

EXHIBITOR PRESS CONFERENCES

A press conference at CES is an excellent way to have the media as a captive audience to debut new products, make company announcements or introduce a new member to your executive team. If a press conference is part of your marketing strategy, the information below will be of assistance.

Press Conference Tips

A press conference at CES can be a very useful public relations tool. With proper planning, a CES press event provides a forum to have a large, targeted audience at your disposal so that you may deliver news, demonstrate a new product or introduce a new company executive.

Guidelines:

1. Establish clear and precise objectives.
2. Decide on a setting that might enhance delivery. You have the option of a CES press conference room (free to all exhibitors), your booth or an exhibitor paid meeting room.
3. Decide on a strategic date and time to hold the event. Then complete a Press Conference Reservation Form to increase your odds of securing a room at the preferred time. Please note that first requests are rarely available. Have additional times ready. Times are not confirmed until you receive the press conference agreement form from CES.
4. Use the pre-registered media list (available November 3) to identify and target the media and analysts that you wish to attend your event.
5. Send electronic or printed invitations to the targeted media one month before CES.
6. Follow-up with phone calls two weeks prior to CES to confirm attendance and remind potential attendees of the date and time.
7. Prepare an announcement about the event to include in your press kits.
8. Make sure to notify CES staff of any changes in the date, time or location of your event—even if it is in your booth or outside the venue of CES; we will need to update the Press Events Schedule.
9. Have a lead retrieval unit or business card collector at the door to see who attends your conference. Send thank you letters to those who attended and include any updated information.
10. For those exhibitors requesting an “Invitation Only” event, it is important to have someone stationed outside the door to ensure only those with invitations are allowed in. CES does not have the manpower to do this for you.

Can any company exhibiting at CES hold a press conference or event?

Yes, all CES exhibitors are eligible.

Where can press conferences and events be held?

There are three location options:

- 1) CES provided press conference rooms, available at The Venetian and the LVCC
- 2) Exhibitor's booth
- 3) Exhibitor's paid meeting room

I don't have any news to announce, but I would like to host a reception for the press.

May I use one of the available rooms for that purpose?

Yes, rooms are available for press conferences and events such as receptions or breakfasts. A room re-set fee may apply.

How do I request a press conference room?

Fill out the Press Conference Reservation Form found in this kit and e-mail or fax it to Allison Fried at afried@CE.org or 703-907-7690. CES will contact you within three business days to finalize arrangements.

On what dates may press conferences and events be held?

Scheduling runs Thursday, January 6 and Friday, January 7, 2011.

At what times can my press conference or event be held?

Press conferences or events may be held with written notification before, during or after show hours, with the exception of the opening CES Keynote timeslot, 8:30-10 a.m. on Thursday, January 6. However, events held on the show floor before or after show hours require advanced security forms and hired security guards. Please contact Allison Fried at 703-907-7603 or afried@CE.org for more information or to receive the 2011 In-Booth Event Form.

Can I reserve a room for an entire day?

No. Rooms may only be reserved in two-hour increments and only one reservation per exhibitor is allowed. Time limits are strictly enforced. If you are planning a large event with complicated staging, lighting or A/V work that might exceed the two-hour limit, you might consider purchasing a meeting room for the duration you need. Contact your CES sales representative for meeting room availability.

Is there a charge for press conference rooms?

No. The rooms reserved for press conferences are provided free of charge, but exhibitors will have to pay for any additional A/V equipment or furniture not included in the standard room-set, as well as any desired catering.

What does the room typically include?

- Theater-style seating for up to 200 people
- On stage/riser
- Three draped tables for press kits, sign-in, catering, etc.
- A podium with light and microphone. (Microphone is connected to house speaker system, so no external speakers are needed)
- Two easels (one inside and one outside for signage)

Is signage for the press event provided?

CES will provide one generic (22"x28") sign outside your room that reads "CES PRESS CONFERENCE" and two easels. For custom signage for your event, contact CES customer service.

Why doesn't CES provide a projector and screen?

We have found that no two exhibitor press conferences are the same and each exhibitor has a preference for the type of projector and screen they wish to use. Freeman AV has several different options and it is easiest for the exhibitor to order additional AV services directly. Other AV equipment commonly ordered include wireless and/or lavalier microphones and internet.

How can I make sure that the press attends my event?

The pre-registered media list is a database of media that have registered and are expected to attend CES. This list will be available beginning November 3, 2010 on CESweb.org. Use the list to send product information, event invitations and company announcements. This database allows you to identify those journalists that have an interest in your particular product category, including contact information. We do recommend that you send only your most newsworthy information to a targeted group of media that cover your technology category.

How are the press events publicized?

The list of press conferences and events is posted on CESweb.org and is distributed in hard copy from the CES press rooms and lounges.