



MommyTech
Cool, Calm and Connected

CONFERENCE AND EXHIBIT



What:

MommyTech,
a Conference Track
plus 4 days of exhibits

Where:

2014 International CES
in Las Vegas

When:

January 7-10, 2014



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA

What is MommyTech?

MommyTech is a lifestyle exhibition (TechZone) and Conference Track that takes place at the 2014 International CES®. Call her a connected mom, a maven mom, or just a multi-tasker, but her mindset is front and center at the focus of this showcase. We look at the newest innovations and tools of the trade from a mom's view, and spotlight key trends impacting the \$2.1 trillion Mommy-market.

The one-day Conference Track brings together industry speakers and thought leaders to provide a context for the latest statistics and trends for mom-thinking consumer electronics and lifestyle products. The exhibits on the show floor are a devoted, hands-on experience, with high-tech products from cell phone activated door locks to e-luggage tags and baby monitors to home management systems. You'll learn to think like a mom and how to get on their powerful "gotta have" list.

Why Attend

Our conference series attracts mommy bloggers, product marketers and developers, retail outlets and service providers who keep up to date on the trends, opportunities, partnerships, business models and channels that reflect the influence of Moms on the tech industry. Over 1,500 attendees came through our conference doors in 2013, and the CES show floor had more than 150,000 attendees.

Where We Are

The MommyTech TechZone will be located in the front of The Venetian Ballroom on Level 2 adjacent to other lifestyle TechZones including Kids@Play and HigherEdTECH.

For more information, contact: summitinfo@mommytechsummit.com or call 800-553-2399
www.MommyTechSummit.com • Twitter/[#MommyTechCES](https://twitter.com/MommyTechCES)

The MommyTech Conference and TechZone is presented by Living in Digital Times, producers of the Kids@Play, Silvers Summit, FitnessTech, Digital Health and HigherEdTECH TechZones and Conference Tracks at the 2014 International CES.



MommyTech
Cool, Calm and Connected

SPONSOR COSTS & BENEFITS

	PLATINUM	GOLD	SILVER	BASIC	POD
Cost	\$36,000	\$24,000	\$12,000	\$10,000	\$7,500
Exhibit Space Size	20 x 30	20 x 20	10 x 20	10 x 10	6' turnkey
Advertising in Program Book	Full Page	Full Page	1/2 Page	Listing	Listing
Size of Banner in Conference Room	8' x 10'	8' x 10'	4' x 5'		
Invites to Networking Party	8	6	4	2	1
Participation on Conference Panel	✓	✓			
Listing in CES Print and Online Directories	✓	✓	✓	✓	✓
Listing on MommyTech Website	✓	✓	✓	✓	✓
Participation at the LIDT Press Conference	✓	✓	✓		
Swag Bag Participation	✓	✓	✓		
Access to Show Floor Meeting Room	✓	✓	✓		
Demo Spots on LIDT Stage on Show Floor	4	3	2	1	

MommyTech Moms 101

American women...

- ...spend about \$5 trillion annually
- ...are the major decision-makers for family electronics—everything from electronic bottle warmers and teched-out strollers to in-car entertainment systems and smart household appliances
- ...spent \$90 billion on gadgets and influenced 61% of all consumer electronics purchases last year
- ...will receive \$1.2 billion of consumer electronics like digital cameras, digital photo frames and video cameras this year on Mother's Day
- ...do more online research before buying and are more apt to share their findings with friends than any other group.
- ...will control two-thirds of consumer wealth in the United States over the next decade and be the beneficiaries of the largest transference of wealth in our country's history.
- ...have on average 171 contacts in their email or mobile lists



For more information, contact: summitinfo@mommytechsummit.com or call 800-553-2399

www.MommyTechSummit.com • [Twitter/#MommyTechCES](https://twitter.com/MommyTechCES)

The MommyTech Conference and TechZone is presented by Living in Digital Times, producers of the Kids@Play, Silvers Summit, FitnessTech, Digital Health and HigherEdTECH TechZones and Conference Tracks at the 2014 International CES.