



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

# Everything You Need to Take Your Business to the Next Level

## **Unveiled@NY**

November 8, 2011  
Metropolitan Pavilion  
New York City

## **CES Unveiled**

January 8, 2012  
The Venetian  
Las Vegas



# **Unveiled**

The Official Press Event of the International CES

## The Right People. The Biggest Opportunity: Unveil Your Press Potential at Two Events

Put your company and products front and center at one or both of the 2012 CES Unveiled events. Unveiled@NY gets your name and products in the headlines in time for the holiday rush, and CES Unveiled in Las Vegas gives you even more media coverage two days before the International CES opens its doors to more than 140,000 consumer technology professionals.

“ CES Unveiled is essential to our CES show and to our year. The number of qualified press that we demonstrate our products to in a three hour event is unparalleled. The reporters from Unveiled create enormous pre-show buzz both online and on TV. This drives attendees and additional members of the media to our booth during the CES show.”

— *Melanie Pearson, Vice President, Liquid Image Co, LLC*



“ CES Unveiled is a great introduction to the main event – The International CES. The companies, products and first-hand information set the stage for where the CE industry is heading during the coming year.”

— *Jeff O'Heir, Editor in Chief Dealerscope Magazine*

“ CES Unveiled is a great springboard for launching new products, and allowed us to meet the media in large numbers in a short space of time. After initial contact at the event, many journalists stopped by our booth for more in-depth reporting. It's efficient and effective.”

— *Louis Rosseau, Vice President, SENSIO Technologies Inc.*



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 pre-registered and confirmed media/analysts
- Photo and 150-word product description in the Unveiled program guide within *Consumer Electronics 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 2012 Design and Engineering Awards Honorees' products -- a must-see for press and analysts



# Top Media Names at the **2011 CES Unveiled** Events Included:

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 Wall Street Journal*

*TWICE*

*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.

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