



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  **CEA**®

ATTENDEE AUDIT SUMMARY RESULTS

International CES®
January 7-10, 2014
Las Vegas, Nevada
CESweb.org

LETTER FROM CEA

Harnessing the spirit, drive and ingenuity of the \$1 trillion global consumer electronics industry, the 2014 International CES® drew more than 160,000 attendees to Las Vegas in January for a mind-boggling array of networking opportunities, conference sessions, product demonstrations, headline-generating keynotes, and more.

It's impossible to contain the excitement of CES. Over the course of the 2014 show, #CES2014 was used more than 250,000 times across social media platforms and seen by 40 percent of the world's population, proving once again that for four days each January, the magic and magnitude of CES is inescapable.

Thanks to each and every one of you for making the 2014 show such a monumental success. By participating in CES, you demonstrate your commitment to the industry as a whole as well as the individual success of your business. We appreciate and take that investment very seriously and want you to be confident that we are doing our part to deliver the industry's leaders to you at CES.

To illustrate our interest in your success, we are pleased to share with you our Attendee Audit Summary. This comprehensive report contains independently-verified information about the 2014 CES attendees.

The International CES is the only consumer technology show that adheres to strict requirements for auditing set by UFI, the global association of the exhibition industry. Our rigorous record-keeping procedures and commitment to the auditing process distinguish us from other consumer technology trade shows and we hope you appreciate our dedication to providing you with the most detailed and accurate information possible about our attendees.

We look forward to seeing you at the 2015 International CES, January 6-9, 2015 in Las Vegas.

The International CES is owned and produced by the Consumer Electronics Association (CEA)®.



A handwritten signature of Gary Shapiro in black ink.

Gary Shapiro
President and CEO
CEA



A handwritten signature of Karen Chupka in black ink.

Karen Chupka
Sr. VP, International CES and
Corporate Business Strategy
CEA

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Visit CESweb.org for up-to-the-minute news and information about the International CES.

To speak directly with an International CES sales representative regarding exhibit space or promotional opportunities, please contact us at CESSales@CE.org or 703-907-7645.

AUDIT SOURCES

PREFACE

The International CES (International Consumer Electronics Show®) is the world's largest consumer technology tradeshow, encompassing products and services from 20 product categories.

- 3D Printing
- Accessories
- Audio
- Automotive Electronics
- Communications Infrastructure
- Computer Hardware/Software/Services
- Content Creation & Distribution
- Digital Imaging/Photography
- Electronic Gaming
- Fitness and Sports
- Health and Biotech
- Internet Services
- Online Media
- Robotics
- Sensors
- Smart Home
- Startups
- Video
- Wearables
- Wireless Devices & Services

SOURCES

The 2014 International CES Attendee Audit Summary provides exhibitors and prospects with insight into who attends the International CES. This information will help you appraise opportunities and maximize your ROI from the International CES. Information included in this document was derived from:

- Veris Consulting's 2014 International CES Exhibition and Conference Audit Report
- *2014 International CES Registration Data, provided by ITN - the registration company for CES*
- *2014 International CES Post-show Exhibitor Survey*
- 2014 International CES Post-show Attendee Survey
- *2013 Fortune 500 list*
- 2013 *TWICE's* Top 100 Consumer Electronics Retailers list

VERIS CONSULTING INC.

Veris Consulting Inc. provides an independent, third-party verification of International CES attendance, attendee demographic information, records and record-keeping systems. The International CES wants our exhibitors to have valuable, accurate attendance data to enhance market analysis and verify the show's credibility.



OVERALL ATTENDANCE

2014 INTERNATIONAL CES ATTENDANCE OVERVIEW

REGISTRATION TYPE	VERIFIED ATTENDANCE
Attendees	
Exhibits-Only	97,043
Conference Session	3,987
Verified Exhibitors	52,326
Media	
Press	6,008
Industry Analysts	567
Speakers	567**
TOTAL ATTENDANCE	160,498

The top executives in consumer technology presented their insights and visions for the industry's future at the 2014 International CES, with keynote addresses from:

