

some people choose to change the future. others choose to stay home.

Tuesday, January 7-Friday, January 10, 2014 | Las Vegas, Nevada

2014 International CES® Attendee Electronic Direct Mail (EDM) Opportunities

OPTION 1: Attendee Newsletter Sponsorships

International CES communicates with attendees on a regular basis through our attendee newsletter, *CES Up to the Minute*. The newsletter is sent bi-weekly late July – December and more frequently as we approach the 2014 International CES.

Each issue of *CES Up to the Minute* will reach more than 200,000 readers, including 2014 CES pre-registrants, 2013 CES verified attendees, loyal CES customers, prospects and more.

Marketing Investment:

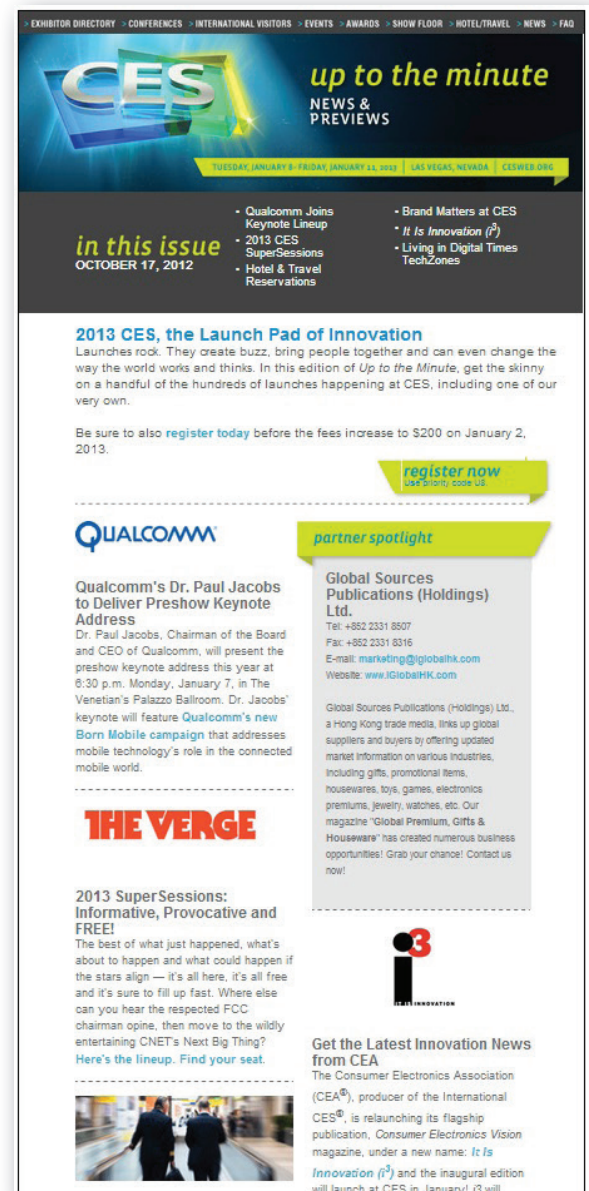
CES Exhibitors: \$5,000 for one e-mail; \$8,000 for two.

Specifications:

50 word description, logo and URL

Schedule Options:

#	Issue Drop Date	Content Due Date
#6	Wednesday, September 25	Thursday, September 12
#7	Wednesday, October 9	Thursday, September 26
#9	Wednesday, November 6	Thursday, October 24
#11	Wednesday, December 11	Thursday, November 21
#14	Thursday, January 2	Thursday, December 19
#15	Sunday, January 5	Thursday, December 19
#16	Monday, January 6	Thursday, December 19
#17	Tuesday, January 7	Thursday, December 19
#18	Wednesday, January 8	Thursday, December 19
#19	Thursday, January 9	Thursday, December 19



The screenshot shows the CES Up to the Minute newsletter interface. At the top, it lists navigation links: EXHIBITOR DIRECTORY, CONFERENCES, INTERNATIONAL VISITORS, EVENTS, AWARDS, SHOW FLOOR, HOTEL/TRAVEL, NEWS, and FAQ. The main header features the CES logo and the title "up to the minute NEWS & PREVIEWS" for the issue dated Tuesday, January 7 - Friday, January 10, 2014, in Las Vegas, Nevada. A section titled "in this issue" for October 17, 2012, lists topics like Qualcomm's keynote, CES SuperSessions, hotel travel reservations, brand matters, and living in digital times. Below this, a "2013 CES, the Launch Pad of Innovation" article snippet is visible. A "register now" button is present. The "partner spotlight" section highlights Qualcomm's Dr. Paul Jacobs as the Preshow Keynote Addresser and Global Sources Publications (Holdings) Ltd. as a partner. The "THE VERGE" logo is also shown. At the bottom, there's a section for "2013 SuperSessions: Informative, Provocative and FREE!" and a "Get the Latest Innovation News from CEA" section mentioning the relaunch of the Consumer Electronics Vision magazine as "It Is Innovation".

