



CES® 2018 Product Offerings

JANUARY 9-12, 2018

We're much more than a four-day event. We're an experience.

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 to more than 170K+ total industry professionals.

Every major technology company on the planet participates in CES in some way – we welcome you to join us



CES 2017 by the Numbers

180K+

total attendance

60K+

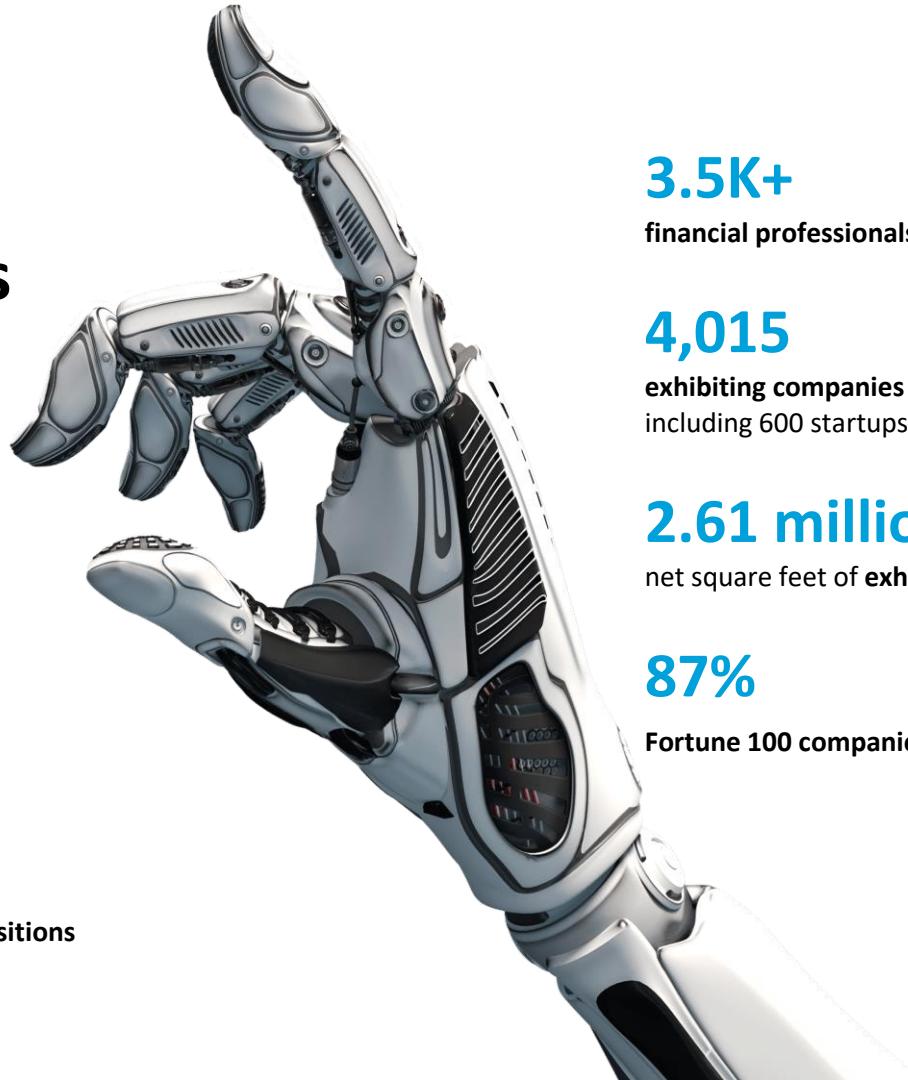
international attendance
representing **158** countries

7K+

members of media

65K+

hold **senior-level executive positions**



3.5K+

financial professionals

4,015

exhibiting companies
including 600 startups in Eureka Park

2.61 million

net square feet of **exhibit space**

87%

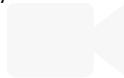
Fortune 100 companies



CES Coverage

4,620,716

views of videos posted by
CES during CES



1.33 Million

Views of Snapchat's CES Live Story



17,233 Million

Twitter impressions



998,799

#CES2017 and @CES mentions



Garnered

52K+

media hits



493.7 Million

Instagram Impressions



65K+

Downloads of CES App



Exhibit, Meeting & Hospitality Options

CES has more than **2.5 million net square feet (NSF)** of exhibit and meeting space across **13 venues**. Exhibit and meeting spaces are charged at a NSF rate for all four days of CES. Suites are flat-rate charges based on size, for the duration of the show, unless otherwise noted.



- [Exhibit Space Only](#)
- [LVCC, North and Central Halls; North and Central Plazas](#)
- [LVCC, South Halls](#)
- [Sands Expo](#)
- [Turnkey Packages](#)
- [Exhibit Suites](#)
- [High-Performance Audio Exhibit Suites](#)
- [Hospitality Suites](#)
- [Meeting Rooms](#)
- [Branding & Sponsorship Opportunities](#)
- [C Space \(ARIA\)](#)
- [Smart Cities \(Westgate\)](#)
- [CES Sports Zone](#)



Exhibit Space Only

Capitalize on the bustling show floor with exhibit space at the Las Vegas Convention and World Trade Center (LVCC) or the Sands Expo (Sands).



Why CES:

- Create partnerships
- Launch products
- Garner extensive media coverage
- Generate leads
- Conduct meetings
- Elevate your brand

LVCC, North and Central Halls; North and Central Plazas

1 NORTH HALL

Vehicle technology
3D Printing
67 meeting rooms

2 CENTRAL HALL

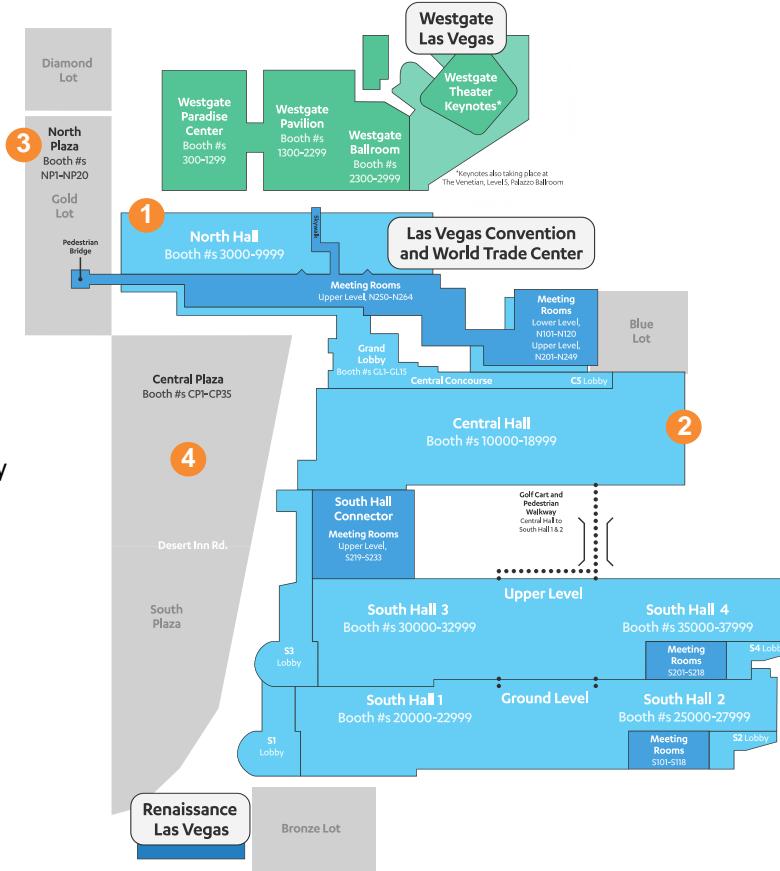
Audio
Content creation & distribution
Digital imaging/photography
Digital/online media
Video
5 meeting rooms

3 NORTH PLAZA

Self-driving Technology
Vehicle technology

4 CENTRAL PLAZA

All categories



LVCC, South Halls

1 SOUTH HALL 1

Augmented Reality
eCommerce &
Enterprise Solutions
Gaming & Virtual Reality
Cyber & Personal
Security

2 SOUTH HALL 2

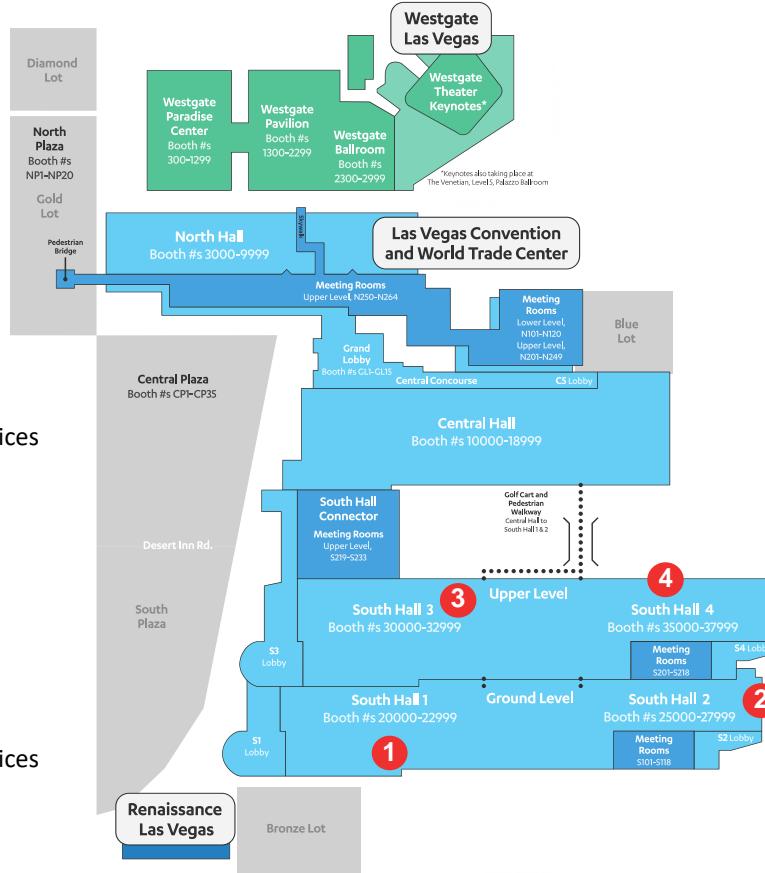
Drones
Robotics
Meeting Place
5 meeting rooms

3 SOUTH HALL 3

iProducts
Wireless devices and services

4 SOUTH HALL 4

iProducts
Wireless devices and services
8 meeting rooms



Sands Expo

1 LEVEL 2, HALLS A-D

Accessibility	Sleep Tech
Education & Technology	Smart Home
Fitness & Technology	Sports Tech
Health & Wellness	Wearables
Kids & Technology	Wireless Devices and Services

2 LEVEL 1, HALL G

Eureka Park and University Innovations Marketplaces:

- Launch pad for home-grown innovation
- Introduce and market technologies
- Gain access to influential media, key investors and potential collaborators

CES offers specialty Turnkey Packages and pricing for startup exhibitors so you can focus on innovation, not costs.