- John Chambers, Cisco
- Dick Costolo, Twitter
- John Donovan, AT&T
- Scott Dorsey, Marketing Cloud
- Andrew England, MillerCoors
- Carolyn Everson, Facebook
- James D. Farley, Jr., Ford Motor Co.
- Kazuo Hirai, Sony Corp.
- Dr. Paul Jacobs, Qualcomm Inc.
- Brian Krzanich, Intel
- Maurice Levy, Publicis Groupe
- Marissa Mayer, Yahoo!
- Rupert Stadler, Audi AG
- Hans Vestberg, Ericsson Group

The following numbers outlined in the Audit are highlights of the top attendee segments. These numbers are not necessarily cumulative, but represent a snapshot of CES attendance. For more information please contact a sales representative at CESsales@CE.org or 703-907-7645.

CES ATTRACTS INDUSTRY LEADERS

SENIOR-LEVEL EXECUTIVES***	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
President/CEO/Owner	17,434	17%
CFO	838	<1%
CIO/CTO	1,462	1%
CMO	447	<1%
C-Level Executive (COO, CXO)	2,572	2.5%
Vice President	7,453	7%
General Manager	952	<1%
TOTAL SENIOR-LEVEL EXECUTIVES	42,409	41.9%

CES ATTRACTS THE ENTERTAINMENT AND ADVERTISING COMMUNITY

INDUSTRY PROFESSIONALS	VERIFIED ATTENDANCE
Advertising/Marketing	5,315
Entertainment/Content	29,730
Media/New Media	3,035

* Attendees = Exhibits Only + Conference Session Attendance; Does not include media, exhibitors or speakers (101,030)

** There were a grand total of 790 speakers at the 2014 CES, 223 of which are represented in other registration categories.

*** In prior years Director/Sr. Manager was included in the list of senior-level executives. This has been removed for 2014.

Sources: 2014 International CES® Veris Audit Report; 2014 International CES® Registration Reports

OVERALL ATTENDANCE

CES ATTRACTS AN INTERNATIONAL ATTENDANCE

	VERIFIED ATTENDANCE	% OF TOTAL ATTENDANCE
International Attendees (Exhibits-Only and Conference Session)	27,083	16.8%
International Exhibitors, Speakers	11,867	7%
International Media (Press, Industry Analysts)	1,878	1%
TOTAL INTERNATIONAL ATTENDANCE	40,828	25%

INTERNATIONAL ATTENDEE DELEGATIONS

International visitors from 144 countries traveled to the 2014 International CES. Many of those visitors attended as part of 115 official delegations.

COUNTRY	NUMBER OF DELEGATIONS	COUNTRY	NUMBER OF DELEGATIONS
Argentina	2	Mexico	2
Australia	1	Netherlands	1
Austria	1	Nigeria	1
Brazil	5	Norway	1
Bulgaria	1	Palestine	1
Cameroon	1	Peru	1
Canada	4	Philippines	1
China	19	Poland	2
Colombia	1	Romania	1
Costa Rica	1	Russia	1
Croatia	1	Saudi Arabia**	1
Czech Republic	1	Serbia**	1
Denmark	1	Slovakia	2
Dominican Republic	1	Slovenia**	1
Ecuador	1	South Korea	17
Egypt	1	Sweden	2
France	7	Switzerland	1
Germany	2	Taiwan	1
Hong Kong	1	Thailand	1
Hungary	2	Turkey	1
India	2	Ukraine	1
Indonesia	1	United Arab Emirates	1
Israel	2	United Kingdom	4
Italy	1	Uruguay	1
Japan	4	Vietnam	1
Jordan	1	Delegations from	2
		Multiple Countries***	
TOTAL DELEGATIONS	115		

* Attendees = Exhibits Only + Conference Session Attendance; Does not include media, exhibitors or speakers (101,030)

** New countries to the delegation program

*** NUSACC: Various Middle East Countries; Embassy of the European Union

Sources: 2014 International CES® Veris Audit Report; 2014 International CES® Registration Reports

ATTENDEE PROFILES

CLASSIFICATION BY INDIVIDUAL'S PRIMARY JOB FUNCTION

JOB FUNCTION	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Analyst	1,465	1%
Buyer	4,829	4.7%
Consultant	4,046	4%
Content Developer	450	<1%
Distributor	1,299	1.29%
Engineer	5,818	5.7%
Manager	9,474	9%
Manufacturer's Representative	1,524	1.5%
Product Manager	3,780	3.7%
Service Technician	998	<1%
Store Manager	563	<1%
Systems Installer/Integrator	660	<1%

