



2015 INTERNATIONAL CES®
January 6-9, 2015 | Las Vegas, NV | #CES2015

Digital Attendee Outreach Opportunities

ATTENDEE NEWSLETTER SPONSORSHIPS

International CES communicates with attendees on a regular basis through our attendee newsletter, *CES Now* (formerly *CES Up to the Minute*). The newsletter is sent monthly in July through September and bi-weekly from October through December. Daily newsletters begin the week of the 2015 International CES.

Each issue of *CES Now* will reach more than 200,000 readers, including 2015 CES pre-registrants, 2014 CES verified attendees, loyal CES customers, prospects and more.

Marketing Investment:

CES Exhibitors: \$5,000 for one email sponsorship; \$8,000 for two.

Specifications:

50 word description, logo and URL

Schedule Options:

Issue Drop Date	Content Due
Wednesday, June 18	Thursday, June 5
Friday, August 29	Thursday, August 14
Wednesday, October 8	Thursday, September 25
Wednesday, October 22	Thursday, August 9
Wednesday, November 5	Thursday, October 23
Wednesday, December 3	Thursday, November 20
Wednesday, December 17	Thursday, December 4
Tuesday, December 30	Thursday, December 15
Sunday, January 4	Monday, December 21
Monday, January 5	Monday, December 21
Tuesday, January 6	Monday, December 21
Wednesday, January 7	Monday, December 21
Thursday, January 8	Monday, December 21



IN THIS ISSUE...
[November 6, 2013](#)
[Conference Program](#)
[New Website](#)
[CES Mobile App](#)
[MoDev Hackathon](#)
[Unveiled NEW YORK](#)
[It Is Innovation \(i3\)](#)

The event that brings together technology buyers, sellers and influencers from around the globe is fast approaching. Check out what's unfolding at CES in this issue of *CES Up to the Minute*.

[Register today](#) for \$100 using priority code U8 to avoid the \$200 registration fee that goes in effect on January 2, 2014.

REGISTER NOW using code U8

Get Social at CES
Follow CES on social media for breaking news, contests and the latest information about the most important tech event in the world. Use our official hashtag, #CES2014, to follow the conversation and connect with other tech enthusiasts. For a full list of CES social media properties, visit [CESweb.org/social](#).

Conference Programming for Marketing and Advertising Professionals

The [Brand Matters program](#) at CES is designed to provide essential insights into the changing technologies, platforms and touch points that will be critical to the future of advertising and media. Explore the relevant issues through the [Marketing and Engagement conference track](#), including marketing [CE to millennial women](#) and [brand attachment strategies](#). Don't miss the [Brand Matters SuperSession](#) and [2nd Screen Summit](#).



NEW: Your CES Badge, Upgraded

During your online registration, you're now required to upload credentials (business card, company letter or short description of industry position) verifying affiliation with the tech industry. Also, we will no longer be mailing badges in advance of the event. Check out [CESweb.org/BadgeInfo](#) to get details on these new processes.

Our New Website has Launched!

We are proud to announce the launch of our brand new website for the International CES, featuring a sleek design that is innovative and forward-thinking—just like our show. CESweb.org is now optimized for all devices including smartphones and tablets. Check out the new [CESweb.org!](#)



2014 CES Mobile App

The official mobile app for the 2014 CES is now available in the Apple iTunes and Google

DEDICATED EMAIL BLASTS

Outreach to CES attendees is also available through full, dedicated HTML email blasts. These blasts are created entirely by the partner and sent out directly by CES on the partner's behalf. Dedicated email blasts can be purchased whole, or split between two or more exhibitors.

Each dedicated blast will reach more than 200,000 readers, including 2015 CES pre-registrants, 2014 CES verified attendees, loyal CES customers, prospects and more. Exhibitors can also target their list based on certain attendee identifying information including, but not limited to: job title, company's primary role, product category represented and more.

Marketing Investment:

CES Exhibitors: \$15,000 per email

Specifications:

Targeted list selections must be made using the 2015 CES Attendee Mailing List Order Form.

The final HTML file and list order form must be sent to the exhibitor's CEA contact no later than 10 business days prior to the deployment of the purchased EDM drop date. If one or both of the required items are missing, the purchased EDM will not deploy until all files are received and approved. If the purchased drop date is missed, CEA will attempt to reschedule the deployment at their discretion, with no guarantee.

See additional requirements in "Terms & Conditions" section listed on the next page.

Schedule Options:

2014 Drop Dates	Final File Due
May 19	May 9
June 9	May 30
July 14	July 3
July 28	July 18
August 11	August 1
September 15	September 5
October 13	October 3
October 27	October 17
November 10	October 31
December 8	November 25
December 22	December 12

2015 Drop Dates	Final File Due
January 2, 2015	December 23
January 3, 2015	December 23
January 4, 2015	December 23
January 6, 2015	December 23
January 8, 2015	December 23
January 12, 2015	December 29
January 26, 2015	January 16, 2014
February 9, 2015	January 30, 2015
February 23, 2015	February 13, 2015
March 9, 2015	February 27, 2015
March 23, 2015	March 13, 2015

TERMS AND CONDITIONS:

For all EDMs sent through CEA, the following rules apply:

- Every EDM must be CAN-SPAM compliant, including company name, address and return email must be clearly visible on every email. Emails cannot be created as one big image, with little or no text as these trigger spam filters, but must include a mixture of copy and images. Total image area cannot take up more than 40 percent of the email.
- Images within email must include alt tags
- Subject lines cannot include a direct call to action
- Emails cannot be wider than 600px
- A plain text version of the email must be provided
- If a suppression list is available, it should be provided to CEA solely for the purpose of removing those names from our mailings. The list will be destroyed after that suppression is completed.
- Content must be related to partner/sponsor's presence at the 2015 International CES.
- EDM opportunity may not be sold, given to, or promote any other party for any reason.
- EDM must refer to the show as the "International CES" or "CES" and not the "Consumer Electronics Show"
- EDM must contain the CES logo, show dates and a link to CESweb.org.

Editorial Guidelines

To ensure our attendees are receiving the same messaging, below is a list of commonly used CES terms and information. These may be helpful when producing your own promotions, or when speaking with your clients. When referring to CES, please note the following editorial items:

- The show can be listed in any of the following ways:
 - 2015 International CES®
 - International CES®
 - 2015 CES
 - CES 2015
 - CES
 - NOT CES show or Consumer Electronics Show
- Social Media: When referring to the 2015 International CES on social media, please use the following:
 - Official website: CESweb.org
 - Official hashtag: #CES2015
 - A list of CES outlets can be found at CESweb.org/social
- When using the CES logo, it must not be smaller than 1 inch x 1 inch and cannot be skewed. Below is a list of the only available logo options:

Horizontal Version



Vertical Version