Turnkey Packages

Simplify your exhibiting experience with a Turnkey Package.

You'll work with our official show contractor, Freeman, to custom-produce wall graphics, then leave the rest of the build up to them.

All packages include the following standard amenities with quantities and enhancements increasing per package level:

- Furniture
- Carpeting
- Electrical
- Storage
- Nightly vacuuming



Turnkey Packages are available for the following exhibit space dimensions:

- 10x10
- 10x15
- 10x20
- 20x20



Once on-site, simply show up with your products and get ready for your most successful four days.

[Contact exhibit@CTA.tech](mailto:exhibit@CTA.tech) for a full brochure on our Turnkey Packages.



Suites & Meeting Rooms at CES 2018: January 9-12



Host Your Meetings

CES is where people connect and deals are made. Our spacious and adaptable exhibit suites, hospitality suites and meeting rooms are the perfect place for private meetings, conversations and demonstrations.

These intimate settings allow you to:

- Capitalize on the savings, connections and our powerful, global platform by securing private meeting space
- Conduct scheduled meetings in a convenient location
- Construct a “home base” to host spontaneous meetings that otherwise wouldn’t occur
- Collaborate in a private setting with industry leaders, international buyers and global media



Exhibit Suites

Exhibit suites are an excellent way to showcase your products to a target audience in a private, elegant setting. Suites are available on a first-come, first-served basis.

Suites range in size across all official venues. Rates are a flat fee with a varying nightly commitment, based on venue. Additional nights available upon request and availability.





High-End Audio Exhibit Suites

Located at The Venetian, High-End Audio (HEA) exhibit suites are situated among floors specifically dedicated to this unique category. The close proximity of these suites creates a central location of HEA technology, allowing for effortless navigation for attendees.

Suites range from 404 to 1,180 net square feet.

- Rates are flat fee with a five-night commitment
- Additional nights available upon request and availability
- A CTA Member Lounge is also conveniently located on an HEA floor

Hospitality Suites

Host your clients in relaxed luxury.
Hospitality Suites offer an intimate,
closed-door setting for private meetings
throughout the **Westgate and Wynn**.

Choose from these convenient locations to
make hosting a client or team meeting easy.

With this solution, there's no need to travel
all over town to get to your meetings, your
meetings come to you.





Meeting Rooms

CES meetings rooms are available in The Venetian, Wynn/Encore, Westgate, Sands Expo Center and Las Vegas Convention and World Trade Center (LVCC).

These footprints are beneficial as stand-alone spaces, or as a supplement to your exhibit space due to their close proximity to the LVCC and Sands show floors.

Limited Availability

CES exhibit suites, hospitality suites and meeting rooms sell quickly, but great options are still available. Contact us to secure yours today.

CES Sales
Consumer Technology Association (CTA)™
EXHIBIT@CTA.TECH



CES Branding & Sponsorship Opportunities

When the CES doors open, have your company's name, brand and products seen first. From an array of programs preshow and on-site, CES makes it easy for you to build your brand beyond the booth.



Choose from email campaigns, on-site branding, event sponsorships, social media packages, website advertising, speaking opportunities and much more.

We have the tools to help your brand educate, entertain and drive attendees and media to your exhibit.

All opportunities are flexible, customizable and transitional. Let's create an experience to kick-start unrivaled innovation and collaboration.

Contact Liz Tardif at
ltardif@CTA.tech to get started.





C SPACE

C SPACE: 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 Monte Carlo properties create **CES Tech South**. All properties offer meeting space and luxury hospitality suites.

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| JANUARY 9-12 |

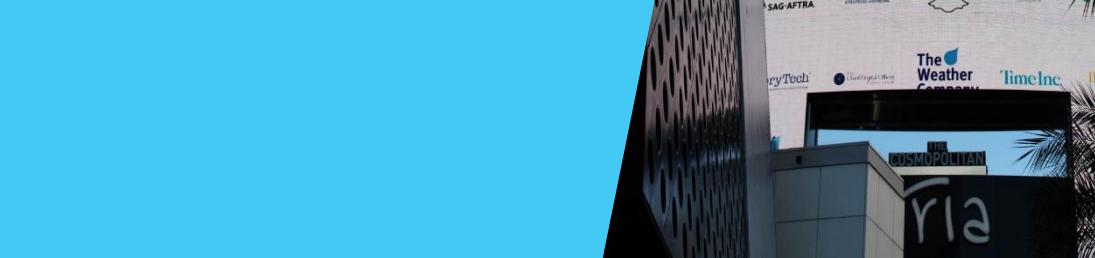
#CES2018

C SPACE: THE EXPERIENCE STARTS THE DAY BEFORE CES OFFICIALLY OPENS

OPENING RECEPTION (INVITATION ONLY)
Monday, Jan. 8 4-7 PM

C SPACE EXHIBITS & CONFERENCE SESSIONS

Monday, Jan. 8	2-5 PM
Tuesday, Jan. 9	9 AM-5 PM
Wednesday, Jan. 10	9 AM-5 PM
Thursday, Jan. 11	9 AM-2 PM



AMPLIFIED REACH

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

- AD AGE
- ADWEEK
- CAMPAIGN
- CHIEF MARKETER
- FACEBOOK
- HOLLYWOOD REPORTER
- LINKEDIN
- MEDIALINK
- SAG-AFTRA
- TWITTER
- VARIETY

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

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



DIGITAL INFLUENCE

- 211,901** views of C Space promotional video
- 66,695** views of C Space Participants page on CES.tech (Oct. 1-Jan. 22)



Adstream

ADWEEK

amazon advertising

amazon alexa

Aol.

AppNexus

Bing

boostinsider

bright box

BUSINESS
INSIDER

Chief Digital Officer
GLOBAL FORUM

CES 2017 PARTICIPANTS

collective

COMCAST
PLATFORM SERVICES

comptel

criteo

DATALAB USA

DELTA

Digital Hollywood
Entertainment + Convergence

Discovery
COMMUNICATIONS

ebay

facebook

factual

Google

HAVAS
GROUP

HEARST

hulu

JEWEL
SILVERSTEIN

kanwas

LOGOGRAB

MEDIALINK

Microsoft Surface

NBCUniversal

nielsen

PADSQUAD

PADSQUAD

PlaceIQ

revergeVR

rocketfuel
MARKETING THAT WORKS

rubicon

RYOT

ShellyPalmer
STRATEGIC ADVISORS

Snapchat

Source

Spotify for Brands

StoryTech

TFQ
THE FUTURE OF
QUALITY

Time Inc

tinder

theTradeDesk

TRUEOPTIK

TubeMogul

TURNER

Twitter

inmarket

UNRULY

VARIETY

verizon/
digital media services

VIANT.

videoamp

visible world.

VOKE
An Interactive Media Company

VOX MEDIA

wattpad

The
Weather
Company
An IBM Business

YAHOO!

YOU | VISIT

YuMe

CES 2017 AUDIENCE INSIGHTS

33K+ Advertising, Content,
Entertainment and Marketing
professionals

3,898+ Unique Conference
Attendees

342 Media

333 Speakers

74 Dedicated Sessions

50% growth in Storyteller
session attendance from CES 2016

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

MAJOR AGENCIES. MAJOR BRANDS.