CLASSIFICATION BY COMPANY'S PRIMARY ROLE

TYPE OF BUYING ORGANIZATION	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Retail	10,784	10.6%
Institutional, Corporate (Non-Retail), Government Procurement	5,311	5%
VAR/Dealer	1,017	1%
Specialty Retail	2,617	2.5%
System Integrator/Installation	2,571	2.5%
Distribution	8,278	8%
TOTAL BUYING ORGANIZATIONS	30,578	30%

OTHER PRIMARY ROLES	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Software Development/Publishing	4,225	4%
Content Development, Entertainment	4,084	4%
Manufacturer's Rep, Manufacturer (Non-exhibiting), Public Policy, Government Agency	10,635	10.5%
Distribution (Non-buyer)	505	<1%
Service Provider (Non-Retail)	3,196	3%
Consulting	4,048	4%
Advertising, Marketing	4,667	4.6%
Engineering	5,595	5.5%
Venture Capitalist/Private Equity/Investing	1,216	1%
Business Services, Financial Services	2,175	2%
Business Development/Sales	1,791	1.7%

ATTENDEE PROFILES

CLASSIFICATION BY COMPANY'S PRODUCT CATEGORY REPRESENTATION (TOP 20)

PRODUCT CATEGORY**	NUMBER OF ATTENDEES*	RANK
Accessories	29,914	1
Computer Hardware & Software	18,881	2
Other Consumer Electronics	18,752	3
Wireless & Wireless Devices	17,143	4
Audio	15,341	5
Embedded Technology	11,976	6
Tablet PCs/Netbooks	11,238	7
High-Performance Audio	10,662	8
Automotive Electronics	10,506	9
Connected Home	10,093	10
Wi-Fi	9,829	11
Telecommunications/Infrastructure	9,743	12
Mobile Applications	9,268	13
Video	8,767	14
Digital Imaging/Photography	8,690	15
Lifestyle Electronics	8,499	16
Electronic Gaming	8,149	17
Digital Health	7,956	18
Entertainment/Content	7,891	19
Online/Internet	7,663	20

CLASSIFICATION BY OVERALL BUYING POWER

LEVEL OF PURCHASING AUTHORITY	NUMBER OF ATTENDEES*	% OF TOTAL ATTENDEES*
Final decision maker	30,223	29.9%
Significant influence	33,751	33.4%
Initial recommendations	9,067	8.9%
Research new products	10,153	10%

*Attendees = Exhibits only + Conference Session Attendance; Does not include media, exhibitors or speakers (101,030)

**2014 CES registrants were asked to indicate the product areas their company represents or plans to represent in the future, and may have marked more than one product area, per respondent.

Source: 2014 International CES® Veris Audit Report

The 2014 International CES attracted 82% of the 2013 Fortune 100 companies.

Source: 2014 International CES®
Registration Reports;
fortune.com/fortune500

ATTENDEE PROFILES

CLASSIFICATION BY ANNUAL SALES VOLUME OF CONSUMER ELECTRONICS PRODUCTS

	ANNUAL SALES IN MILLIONS						
	< \$1	\$1-\$5	\$5-\$10	\$10-\$50	\$50-\$250	\$250-\$500	\$500+
Number of Attendees*	19,300	12,062	5,397	8,270	6,403	3,945	18,105
% of Total Attendees*	19%	11.9%	5%	8%	6%	3.9%	17.9%
Retail Buyers	2,850	1,638	558	802	595	471	2,366
Specialty Retail	949	624	142	200	108	81	234
Institutional, Corporate (Non-Retail), Government Procurement	778	579	382	410	343	166	1,296
VAR/Dealer	390	236	95	102	62	12	48
Distribution	1,122	1,849	896	1,541	895	379	692
Systems Integrator/Installation	1,130	574	198	162	89	58	125
Engineering	1,032	477	262	413	372	238	1,621
Service Provider (Non-Retail)	797	341	187	249	153	91	417

* Attendees = Exhibits Only + Conference Session Attendance; Does not include media, exhibitors or speakers (101,030)

