

What to Keep in Mind

Publicity Tips

More than 5,000 media are expected to attend the 2014 International CES, generating unprecedented coverage via newspaper and magazine articles, television and radio reports, online stories and up to the second social media posts. Follow these tips to garner the publicity your company deserves.

- 1) Media Positioning** - The International CES defines innovation. Develop press materials that capture this innovative spirit and reflect how your company is on the cutting-edge of forward thinking.
- 2) Announce New Products at the International CES** - Debut new products at the show to generate global publicity. Consider a CES exhibitor press conference to showcase your latest innovations.
- 3) Name Drop CES** - Use your exhibitor status in your announcements and benefit from CES branding. Don't forget to list your 2014 CES booth number and venue so media can find you at the show.
- 4) Use Social Media** - The International CES has an abundance of social media tools available to its exhibitors. Make sure you take advantage of our outreach to peak interest and increase your reach and coverage.
- 5) Use the Web** - Post releases via our Online Media Center or on your own URL.
- 6) Media Materials** - CES is the hotspot for the consumer electronics industry with more than 20,000 anticipated product launches. Make sure your press kit materials stand out from the competition.
- 7) Directory Listing** - [Update your online directory listing](#) to identify PR reps that will be available for media interviews.
- 8) Think TV** - Make your pitches visually appealing and be practiced and prepared to present to television journalists. CESTV coverage increases annually, with more programs reporting directly from the show floor every year.
- 9) Tell Your Local Media** - Announce to local media that you'll be at the 2014 International CES. Local newspapers will be interested in your upcoming announcements. For maximum coverage, participate in our Regional Media Outreach Campaign (details on pg.11).
- 10) International CES Promotions** - We want to keep your company's name in front of industry decision makers. CEA promotes the CE industry and CES all year long. Contact Liz Tardif at 401-849-9300 or ltardif@CE.org for promotion assistance.
- 11) Host a Celebrity or Special Event** - Want the media to flock to your booth? Special events and/or celebrity appearances do the trick. If you've got something special planned, let us know! (details on pg. 13)
- 12) Take Advantage of CEA's Hot Products List** - Let CEA staff know what you will be unveiling at CES so we can help publicize it to media. We'll even sign a non-disclosure agreement. Email hotproducts@CE.org.

Exhibitor Attire

CES Show Management reserves the right to make determinations on appropriate exhibitor/presenter attire. If for any reason an exhibit and/or its contents are deemed objectionable by Show Management, the exhibitor may be asked to alter the attire of its employees, booth staff and/or models. If necessary, the exhibitor may be asked to remove the individual(s) in question at the exhibitor's sole expense. Exhibitors with questions about compliance with these guidelines should consult with Show Management in advance of the show.

Important Deadlines

Ongoing

- Enter your PR contacts directly into your [Exhibitor Profile](#)
- Complete your entire official 2014 International CES [Directory listing](#)
- Select preshow and on-site sponsorship opportunities
- Confirm on-site advertising, while supplies last
- Schedule your exhibitor press conference
- Submit your company's electronic press kit to our Online Media Center

August 2013

August 12

- [2014 CES Innovations Awards](#) online entry process opens

August 28

- Early-bird deadline for 2014 CES Innovations Awards

September 2013

September 13

- 2014 CES Innovations Awards online entry process ends
- CES Unveiled [LONDON](#), [PARIS](#) and [TEL AVIV](#) Exhibitor tabletop reservation deadline

September 27

- Advertising deadline for *i3*'s November/December issue, with bonus distribution at CES Unveiled NEW YORK

October 2013

October 1

- [CES Unveiled LONDON](#)

October 3

- [CES Unveiled PARIS](#)

October 7

- [CES Unveiled TEL AVIV](#)

October 11

- Last day to include your company logo in the *Official International CES Directory* (print edition)

October 31

- *2014 International CES Preshow Planner* ad and tab sponsorships close
- Deadline for CES Unveiled NEW YORK exhibitor listing for the program guide

November 2013

November 1

- *2014 International CES Preshow Planner* ad and tab materials due

November 2

- CES Unveiled NEW YORK Exhibitor tabletop reservation deadline

November 11

- *2014 International CES Digital Imaging/Photography Preshow Planner* ad and tab sponsorships close

November 12

- [CES Unveiled NEW YORK](#)