PARTICIPATION OPPORTUNITIES

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

C SPACE PARTICIPANT BENEFITS INCLUDE:

- Opportunity to be considered for Thought Leadership
- Company logo and URL on 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](#) 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



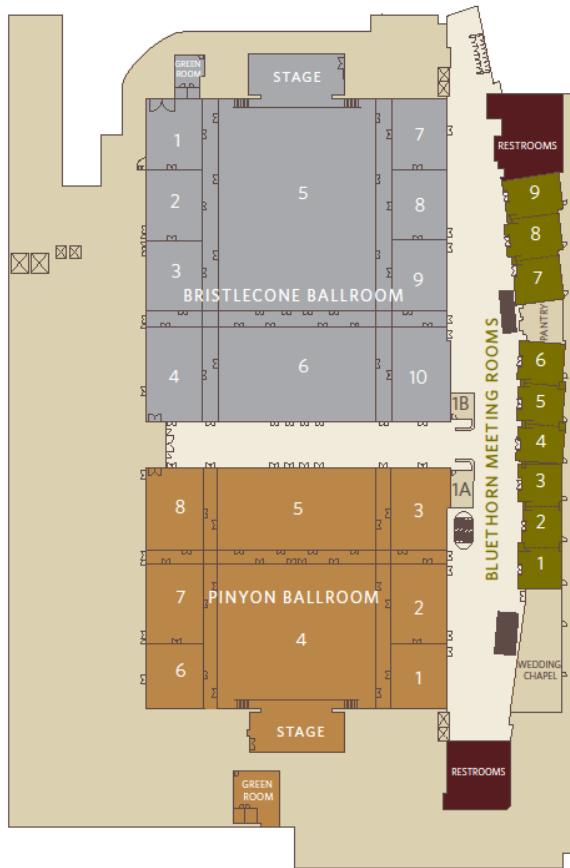
ARIA MEETING ROOM OPTIONS

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

- Bluethorn (754 NSF – 990 NSF) SOLD OUT
- 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



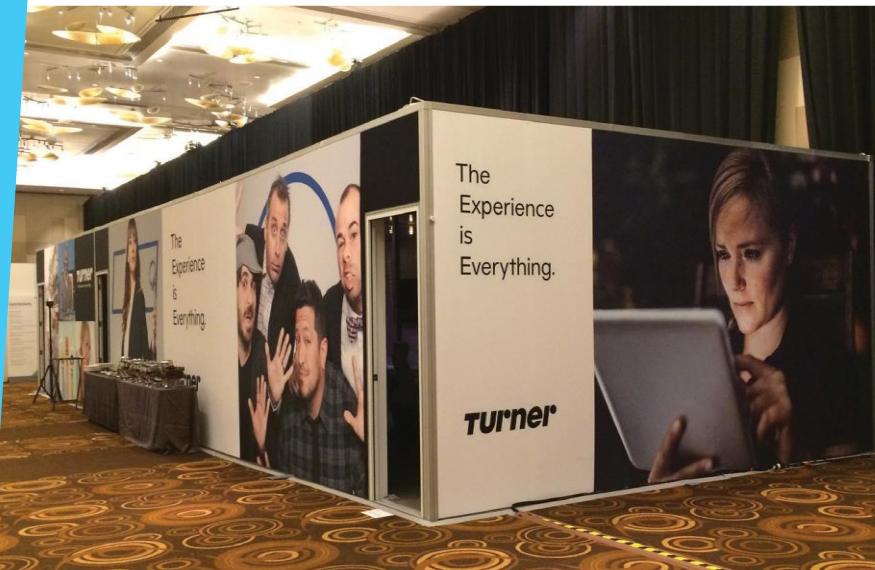
BUNGALOW MEETING ROOMS AT ARIA

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 SUITE A



ARIA SUITE B



1 BEDROOM PENTHOUSE SUITE A



1 BEDROOM PENTHOUSE SUITE B



2 BEDROOM PENTHOUSE SUITE A



2 BEDROOM PENTHOUSE SUITE B



CORNER SUITE

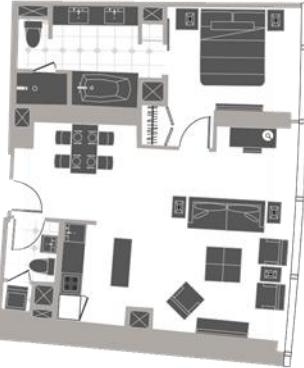
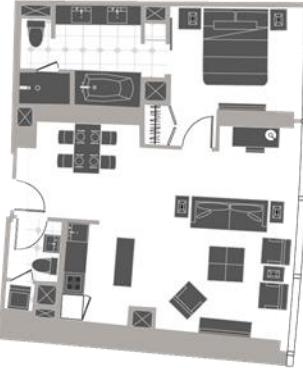


EXECUTIVE HOSPITALITY SUITE



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) SOLD OUT
 - Aria Sky Suites (1,050 NSF)
 - 1 Bedroom Penthouse Suites (1,465 NSF)
 - 2 Bedroom Penthouse Suites (2,060 NSF) SOLD OUT
 - Executive Hospitality Suite (2,000 NSF) SOLD OUT
 - 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

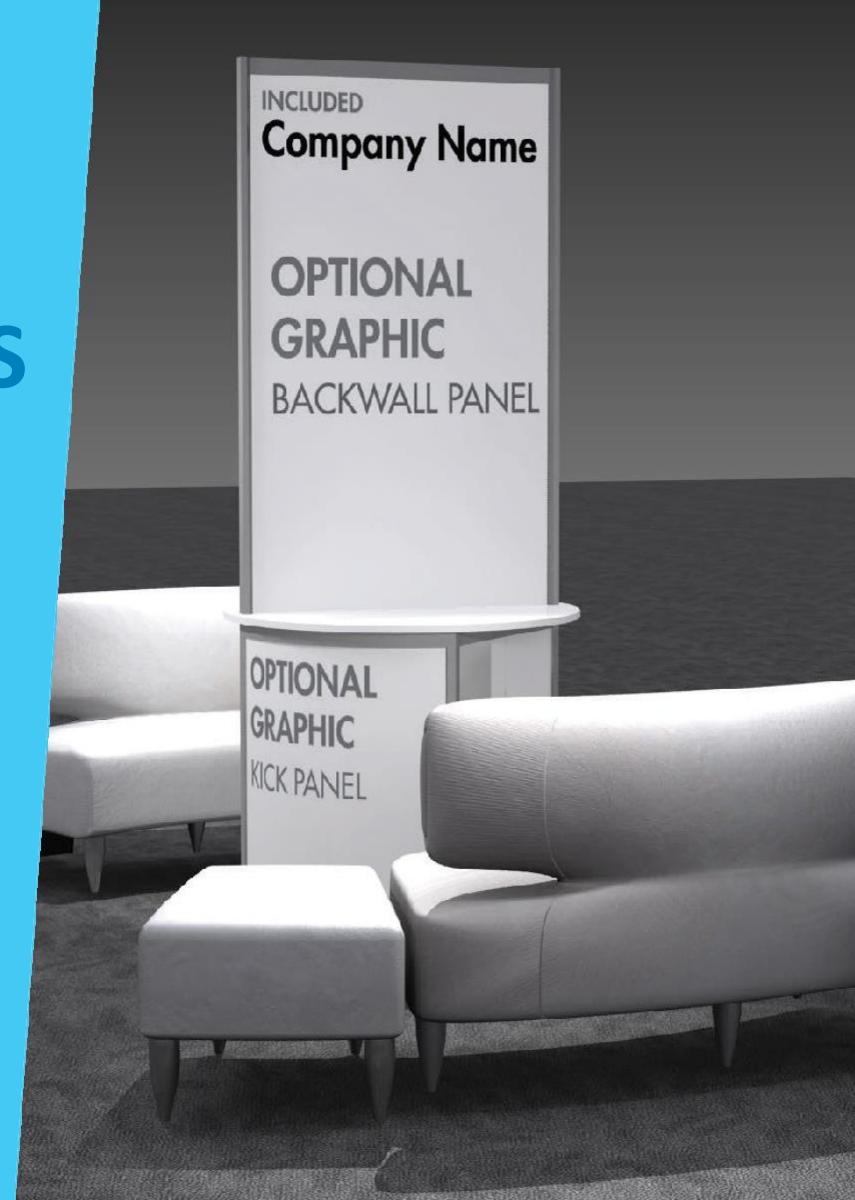
Secure open exhibit space for your nontraditional experience.



EXHIBIT SPACE OPTIONS

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

Turnkey options and pricing available upon request.



SPONSORED ACTIVATIONS

Because brand recognition matters and you know that best.



Welcome to the C Space Content Studio

A place designed for audiences to learn what's here 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.

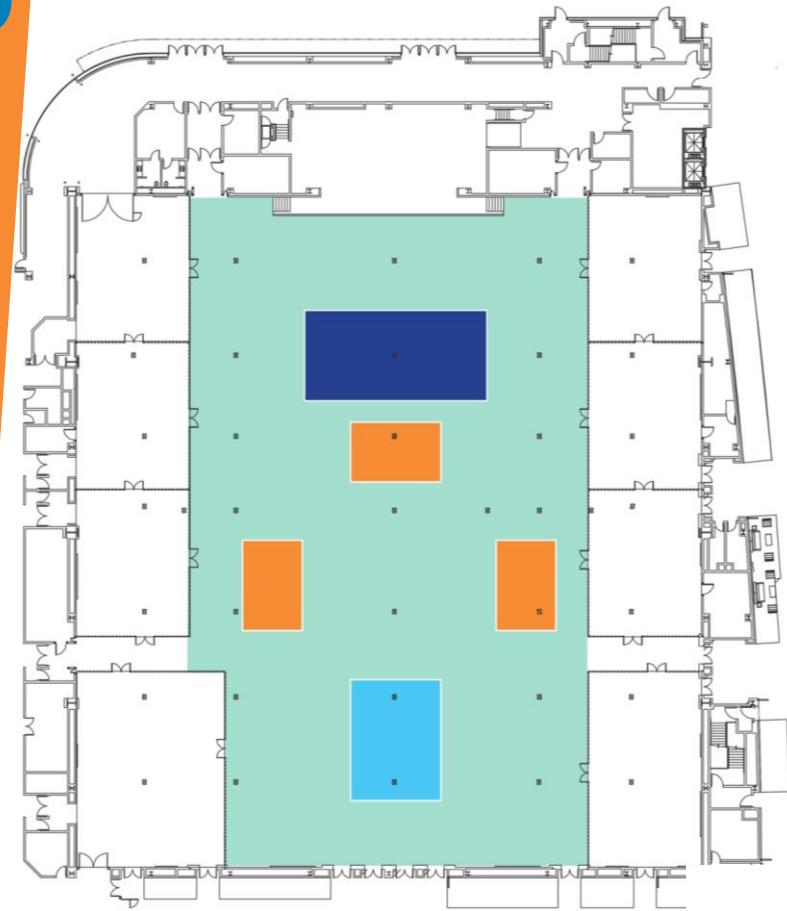
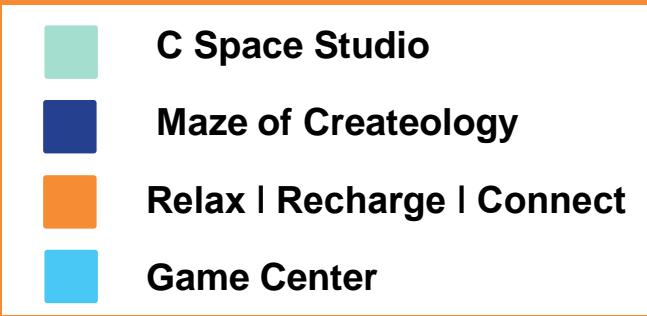
Designed with both the needs of our partners and the wants of our audiences in mind, the C Space Content Studio presents new opportunities of engagement.

