

KEY DEADLINES

Ongoing

- Submit your PR contacts directly to your exhibitor profile. This will ensure that the media has the correct contact information for your company and that you receive updates on key exposure opportunities
- Complete your entire 2011 International CES Directory listing
- Select pre-show and on-site sponsorship opportunities
- Confirm on-site advertising, while supplies last
- Make a press conference room reservation via a completed Press Conference Reservation Form. Send to Allison Fried, afried@CE.org, fax 703-907-7690
- Submit your company's electronic press kit to our Online Media Center

August 2010

- 13** – CES Unveiled@NY Sponsorship deadline in order to get your company mentioned in all pre-event media promotions
- 23** – Innovations 2011 Design and Engineering Awards Call for Entries Opens

September 2010

- 8** – Early-bird deadline for 2011 Innovations Design and Engineering Awards
- 9** – 2 p.m. EST Exhibitor Workshop – Introduction to “Map Your Show”
- 24** – Advertising deadline for *CE Vision's* November/December issue with bonus distribution at the Pre-CES New York Press Preview
- 28** – 2 p.m. EST Exhibitor Workshop – Marketing and PR Overview
- 29** – 2011 Innovations Design and Engineering Awards Call for Entries Closes

October 2010

- 11** – CES Unveiled in Las Vegas Sponsorship deadline to get your company mentioned in all pre-event media promotions
 - Deadline for CES Unveiled@NY exhibitor listing for the NY program guide
- 14** – 2 p.m. EST Exhibitor Workshop – Operations Overview
- 15** – 2011 International CES Official Show Directory Updates/ Company Logos deadline (print edition)
- 28** – 2 p.m. EST Exhibitor Workshop – CES Overview
- 29** – 2011 International CES Preshow Planner ad close
- 31** – CES Unveiled@NY Exhibitor Tabletop reservation deadline

November 2010

- 3** – Pre-registered media list available on CESweb.org
- 5** – 2011 International CES Preshow Planner ad materials due
- 9** – Pre-CES New York Press Preview featuring CES Unveiled@NY
 - 2011 International CES Directory tab ad close
- 11** – 2011 International CES Directory tab ad materials due
- 16** – 2011 International CES Directory ad close
 - Last day to include your company logo in the Official International CES Directory (print edition)
- 17** – 2011 International CES Show Guide ad and tab as closes
- 19** – Deadline for CES Unveiled in Las Vegas exhibitor editorial for the Vegas program guide
 - Regional media outreach campaign deadline
- 22** – Advertising deadline for *CE Vision's* January/February issue, with bonus distribution at the show and exclusive distribution to key VIP areas at CES
- 23** – 2011 International CES Directory ad materials due
- 24** – 2011 International CES Show Guide ad and tab ad materials due
 - 2011 CES Daily ad close
- 30** – CE Hall of Fame nomination deadline

December 2010

- 1** – 2011 CES Daily ad materials due
- 14** – CES Unveiled in Las Vegas Exhibitor Tabletop Reservation deadline
- 30** – Electronic press kit delivery begins (may be shipped to arrive)

January 2011

- 3** – Electronic press kit deadline (all kits must be delivered to the press room)
- 4** – CES Unveiled at The Venetian



THE GLOBAL STAGE FOR INNOVATION



2011 International CES® **PUBLIC RELATIONS KIT** CESweb.org