



# Unveiled

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LONDON | PARIS | TEL AVIV | NEW YORK | LAS VEGAS

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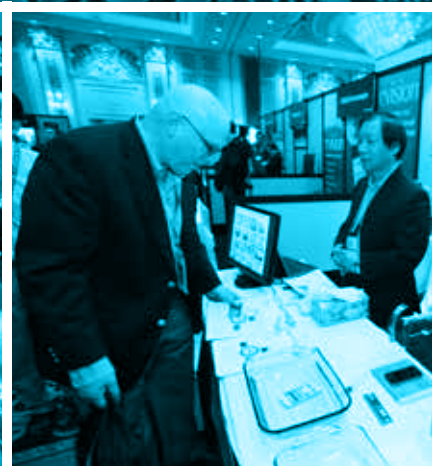
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the power

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**CES Unveiled** offers exhibitors opportunities to meet the press, build buzz and stand out in the months leading up to the show. CES Unveiled is the ideal opportunity to network with top media from around the world and create the perfect chance to jumpstart your coverage and promote your products.

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## **CES Unveiled NEW YORK** **November 12, 2013** **New York City, NY**

Held in conjunction with the pre-CES New York Press Preview in November, your products are on display in front of more than 300 media in time for the holiday selling season and to jumpstart your CES success. This is your best venue to network with top media.

## **CES Unveiled LAS VEGAS** **January 5, 2014** **Las Vegas, NV**

Be the first to debut the year's hottest products two days before CES officially begins. CES Unveiled LAS VEGAS is the official press event of International CES. Attended by more than 800 media from around the world, a tabletop exhibit is your chance to get critical press attention before the competition arrives in Las Vegas.

### **Benefits of Participating**

By securing your space at CES Unveiled you'll be exhibiting beside the 2014 CES Innovations Design and Engineering Awards Honorees and reach hundreds of media and analysts through:

- Exclusive demonstrations and networking opportunities
- Extensive pre-event promotion of all event exhibitors and sponsors to CES' worldwide media list
- 150-word product description and photo in the Unveiled Program Guide within *It Is Innovation (i3)* magazine. *i3* will be distributed at the event, during the 2014 International CES and to the publication's industry readers

### **As part of your display, you'll also receive:**

- A 6-foot draped exhibit table
- Six exhibitor passes to the event
- 22"x 28" sign with exhibitor name and logo
- High-speed Internet access and 500 watts of electricity



**CES Unveiled LONDON**  
**October 1, 2013**  
**London, UK**

**CES Unveiled PARIS**  
**October 3, 2013**  
**Paris, France**

**CES Unveiled TEL AVIV**  
**October 7, 2013**  
**Tel Aviv, Israel**

### **Benefits of Participating**

By securing your space at one or all of our international CES Unveiled events you will have the opportunity to network with key international media and analysts, venture capitalists, buyers and other industry affiliates through:

- Exclusive demonstrations and networking opportunities
- Extensive pre-event promotion of all event exhibitors and sponsors to CES' international media list

### **As part of your display, you'll also receive:**

- One draped exhibit table
- Two exhibitor passes to the event
- Sign with exhibitor name and logo
- High-speed internet access and electricity



## Additional Opportunities

Along with your tabletop exhibit, participants also have the opportunity to sponsor:

**Beverage Napkins:** The sponsor company's logo and website is placed on all napkins. The sponsor will have the opportunity to review the artwork prior to CES producing the napkin.

**Event Details Update Electronic Direct Mail (EDM):** Sponsor's 50-word description, logo and website will be included in this EDM which is sent out before the event. The mailing is sent to the entire CES media list.

**Gifts:** Sponsor has the opportunity to provide attendee's with a gift (500 for New York, 800 for Las Vegas or 150 for international events). Gifts will be distributed to attendees as they enter the event.

**Bar Sponsorship:** Sponsorship includes signage and logo on all online and printed event materials.

**Gift Bags** (International only): Sponsor will have the opportunity to provide attendee gift bags branded with their logo and website.

**Program Guide Ad in i3** (Domestic only): Exhibitors have the opportunity to increase brand awareness with a four-color, full-page ad in i3.

## Contact Information

For additional information, sponsorship opportunities, pricing and to participate, contact **CES Sales** at 703-907-7432 or **CESUnveiled@CE.org** for domestic events; contact **Tira Baror** at +1-703-907-4324 or **tbaror@ce.org** for international events.

Domestic events  
sponsored by:



January 7-10, 2014  
Las Vegas, Nevada  
**CESweb.org**