THE C SPACE STUDIO

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Each Package Includes:

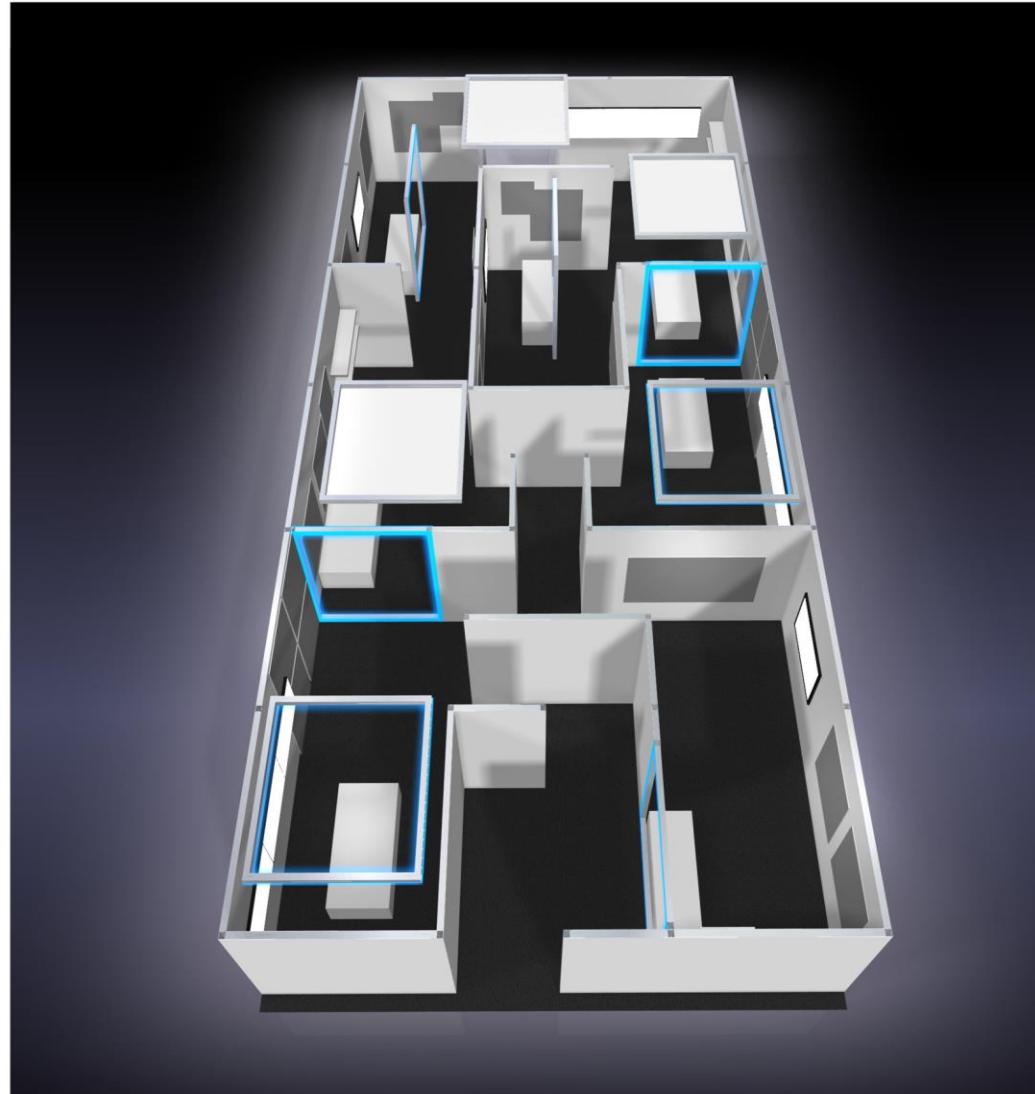
- Exhibit Space
- Flooring (custom Printed Carpet)
- Structures
- Smart Panels
- Graphics
- Fabric Solutions
- AV Equipment & Labor
 - Video Equipment
 - Computer Equipment
 - Lighting Equipment
 - AV Labor
- Accessories
- Furnishings
- Electrical
- Transportation
- Booth Cleaning
- Estimated install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





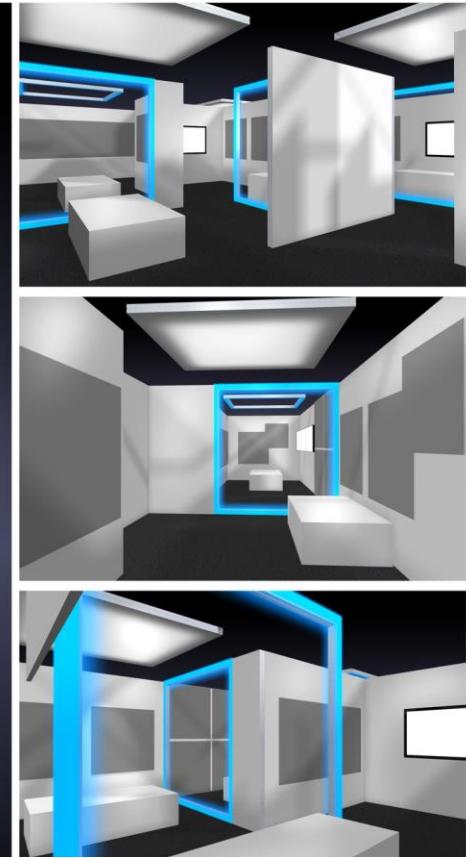
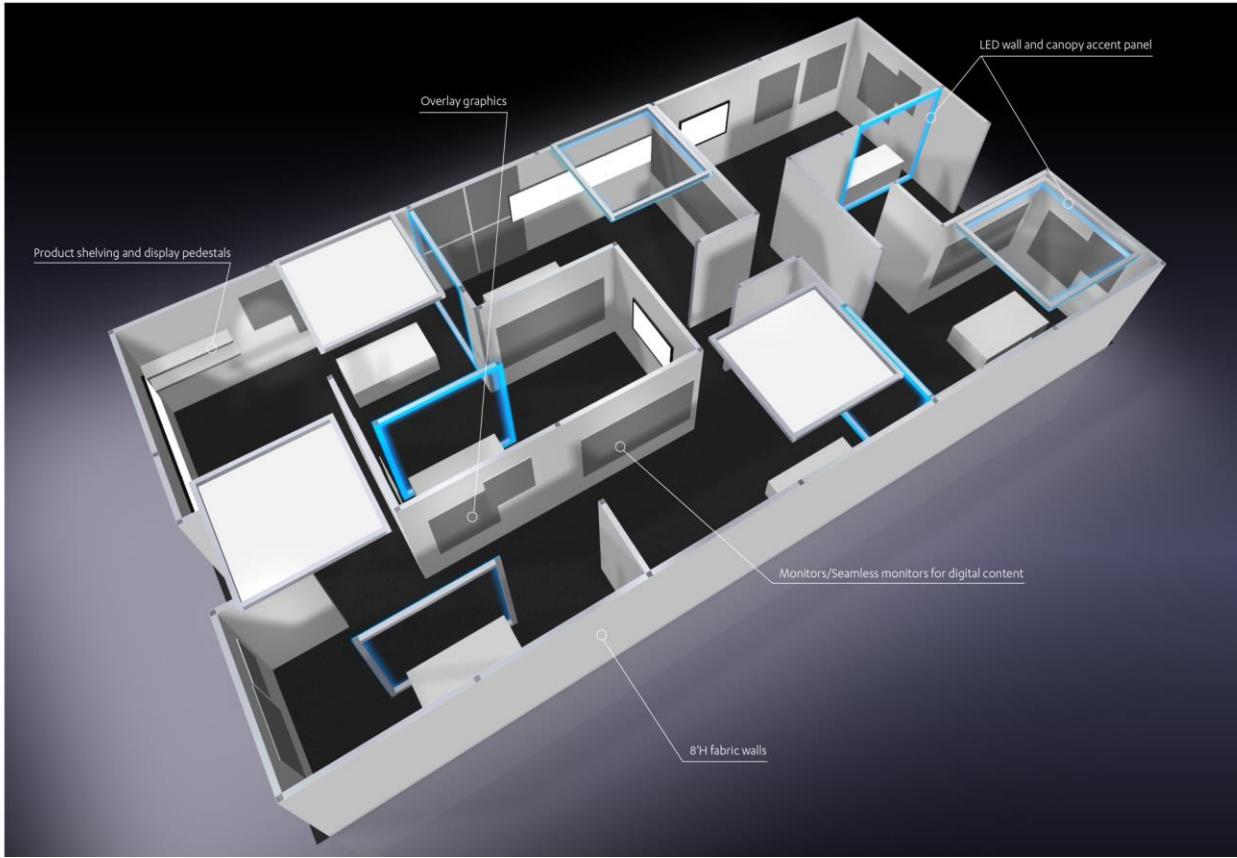
THE MAZE OF CREATEOLOGY

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

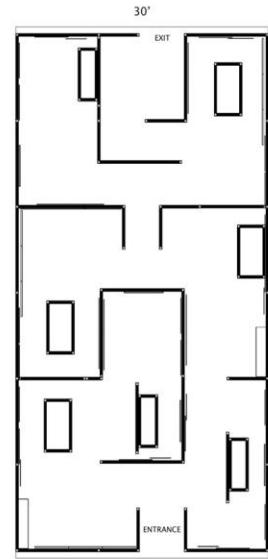
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THE MAZE OF CREATEOLOGY

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.