November 13

- *2014 International CES Directory* tab ad close

November 14

- *2014 International CES Digital Imaging/Photography Preshow Planner* ad and tab materials due

November 19

- Regional Media Outreach Campaign deadline

November 20

- *2014 International CES Directory* ad close

November 25

- Advertising deadline for *i3*'s Jan/Feb issue, with bonus distribution at the show and exclusive distribution to key VIP areas at CES
- *2014 International CES Directory* tab ad materials due

November 26

- *2014 CES Daily* ad close

November 27

- *2014 International CES Directory* ad materials due
- *2014 International CES Show Guide* ad and tab closes

November 29

- Deadline for CES Unveiled LAS VEGAS exhibitor listing for the program guide
- CE Hall of Fame nomination deadline
- 30 Second Exhibitor Press Pitch videos deadline

December 2013

December 2

- *2014 International CES Show Guide* ad and tab materials due

December 4

- *2014 CES Daily* ad materials due

December 31

- Press Conference Reservation Request Form deadline
- Celebrity Appearance/Special Event Promotion Request Form deadline
- CES Unveiled LAS VEGAS Exhibitor tabletop reservation deadline

January 2014

January 5

- Electronic press kit deadline (all kits must be delivered to the press room)
- [CES Unveiled LAS VEGAS: the official press event of the International CES](#)

Key Contacts

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Hot Products

Jim Barry

CEA's Digital Answer Man
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Jim and Danielle collect information and hot new products from exhibitors to discuss with media before, during and after CES.

Speaking Opportunities

The 2014 CES Call for Speakers is closed. However, if you would like to be put on a back-up list in case of speaker cancellations, please utilize our Speaker Ready Room [management tool](#). Back-up applicants will be notified only in cases where a speaking opportunity is available.

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***It Is Innovation(i3):* The Official Publication of CEA**

i3 has circulation and distribution like none other. As the official magazine of the Consumer Electronics Association (CEA)®, the owner and producer of the International CES®, *i3* gets exclusive distribution at key meeting places on the show floor. From exhibitor booths to member lounges, to VIP buyers, *i3* boils down the essentials tech players need to know. Your ad in *i3* puts you front and center with top CES attendees wherever they go during the show.

Don't miss out on advertising in our January/February CES edition. More than half (57 percent) of *i3* readers have found out more about an advertiser's product through the advertiser's website after seeing their ad in *i3*, according to an annual reader survey. Advertising in *i3* feeds your bottom line!

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Advertising, Dan Cole

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The Official CES Daily, produced by TWICE

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International CES Preshow Planner, Digital Imaging/Photography Preshow Planner, Show Guide, Maps & Directory**Rick Albuck**

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EXHIBITOR PR CHECKLIST FOR THE 2014 International CES®

To maximize your company's media exposure at the 2014 International CES®, make sure to check off as many of our Exhibitor PR opportunities as possible.

- ☐ Update your [exhibitor PR contact information](#) - *Immediately*
- ☐ Schedule an exhibitor press conference – *Immediately*
- ☐ Participate in CES Unveiled events –
*LONDON Tuesday, October 1, 2013; PARIS Thursday, October 3, 2013;
TEL AVIV Monday, October 7, 2013; NEW YORK Tuesday, November 12, 2013;
LAS VEGAS Sunday, January 5, 2014*
- ☐ Take advantage of the Regional Media Outreach Campaign –
Deadline November 19, 2013
- ☐ Advertise in the January/February issue of *It Is Innovation(i3)*, with bonus distribution at CES – *Deadline November 25, 2013*
- ☐ Create your 30 second exhibitor press pitch video – *Deadline November 29, 2013*
- ☐ Pitch CES media using our pre-registered media list – *Available December 2, 2013*
- ☐ Enter CES Hot Products – *Deadline December 20, 2013*
- ☐ Create your CES exhibitor press kit – Make sure your press kit is delivered to one of the CES press rooms *by January 5, 2014*
- ☐ Be involved with the CES media tours - *Ongoing*
- ☐ Guest blog on CEA's Digital Dialogue - *Ongoing*
- ☐ Be part of the Digital Answer Man Tour - *Ongoing*
- ☐ Host a special event or celebrity appearance - *Ongoing*
- ☐ Take advantage of various CES awards programs - *Ongoing*