

2008 International CES Key Deadlines

ASAP

- Submit your internal and external PR contacts directly using your SmartBooth Entry Portal at http://www.cesweb.org/exhibitors/resource_center/directory/default.asp (For assistance, e-mail Support@BDMetrics.com or call (800) 931-5103 and select option 2). Providing this information 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 *2008 International CES Directory* listing at www.CESweb.org/DirectoryUpdates.
- Select pre-show and on-site sponsorship opportunities
- Confirm on-site advertising, while supplies last

July 2007

Make a press conference room reservation by faxing in the Press Conference Facility Reservation Form found in [this](#) kit.

July 13

- CES Speaking Opportunities deadline

August 2007

August 13

- CES Unveiled@NY Sponsorship deadline in order to get your company mentioned in all pre-event media promotions

August 21

- Advertising deadline for *CE Vision's* September/October issue, the kick-off of the magazine's CES coverage

August 27

- Innovations 2008 Design and Engineering Awards Call for Entries Opens

September 2007

September 28

- Innovations 2008 Design and Engineering Awards Call for Entries Closes

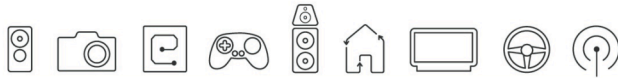
October 2007

October 3

- Exhibitor Workshop in Las Vegas, NV

October 5

- CES Unveiled (Las Vegas) sponsorship deadline in order to get your company mentioned in all pre-event media promotions



October 12

- Advertising deadline for *CE Vision*'s November/December issue, which mails to 100,000 pre-registered CES attendees

October 19

- *2008 International CES Official Show Directory* Updates/Company Logos deadline (print edition)

October 24

- Deadline for CES Unveiled@NY exhibitor editorial for the NY program guide

October 31

- *2008 International CES Pre-Show Planner* Ad deadline
- CES Unveiled@NY Exhibitor Tabletop Reservation deadline

November 2007

November 1

- Pre-registered press/analyst list available on CESweb.org
- CE Hall of Fame nomination deadline

November 13

- Pre-CES New York Press Event

November 15

- *2008 International CES Official Show Directory* Tab Ad deadline

November 20

- Regional media outreach campaign deadline

November 21

- *2008 International CES Official Show Directory* Ad deadline
- *2008 International CES Show Guide* Ad deadline
- *2008 International CES Show Guidetab* Ad deadline
- Advertising deadline for *CE Vision*'s January/February issue, which has bonus distribution throughout the show and exclusive distribution to key VIP areas at CES

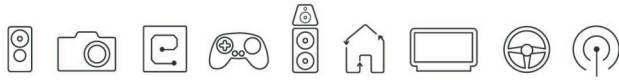
November 23

- *CES Show Daily* Ad deadline

December 2007

December 7

- Deadline for CES Unveiled (Las Vegas) exhibitor editorial for the Vegas program guide



CES Exhibitor Manual



December 21

- CES Unveiled (Las Vegas) Exhibitor Tabletop Reservation deadline

December 28

- Exhibitor Profile distributed via Business Wire deadline

December 31

- Exhibitor press kit delivery begins (press kits may be shipped to arrive starting this date)

January 2008

January 5

- Exhibitor press/analyst kit distribution deadline (all kits must be delivered to the LVCC and Sands press rooms by this date)

Ongoing

- VPO news release posting to CESweb.org