Top 100 U.S. Consumer Electronics Retailers

81 percent of the top consumer electronics retailers sent representatives to the 2014 International CES

Retailer	2013 Rank	Number of Reps Sent to 2014 International CES	Estimated 2013 CE Sales in \$ Millions
Best Buy	1	298	\$30,146
Wal-mart	2	136	\$22,327
Amazon.com	3	405	\$15,607
Apple Retail Stores	4	4	\$11,859
Target	5	75	\$5,925
Costco Wholesale	6	88	\$4,985
Gamestop	7	26	\$4,816
RadioShack	8	62	\$2,990
Dell	9	141	\$2,763
Newegg.com	10	90	\$2,730
Sam's Club	11	50	\$2,672
Micro Center	12	46	\$2,205
Sears	13	63	\$1,973
Staples	14	32	\$1,632
Fry's Electronics	15	100	\$1,308
Systemax Inc.	16	19	\$1,186
Office Depot	17	31	\$1,163
hhgregg	18	10	\$1,100
Army - Air Force Exchange	19	7	\$911
Sony Style Retail Stores	20	1	\$775
Toys R Us	21	13	\$744
Hewlett-Packard	22	241	\$715
Office Max	23	5	\$659
QVC	24	35	\$614
P.C. Richard & Son	25	8	\$600
Kmart	26	0	\$573
BJ's Wholesale Club	27	4	\$517
Bose	28	94	\$470
BrandsMart USA	29	11	\$407
Home Shopping Network	30	27	\$384
B&H Photo	31	18	\$375
Conn's	32	8	\$372
Navy Exchange	33	5	\$342
Barnes & Noble	34	20	\$336
J&R MusicWorld	35	1	\$291
Buy.com	36	1	\$257
Nebraska Furniture Mart	37	9	\$252
Beach Trading Company	38	1	\$250
Crutchfield	39	14	\$242
Abt Electronics and Appliances	40	16	\$233
ABC Warehouse	41	5	\$214
Adorama Camera	42	15	\$213
Bluestem Brands	43	8	\$212
MacMall	44	0	\$202
Curacao	45	28	\$195
Fred Meyer Stores	46	18	\$184
American TV & Appliances	47	0	\$182
Paul's TV	48	9	\$158
Video Only	49	2	\$157
Meijer	50	11	\$139

Retailer	2013 Rank	Number of Reps Sent to 2014 International CES	Estimated 2013 CE Sales in \$ Millions
Car Toys	51	10	\$132
CDW	52	10	\$118
Abe's of Maine	53	0	\$115
Simply Mac	54	4	\$101
DataVision	55	5	\$101
The Home Depot	56	27	\$99
Electronic Express	57	8	\$94
Marine Corps Exchange	58	8	\$91
R.C. Willey Home Furnishings	59	26	\$91
CyberPower	60	9	\$89
Cameta Camera	61	3	\$82
InMotion Entertainment	62	13	\$80
Comp-U-Plus	63	0	\$74
Ritz Interactive	64	0	\$69
Valuevision/ShopNBC	65	1	\$67
PCNation	66	0	\$67
Walgreens	67	10	\$64
Huppin's Hi-Fi/OneCall	68	6	\$60
ShopKo Stores	69	5	\$59
Seventh Avenue	70	1	\$56
Audio Express	71	15	\$55
PC Connection	72	0	\$53
Vann's	73	0	\$52
Magnolia Audio Video	74	4	\$45
Kohl's	75	14	\$45
The Big Screen Store	76	2	\$44
iBUYPOWER Computer	77	7	\$44
Stereo Advantage	78	0	\$41
Pacific Sales	79	6	\$38
Hunt's Photo & Video	80	0	\$35
National Camera Exchange & Video	81	0	\$30
Samy's Camera	82	7	\$30
Badcock Home Furnishing Centers	83	0	\$30
J.C. Penney	84	0	\$29
Cabela's	85	0	\$28
Bob & Ron's World Wide Stereo	86	0	\$28
Lowe's	87	31	\$26
Howard's Appliance	88	0	\$26
CVS	89	9	\$22
Auto Zone	90	0	\$22
Menards	91	0	\$22
Bi-Mart	92	1	\$20
Modia	93	1	\$19
Cowboy Maloney's	94	3	\$19
Mickey Shorr	95	1	\$18
Calumet Photo	96	5	\$18
Hastings Entertainment	97	7	\$15
Creve Coeur Camera, Inc.	98	4	\$14
Jetson TV & Appliance Centers	99	0	\$12
Bjorn's	100	15	\$11

