arrive early to attend exhibitor press conferences on Press Day. But if you cannot get into the room, relax.
   - CES provides two Live Viewing Rooms (aka "overflow rooms") at Mandalay Bay where media can watch live video/audio feeds of press events on big screens.
   - The Live Viewing Rooms are located in Palm Ballrooms B and C on level 3 of the South Convention Center.

4. In addition to pre-show press events, exhibitor press conferences will take place at the LVCC, Venetian and individual exhibitor booths and meeting rooms throughout CES 2016.
   - Check out the Official CES 2016 Press Events Schedule here or download a printable schedule here.

5. CES provides a number of press rooms at various show venues, including Tech East, Tech West and Mandalay Bay. Check out locations and hours here.

6. CES and exhibitors have gone green so most press materials will be available on USBs or posted online.
   - Paperless press kit areas will be located at the Mandalay Bay, LVCC (S229) and Sands press rooms.

7. Broadcast quality HD footage of CES 2016 highlights will be available for free and unrestricted use by accredited media during the show. Footage will be posted here.
    - CES also will produce full videos of Keynotes, SuperSessions and C Space Storytellers conference sessions, which will be posted here shortly after the conclusion of each session.
    - Select conference sessions will be condensed into daily highlight reels and a "Best of the CES Conference Program" highlight reel that will be available post-show in the Videos section of CESweb.
    - Check out the CES 2016 Photo Gallery for exclusive photos of Keynotes and show floor highlights. Photos will be posted daily.

8. CES offers special transportation routes that are often overlooked, complementing the shuttle buses to other show venues and most official hotels.
    - The LVCC Shuttle Loop runs every 10 minutes with boarding points at five key locations around the perimeter of the LVCC.
    - The Golf Cart Service runs every 10 minutes between the back of South Halls 1-2 and Central Hall 5.
    - A handy shuttle bus service summary/map is available here.

9. When reporting on the show and mentioning the trade association that produces and owns CES, be current and accurate:
    - The Consumer Technology Association (CTA)™ is the new name for the Consumer Electronics Association (CEA)®.
    - The official name of the global technology event is "CES." Please do not use "Consumer Electronics Show" or "International CES" to refer to the event.
    - CTA recently made minor tweaks to the CES logo, including an updated color palette and font change. Download the new logo here.

10. **Stay Social:** Be sure to use the official show hashtag, **#CES2016**, in all of your social media posts surrounding the show.

Extra Tip: Please note that CES is implementing new bag restrictions and enhanced security measures for CES 2016 with the goal of maintaining the safety of all of our guests and show personnel while creating as little inconvenience as possible. Members of the media attending CES will be subject to the same security and safety restrictions and procedures as general show attendees with some allowances. Please reference the media security guidelines page for further information.