C SPACE RRC ZONES

Relax | Recharge | Connect

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'

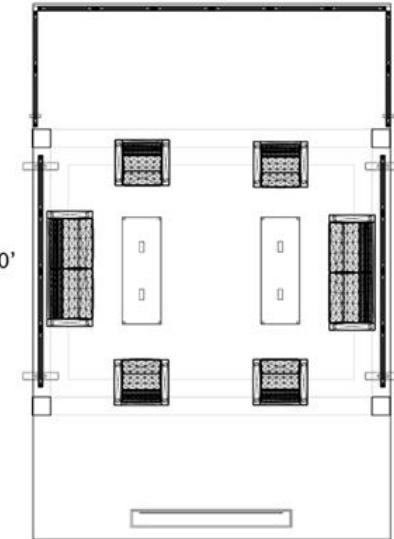
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JANUARY 9-12

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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'

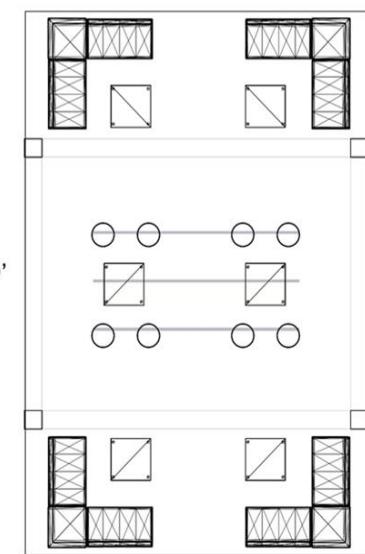
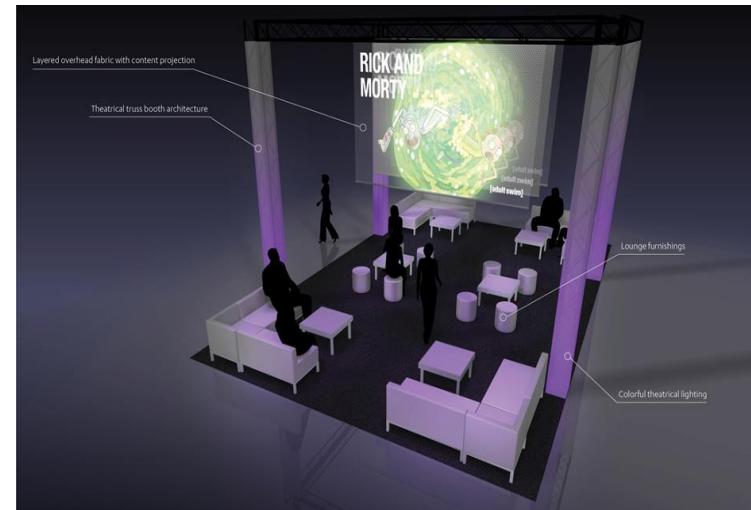


Relax | Recharge | Connect

ZONE 2

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

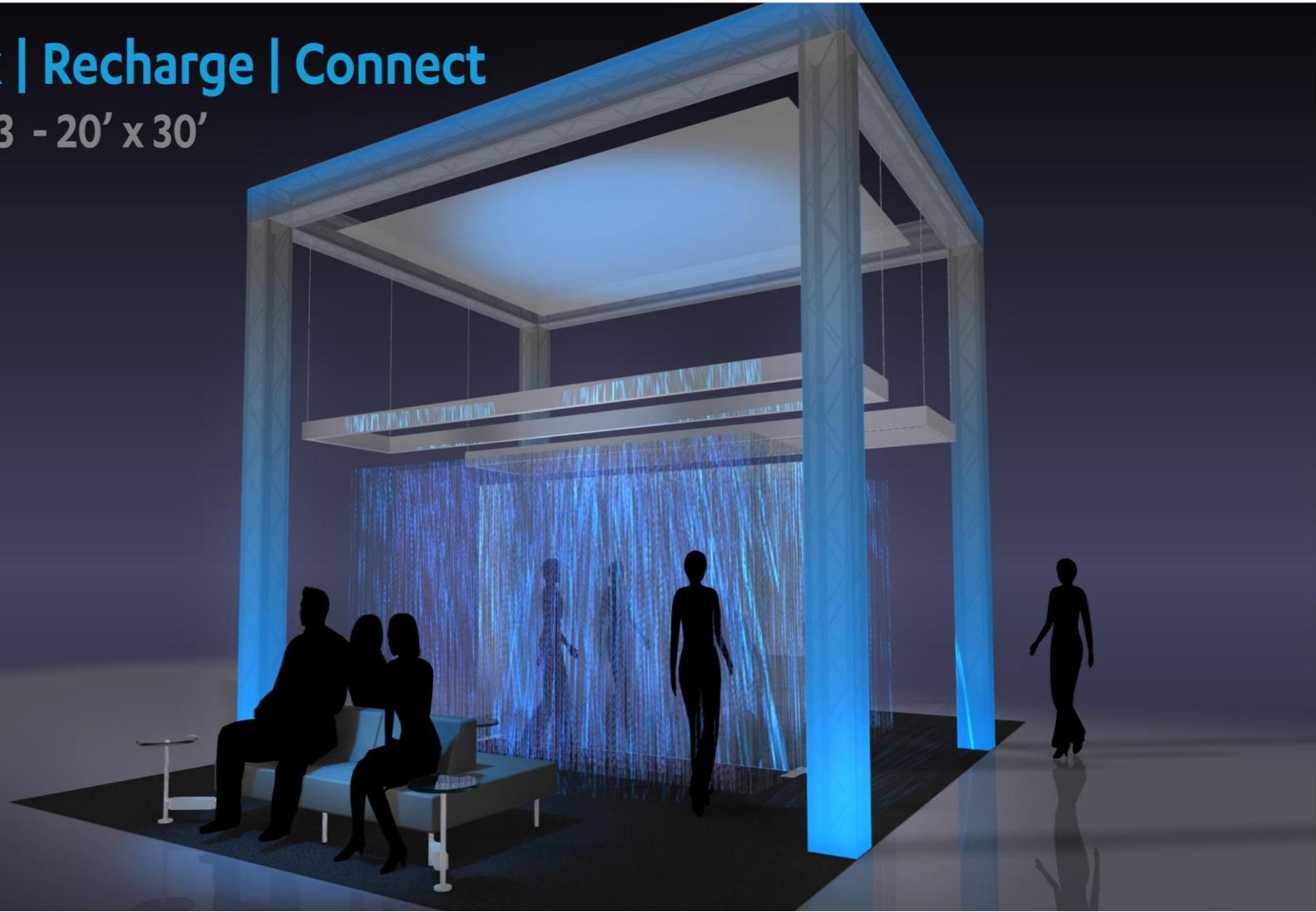
- Walls will be constructed using three layers of soft perforated vinyl sheets.
- Content will be projected onto the sheets, giving the display a layered dimensional feel.
- The space will include comfortable seating.
- Device Recharge Zones can also be accessed here.

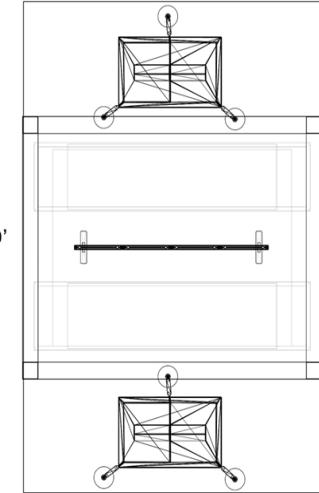


Relax | Recharge | Connect

ZONE 3 - 20' x 30'

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Relax | Recharge | Connect

ZONE 3

CES.TECH

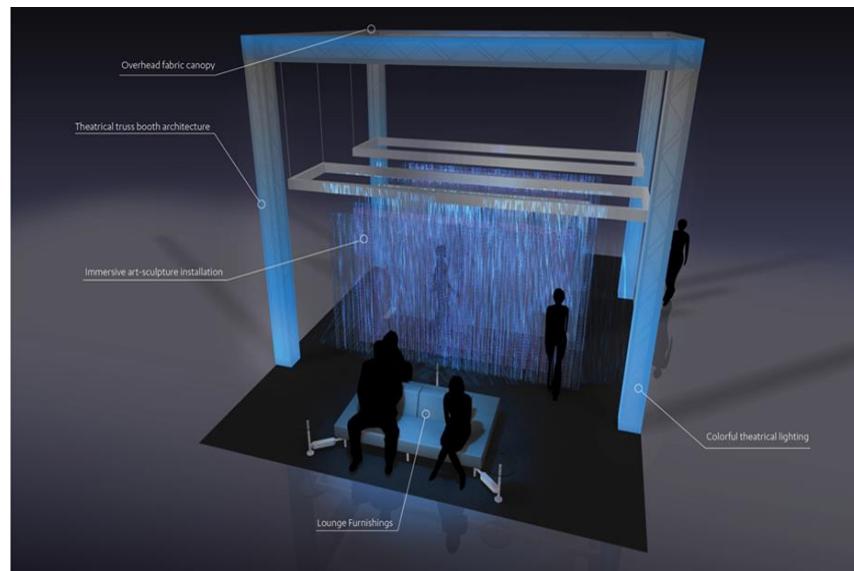
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JANUARY 9-12

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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.



