



## 2012 International CES® Attendee Electronic Direct Mail (EDM) Opportunities

### OPTION 1: Attendee Newsletter Sponsorships

For the International CES, we communicate with our attendees on a regular basis through our attendee newsletter, *CES Up to the Minute*. The newsletter will be sent bi-weekly late July – December and more frequently as we approach the 2012 International CES.

Each issue of *CES Up to the Minute* will reach more than 200,000 readers, including 2012 CES pre-registrants, 2011 CES verified attendees, loyal CES customers, prospects and more.

#### Marketing Investment:

CES Exhibitors: \$5,000 for one e-mail; \$8,000 for two.

#### Specs:

50 word description, logo and URL

#### Schedule Options:

#	Issue Drop Date	Content Due Date
#4	Wednesday, August 31	Thursday, August 18
#6	Wednesday, September 28	Thursday, September 15
#8	Wednesday, October 26	Thursday, October 13
#10	Tuesday, November 22	Wednesday, November 9
#12	Wednesday, December 21	Thursday, December 8
#13	Wednesday, January 4	Thursday, December 22
#15	Tuesday, January 10	Monday, December 19
#16	Wednesday, January 11	Monday, December 19
#17	Thursday, January 12	Monday, December 19
#18	Friday, January 13	Monday, December 19



## **OPTION 2: Dedicated HTML E-Mail Blasts**

You may also communicate with our CES attendees through full, dedicated HTML e-mail blasts. These blasts will be created entirely by the partner, and will be sent out directly by CES on behalf of the partner. Dedicated EDM blasts can be purchased whole, or split between two or more exhibitors.

Each dedicated EDM blast will reach more than 200,000 readers, including 2012 CES pre-registrants, 2011 CES verified attendees, loyal CES customers, prospects and more.

### Marketing Investment:

CES Exhibitors: \$15,000

### Schedule Options:

#	Drop Date	Final HTML Due
1	Monday, July 11	Friday, July 1
2	Monday, August 8	Friday, July 29
3	Monday, September 19	Friday, September 9
4	Monday, October 17	Friday, October 7
5	Monday, November 14	Friday, November 4
6	Monday, December 12	Friday, December 2
7	Wednesday, December 28	Monday, December 19
8	Friday, January 6	Thursday, December 22
9	Sunday, January 8	Thursday, December 22

### Specs:

Final, coded HTML file with all images housed on partner's server\*

(\*All images contained in the HTML must be housed on partner's server. CES is unable to house any files on our server due to liability reasons.)

### Terms and Conditions:

- The EDM opportunity is reserved for the purchasing exhibitor, and may not be sold, given to or promote any other party for any reason.
- The content within the EDM must relate to purchasing exhibitor's presence at the 2012 International CES and is limited to promotion of the purchasing exhibiting company and/or their brands/products which will be present at CES.
- All EDM blasts must contain the CES logo (no smaller than 1 inch x 1 inch), show dates (Tuesday, January 10-Friday, January 13, 2012) and a link to our website (CESweb.org)
- EDM blasts must not promote any outside events, displays or trade shows, except for those which have been contracted through or in conjunction with the 2012 International CES and the Consumer Electronics Association (CEA®).
- Exhibitors must include their own list remove option/information the bottom of dedicated EDM
- CES will also add our own list remove to the bottom of all dedicated EDM blasts.

## 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:
  - o 2012 International CES®
  - o International CES®
  - o 2012 CES
  - o CES
  - o ((NOT CES 2012 or CES show or Consumer Electronics Show))
- When using the CES logo, it must not be smaller than 1 inch x 1 inch. Below is a list of the only available logo options:

Horizontal Version



Vertical Version



- The show dates of the 2012 International CES are January 10-13, 2012.
- The 2012 CES will take a new Tuesday-Friday schedule this year.
- The two official show locations are:
  - o Las Vegas Convention Center (LVCC) and the Las Vegas Hilton (Hilton)
  - o The Venetian (Venetian)
- When referring to booths in the Las Vegas Convention Center, we generally list them as follows:
  - o LVCC, North Hall, ((booth #))
  - o LVCC, Central Hall, ((booth #))
  - o LVCC, CES Central Plaza, ((booth #))
  - o LVCC, South Hall 1, Ground Level, ((booth #))
  - o LVCC, South Hall 2, Ground Level, ((booth #))
  - o LVCC, South Hall 3, Upper Level, ((booth #))
  - o LVCC, South Hall 4, Upper Level, ((booth #))
- The International CES is produced by the Consumer Electronics Association (CEA)®