OPTION 2: Dedicated HTML Email Blasts

Outreach to the CES attendees is also available through full, dedicated HTML email blasts. These blasts are created entirely by the partner and sent out directly by CES on the partner's behalf. Dedicated email blasts can be purchased whole, or split between two or more exhibitors.

Each dedicated blast will reach more than 200,000 readers, including 2014 CES pre-registrants, 2013 CES verified attendees, loyal CES customers, prospects and more.

Marketing Investment:

CES Exhibitors: \$15,000

Specifications:

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.

Schedule Options:

2013 Drop Dates	Final HTML Due
Monday, April 15	Friday, April 5
Monday, May 20	Friday, May 10
Monday, June 10	Friday, May 31
Monday, July 1	Friday, June 21
Monday, July 29	Friday, July 19
Monday, August 12	Friday, August 2
Monday, September 16	Friday, September 6
Monday, October 14	Friday, October 4
Monday, October 28	Friday, October 18
Monday, November 11	Friday, November 1
Monday, December 9	Monday, November 25
Monday, December 23	Friday, December 13
Friday, January 3	Monday, December 30
Saturday, January 4	Monday, December 30
Sunday, January 5	Monday, December 30
Wednesday, January 8	Monday, December 30
Friday, January 10	Monday, December 30
Monday, January 13	Friday, January 3
Monday, January 27	Friday, January 17
Monday, February 10	Friday, January 31
Monday, February 24	Friday, February 14
Monday, March 10	Friday, February 28
Monday, March 24	Friday, March 14

Terms and Conditions:

- The email 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 email must relate to purchasing exhibitor's presence at the 2014 International CES and is limited to promotion of the purchasing exhibiting company and/or their brands/products which will be present at CES.
- All email blasts must contain the CES logo (no smaller than 1 inch x 1 inch), show dates (Tuesday, January 7-Friday, January 10, 2014) 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 2014 International CES and the Consumer Electronics Association (CEA)®.
- Exhibitors must include their own list remove option/information the bottom of the dedicated email
- CES will also add our own list remove to the bottom of all dedicated email 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:
 - 2014 International CES®
 - International CES®
 - 2014 CES
 - CES 2014
 - CES
 - NOT 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 2014 International CES are January 7-10, 2014.
- The 2014 CES will take a Tuesday-Friday schedule this year.
- The two official show locations are:
 - Las Vegas Convention and World Trade Center (LVCC/the Las Vegas Hotel & Casino (LVH)
 - The Venetian
- The International CES is owned and produced by the Consumer Electronics Association (CEA)®

When referring to meeting rooms and exhibits in the Las Vegas Convention and World Trade Center, we generally list them as follows:

- LVCC, Grand Lobby, ((Booth #))
- LVCC, North Hall, ((Booth #))
- LVCC, Central Hall, ((Booth #))
- LVCC, CES Central Plaza, ((Booth #))
- LVCC, South Hall 1, ((Booth #))
- LVCC, South Hall 2, ((Booth #))
- LVCC, South Hall 3, ((Booth #))
- LVCC, South Hall 4, ((Booth #))
- LVCC, South Hall Connector, Room (Room #)

When referring to meeting rooms and exhibits in The Venetian, we generally list them as follows:

- The Venetian, Level 1, ((Meeting Room)) ((Full Meeting Room #))
- The Venetian, Level 1, ((Meeting Room)), ((Booth #))
- The Venetian, Level 2, Venetian Ballroom, ((Booth #))
- The Venetian, Level 2, Hall D, ((Booth #))
- The Venetian, Level 2, ((Meeting Room)) ((Full Meeting Room #))
- The Venetian, Level 2, ((Meeting Room)), ((Booth #))
- The Venetian, Level 3, ((Meeting Room)) ((Full Meeting Room #))
- The Venetian, Level 3, ((Meeting Room)), ((Booth #))
- The Venetian, Level 4, ((Meeting Room)), ((Full Meeting Room #))
- The Venetian, Venetian Tower, Suite ((Suite #))

When referring to meeting rooms and exhibits in the Las Vegas Hotel & Casino, we generally list them as follows:

- LVH, Ballroom ((Ballroom Letter))
- LVH, Conference Room ((Room #))
- LVH, LVH Pavilion, ((Booth #))
- LVH, Suite ((Suite #))
- LVH, Hospitality Suite ((Suite #))