GAME CENTER

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.

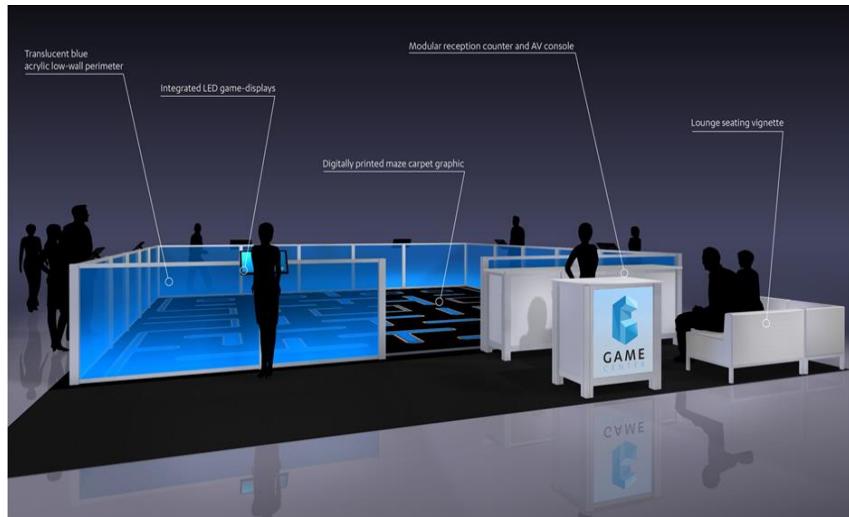
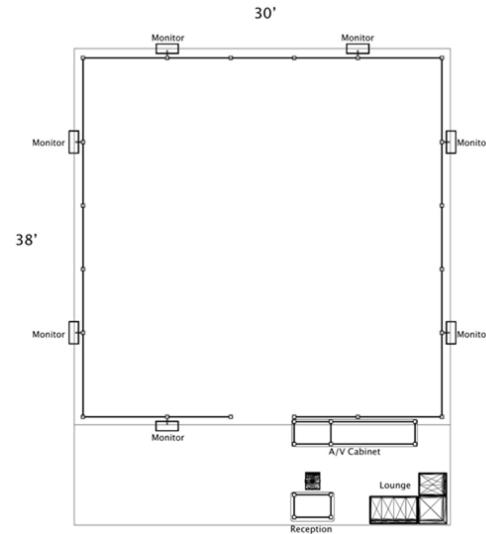


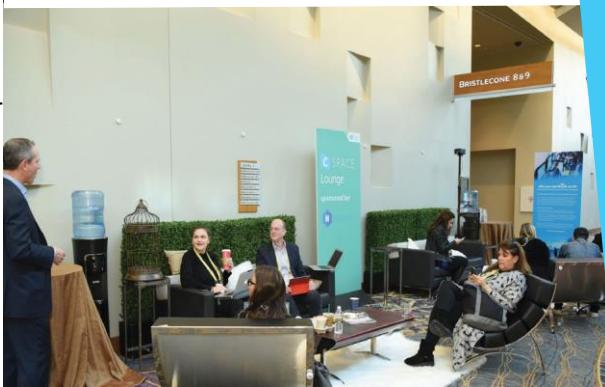


GAMECENTER

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*
- Three (3) C Space Lounges*

* Call for pricing



ROOM KEYS

- ARIA Hotel room keys with branded messaging

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.





Influencer Studio Sponsorship

Situated at ARIA, the C Space Influencer Studio hosts a number of conversational interviews with industry thought leaders, providing forward-looking dialogues about the future of companies, industries and technology.

Sponsorship includes:

- Co-branded signage
- Editorial control of fifteen (15) 15-minute interviews including guest selection and interview format
- Live video publishing during CES of select interviews
- Heavy promotion on CES Social Media channels
- Digital promotion throughout 2018 through CES properties
- Dedicated space, furniture, branded backdrop, signage, one interviewer and technical infrastructure

C Space Opening Reception (Invitation Only) Sponsorship

4-6 PM Monday, January 8 | Park MGM, Griffith Ballroom

The C Space Opening Reception is where media, marketing and entertainment elite gather to kick off CES in style. Sponsor fees are all-inclusive for the premium open bar, passed hors d'oeuvres and raw bar. Sponsorship includes:

- Company logo on reception invitation
- Company logo on step and repeat
- Inclusion in C Space marketing and promotions
- One (1) pop-up banner at entrance
- Signature cocktail
- Branded cocktail napkins on bar
- Complimentary CES passes for sponsor
- Complimentary CES passes for clients
- Company logo and click-through URL on C Space at CES webpage and ARIA Marquee sign
- Additional branding opportunities based on décor choices





Interstitials Sponsorship

- Stage Branding and Digital Content (Interstitials)
- Video or slides played prior to session or played as interstitials between C Space Storyteller sessions, and branding at base of stage

ARIA MARQUEE SPONSORSHIP

- Over 10,000 square feet of advertising space on the 250 ft. ARIA marquee facing the Las Vegas Strip.
- Each sponsor ad will run between 6:00AM-11:00PM for three (3) days, January 8 - January 10, 2018.
- Sponsor will be one of three CES advertisers in rotation.



Our flexible solutions will amplify your presence with this
highly-targeted audience in the world's largest gathering place
for technology, brands and media.
Let's start planning your participation today.

CHRISTINA HUM

CES Sales

Consumer Technology Association (CTA)™

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Smart Cities

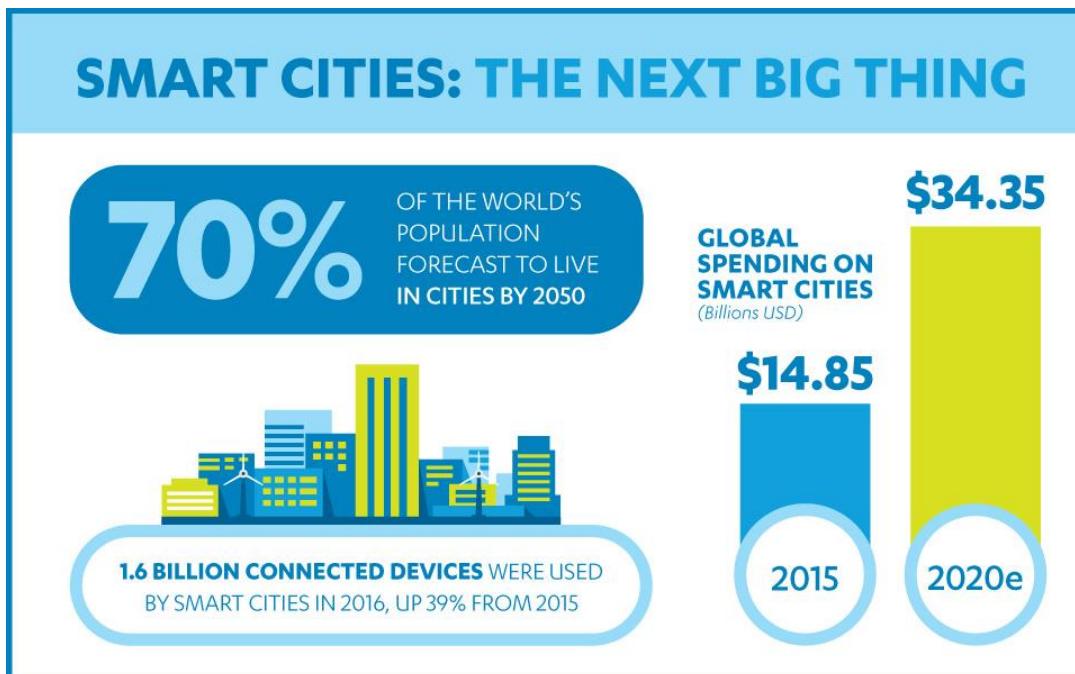
Smart Cities Experiencing Explosive Growth

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| JANUARY 9-12

#CES2018



Source: CTA/UPS *The Evolution of Smart Cities and Connected Communities*, January 2017. This study is available for CTA members only.

NEW Smart Cities at CES 2018

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JANUARY 9-12

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CES is the world's gathering place for all who thrive on the business of consumer technologies.

CES is already showcasing leading-edge Smart City innovation and IoT adoption and top tech companies from around the globe had Smart Cities solutions at CES 2017.

We are launching a comprehensive program that puts robust conference sessions from industry thought leaders center stage, and offers dedicated show floor space to demonstrate industry-shaping solutions.



CES Smart Cities Conference Program

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The most influential tech leaders join the CES conference program as partners, speakers and participants to share insights on emerging technologies shaping the industry.

We constructed a new program inspired by the success of the full-day automotive and personal mobility sessions Deloitte hosted at CES 2017.

CES Smart Cities will feature 3 days of conference programming, with content from **Bosch, FirstNet, Ford, Nissan and Qualcomm**, that will attract, engage and inform key decision makers, influencers, buyers and investors



Session Topics Include:

- **Smart Cities and Venues**
- **Smart Transportation**
- **Smart Energy and Smart Grid**
- **Public Safety**
- **Healthcare**
- **Data, Analytics and Security**
- **Artificial Intelligence**
- **Governance and Policies**



CES Smart Cities Exhibit Space

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At CES 2017, we saw the world's leading technology companies showcase their Smart Cities plays including leading automotive manufactures, consumer goods companies and innovative startups in Eureka Park.

Now you can join other B2B, B2C and B2G companies investing in Smart Cities, Smart City Infrastructure Providers, City Services, Smart Energy Suppliers, and Public Safety and Communications.

Our dedicated exhibit space provides a central location for face-to-face interaction and real-time demonstrations that show buyers, investors and media how Smart Cities solutions and applications truly benefit consumers.

Last year, almost 25% of CES 2017 attendees were representatives from Buying Organizations and more than 36% were Senior-Level Executives



CES Smart Cities Audience Insights

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JANUARY 9-12

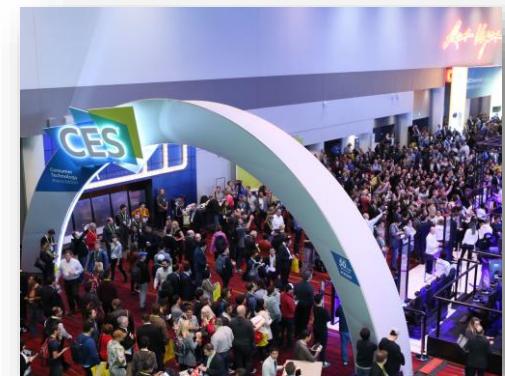
#CES2018

CES is the only place to experience the entire connected ecosystem that brings together the technologies, solutions, players and audiences in the smart city sector including: **IoT, 5G Connectivity, Transportation and Smart Automotive, Energy and Utilities, Health and Public Safety, Artificial Intelligence and Data Analytics.**

Last year, our Leaders in Technology program attracted government officials from across the globe, including State Elected Officials, High-Ranking U.S. Congressional and Agency Staff, as well as International Officials and Staff.

By delivering compelling content and showcasing leading-edge technologies, CES Smart Cities will attract Local and State municipalities and Federal agencies with a vested interest in Smart Cities including:

- Mayors
- State governors
- Federal government for key agencies including HUD and Dept. of Energy
- Law enforcement and First Responders
- Utility and energy companies
- Transportation companies
- Investors/financial institutions looking to invest in smart city technology
- State and local government and municipalities, titles include: City Planners, CTOs, CIOs/IT Manager, Chief Data Officers/Data Architects/Data Managers, City Managers, Innovation Officers/Managers, Public Works Department



Become a Premium Partner

Limited Space Available in CES Smart Cities

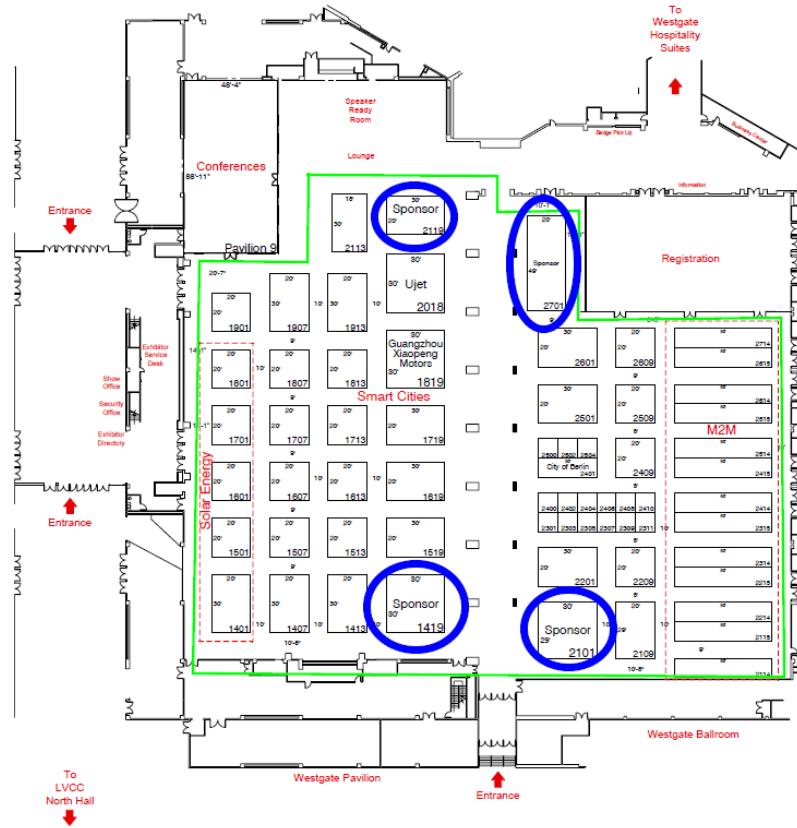
- CTA is offering 4 premier partnership opportunities, limited to leading players in the Smart Cities arena
- Partners will create a showcase centered on a leading Smart Cities initiatives:
 - Smart Transportation
 - Smart Cities and Venues
 - Smart Energy and the Smart Grid
 - Public Safety, Utilities and Healthcare
 - Data, Analytics and Security
- CTA will provide the partner with:
 - A premium location in the CES Smart Cities exhibition space
 - Extensive onsite branding opportunities including highly-visible column wraps, banners and signage
 - Recognition and branding in preshow promotions through CTA's digital properties and social media channels
 - Listing in key attendee tools and guides including the CES Mobile App, *CES Show Guide* and *CES Show Daily*
 - Exposure to global media, pre- and during the show, at CES Unveiled Paris and NY, with a strong focus at CES Unveiled Amsterdam, and via media tours, press releases and media briefings



Premium Location for Premier Partners

Smart Cities at Tech East, Westgate

CES 2018
JANUARY 9-12, 2018
Westgate Las Vegas - Las Vegas, NV



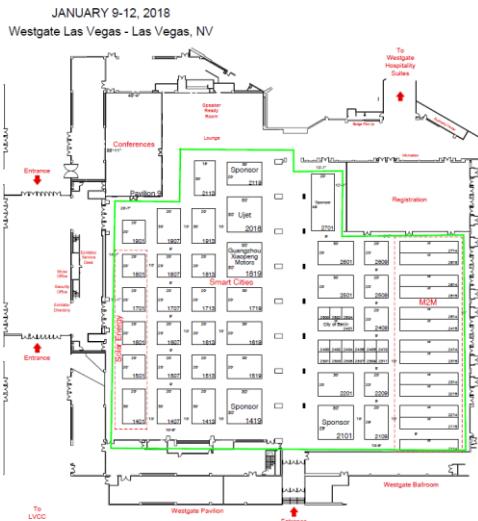


Exhibit Space Options

- Open booth space \$44/sq.ft.
- Turnkey packages range from \$6,775 - \$27,100

Additional Branding Opportunities

- Lounge Sponsor
- Brand Activation Sponsor
- Column Wraps
- Signage
- Starting at \$5,000

Learn More about Smart Cities at CES

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Smart Cities at CES 2017

- [Qualcomm Keynote](#) Steve Mollenkopf, CEO of Qualcomm Inc., showed how Qualcomm is leading the way in 5G connectivity.
- [Innovation Policy Summit](#) An expert panel discussed the future of tourism and mobility, including challenges with policy and bringing innovations to market.
- [CES Smart Cities Hackathon, presented by Amazon Alexa and ReadWrite](#)
- See [Panasonic's vision](#) for the Smart City of the future at their CES exhibit

Read More About Smart Cities

- [Three Reasons Why You Should Invest In Smart Cities Now](#) Smart cities are the urban landscapes of the future. Powered by the ubiquitous connectivity of the Internet of Things (IoT), smart cities collect data on a variety of factors – from pollution to traffic – and employ that data to make cities safer and more sustainable.
- [Smart Cities: The Next Big Thing](#) The smart city concept is generally viewed through the lens of technology and data analytics. But in reality the definition—and implementation—is much more elaborate.
- [Smart Cities on the Rise](#) Current transportation, energy, water and waste systems were not designed for a rapidly rising population and the consequences are dire.





Your prospects, customers, colleagues and competitors will be in the CES Smart Cities Marketplace. Contact us to start planning today.

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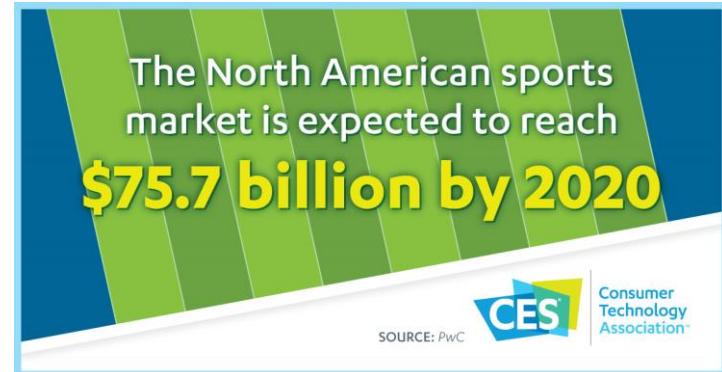




CES Sport Zone

Substantial Growth Predicted for Sports Market

- PwC expects the North American sports market to reach **\$75.7 billion by 2020**, led by media rights and sponsorship*
- Technology has quickly become an integral part of sports and a key driver of global technology innovation
- Sports technology trends have inspired new integration opportunities for those with a vested interest in the business of sports and sport technology solutions, including:
 - Wearables, the connected player, connected data and injury prevention technology for athletes and data-driven athletic performance*
 - Smart arenas and sports venues*
 - VR applications, sports mobile apps, AI and their role in fan engagement and immersive fan experiences*
- CES provides the opportunity to get ahead of your competition by discovering the next game changer



*Source: [PwC Sports Outlook 2016 Edition](#)

NEW CES Sports Zone

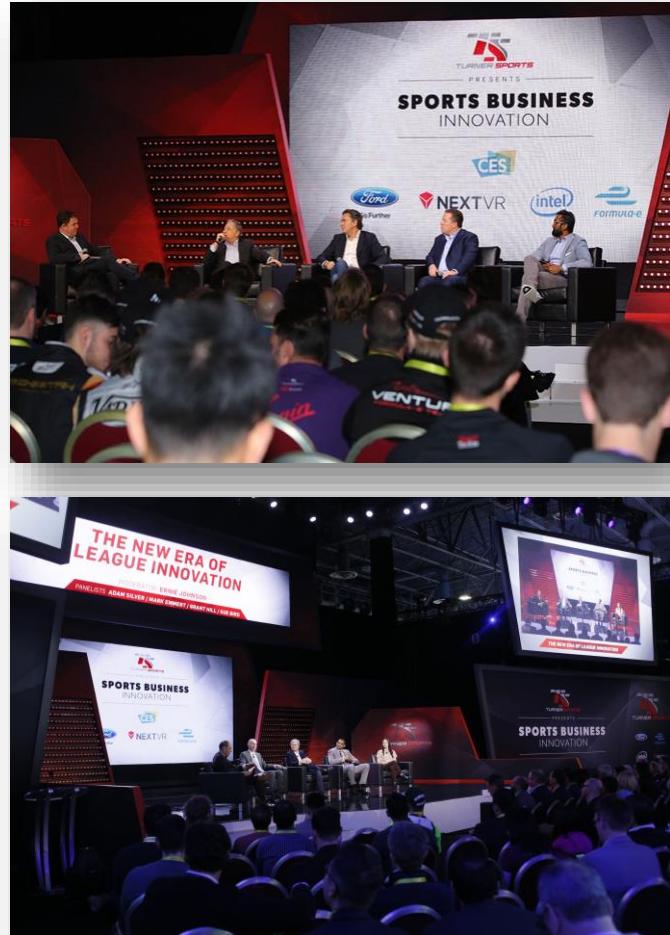
- CTA is building on its success by launching the CES Sports Zone at CES 2018 featuring **robust conference sessions** from industry thought leaders, and **dedicated show floor space** to demonstrate industry-shaping solutions.
- Turner Sports is :
 - Presenting **Sports Business Innovation**, a thought leadership program featuring league commissioners, team owners, athletes and tech industry leaders. Top tech companies showcased their sports technology solutions.
 - Broadcasting **NBA on TNT and Inside the NBA** from the show floor featuring Charles Barkley and Shaquille O'Neill.



CES Sports Zone Conference Program

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- Four days of powerful programming that brings together the most **influential tech leaders** as partners, speakers and participants to share insights on emerging technologies shaping the industry
- Session will cover: **Athletes and athletic performance; investments, media rights and sponsorships; immersive fan experiences; smart venues, stadiums and arenas; and the growth of e-sports**
- Turner Sports will once again host **Sports Business Innovation** and broadcast **NBA on TNT** and **Inside the NBA**
- CTA is partnering with **Sports Innovation Labs** on a custom sports innovation research study. Findings will be presented at CES 2018.
- The robust CES Sports Zone Conference will undoubtedly attract, engage and inform **key decision makers, influencers, buyers and investors**



CES Sports Zone Audience Insights

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- CES is the only place for those with a vested interest to fully explore the future of sports technology and better understand the implications for athletes
- CES 2017 attracted thought leaders, national sport leagues, athletes, venues and sport fitness experts
 - CES 2017 hosted all major sports leagues: **NBA, NFL, NASCAR, MLB, NCAA, NHL, WWE, Major League Soccer, US Olympic Committee**
 - CES 2017 hosted **Shaquille O'Neal, Charles Barkley, Joe Montana, Landon Donovan, Bryce Harper, Michael Phelps**
- **NBA, Major League Soccer, NHL and Pac-12 Conference Commissioners** were just some of the speakers that led engaging and informative conference sessions
- By delivering compelling content and showcasing leading-edge technologies, the CES Sports Zone will draw key players in the sports technology industry



Who Should Exhibit/Sponsor

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Any technology company with products or services focused on:

- Sports data analytics
- Athlete evaluation and performance
- Fan connection and experience
- Sports venue enhancement
- Sports broadcasting and marketing
- e-Sports



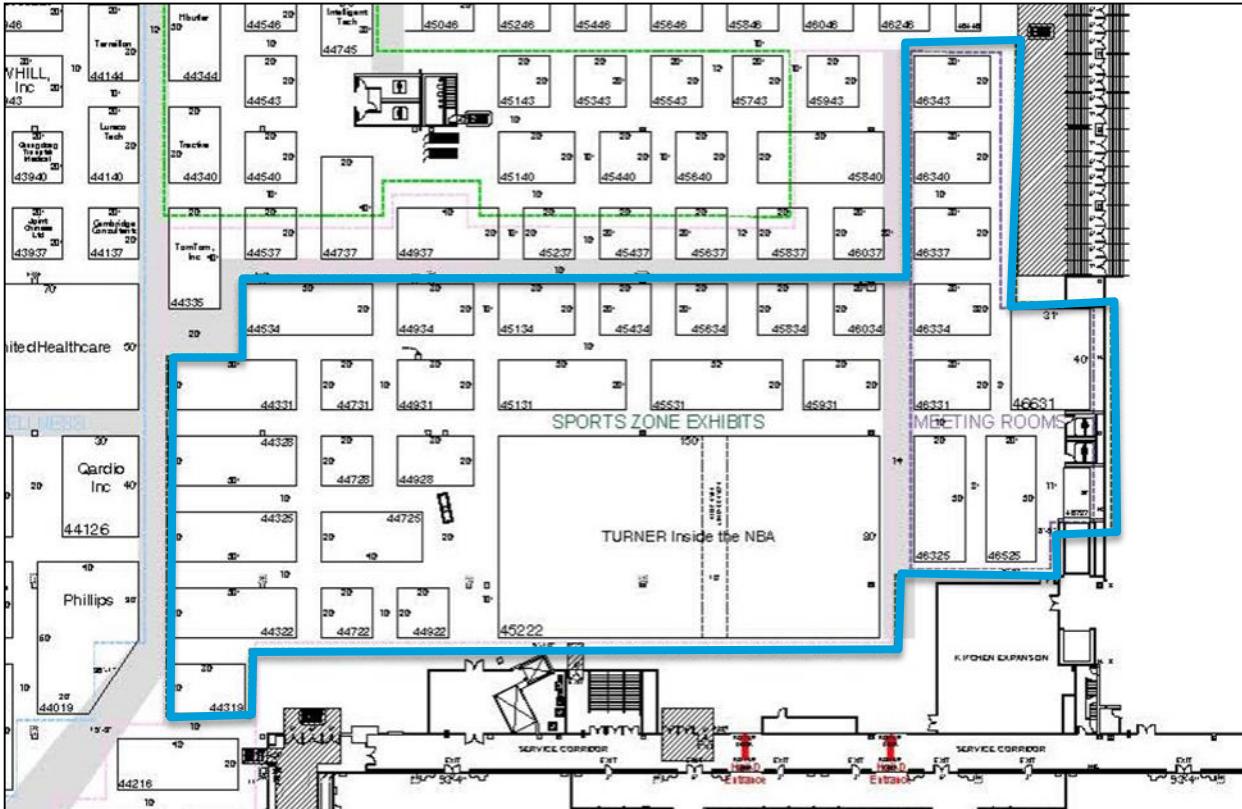
CES Sport Zone Exhibit Space

- CES 2017 had several of the world's leading technology companies showcase their sports technology throughout the LVCC and Sands. Technologies included **biometrics, biotech, AI, sports, and augmented reality**.
- Our dedicated exhibit space provides a central location for face-to-face interaction and real-time demonstrations that show **buyers, investors and media** how sports technology solutions and applications truly benefit consumers.
- Now you can join other B2B and B2C companies investing in the **future of sports technology**



CES Sports Zone at Sands

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CES Sports Zone Exhibit Space & Meeting Rooms Rates

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Exhibit Space

(Raw exhibit space, per square foot)

- CTA member: \$39
- Non-CTA member: 44

Sponsorship

- Ask about sponsorship and branding opportunities

Meeting Rooms

Package	Member Rate	Non-Member Rate
Meeting Package - 12X20 Furnished	\$ 16,670	\$17,870
Meeting Package - 12X20 Walls/carpet only	\$14,295	\$15,495
Meeting Package - 12X30 Furnished	\$24,945	\$26,745
Meeting Package - 12X30 Walls/carpet only	\$20,510	\$22,310
Meeting Package - 20X20 Furnished	\$24,890	\$26,890
Meeting Package - 20X20 Walls/carpet only	\$21,690	\$23,690
Meeting Package - 30X40 Furnished	\$65,030	\$71,030
Meeting Package - 30X40 Walls/carpet only	\$57,990	\$63,990



Sports Technology News and Information

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CES 2017 Content

- Under Armour founder and CEO Kevin Plank explains how technology will shape athletic performance and lifestyle in the years to come. [Watch keynote](#)
- Athletes Converge at CES 2017 [Watch video](#)
- Sports Tech at CES 2017 [Watch video](#)

CES 2017 Coverage

- [CES 2017 New Sports Tech Fitness Devices](#)
- [CES 2017 Tech Pushes Performances](#)
- [Live From CES 2017 Turner Sports Business Innovations on Social Media](#)

CTA News

- [The Power of Sports and Tech](#)
- [Derek Belch, Founder and CEO, STRIVR Labs](#)
- [Esports](#)
- [Fitbit Takes The Court With NBA Team Partnership](#)



**Your prospects, customers, colleagues and competitors will be in the CES Sports Zone. You should be there too.
Contact us to start planning today.**

Exhibit Sales

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Sponsorships

Liz Tardif

ltardif@CTA.tech



Thank You!

Contact us for more details on exhibiting, sponsorships or partnerships, including custom-made options to fit your company's objectives and budget.

- **Website:** CES.tech/Contact
- **For Sponsor Sales:** ltardif@CTA.tech
- **For Exhibition Sales:** exhibit@CTA.tech
- **For C Space:** chum@CTA.tech