Source: TWICE, May 2014; 2014 International CES® Registration Reports

GOVERNMENT REPRESENTATIVES



CES Attracts Foreign Government Officials, including:

- Mr. François Delattre, Ambassador, Embassy of France, Washington DC
- Ms. Beatrice Covassi, Economic Counselor, Embassy of the European Union, Washington DC
- Mr. Philippe Bouyoux, Minister Counselor for Economic Affairs, Embassy of France, Washington DC
- Ms. Fleur Pellerin, Minister for Innovation and the Digital Economy, France
- Mr. Peter Kmec, Ambassador, Embassy of the Slovak Republic, Washington DC
- Mr. Peter Kolesar, Trade and Innovation Counselor, Embassy of the Slovak Republic, Washington DC
- Mr. Mariusz Brymora, Consul General, Consulate General of the Republic of Poland, Los Angeles
- Mr. Reyszard Schnepf, Ambassador, Embassy of the Republic of Poland, Washington DC
- Mr. Wang Rong, Communist Party Chief, Shenzhen, China
- Mr. Fujikawa Masahito, Vice Minister for Internal Affairs and Communications, Japan

And Over 100 High-Ranking Congressional and Agency Staff

Source: 2014 International CES®
Registration Reports



CEA is actively involved in programs that affect the laws and regulations impacting your bottom line. The International CES attracts top federal, state and regulatory officials. Representatives from the Federal Communications Commission, Department of Commerce, Federal Trade Commission, U.S. Senate and the House of Representatives joined government technology officials from other countries at the International CES, extending the show's global scope.

The 2014 International CES attracted 146 U.S. government officials including:

DEPARTMENT OF COMMERCE

The Honorable Penny Pritzker, Secretary

MEMBERS OF THE U.S. HOUSE OF REPRESENTATIVES

The Honorable Gerry Connelly, Representative (D-VA)

The Honorable Steven Horsford, Representative (D-NV)

The Honorable Darrell Issa, Representative (R-CA)

DEPARTMENT OF TRANSPORTATION

The Honorable David L. Strickland, Administrator, National Highway Traffic Safety Administration

FEDERAL COMMUNICATIONS COMMISSION

The Honorable Tom Wheeler, Chairman

The Honorable Mignon Clyburn, Commissioner

The Honorable Jessica Rosenworcel, Commissioner

The Honorable Ajit Pai, Commissioner

The Honorable Mike O'Rielly, Commissioner

FEDERAL TRADE COMMISSION

The Honorable Julie Brill, Commissioner

The Honorable Maureen Ohlhausen, Commissioner

U.S. INTERNATIONAL TRADE COMMISSION

The Honorable Meredith Broadbent, Commissioner

The Honorable Dean Pinkert, Commissioner

STATE ELECTED OFFICIALS

The Honorable Steven Bradford, Assembly Member and Chair, Utilities and Commerce Committee, California State Assembly

The Honorable Jon Bruning, Attorney General, State of Nebraska

The Honorable Irene Bustamente, Assembly Member, State of Nevada

The Honorable Barbara Cegavske, Nevada State Senator

The Honorable Mo Denis, Nevada State Senate Majority Leader

The Honorable Aaron Ford, Nevada State Senator

The Honorable Jason Frierson, Nevada Assembly Member

The Honorable James Healey, Nevada Assembly Member

The Honorable Ruben Kihuen, Nevada State Senator

The Honorable Marilyn Kirkpatrick, Nevada Speaker of the Assembly

The Honorable David Parks, Nevada State Senator

The Honorable Michael Roberson, Nevada State Senate Minority Leader

The Honorable Brian Sandoval, Governor, State of Nevada

The Honorable Pat Spearman, Nevada State Senator

The Honorable Ryan Wilcox, Representative, Utah House of Representatives

EDUCATIONAL INSTITUTIONS

The International CES attracts representatives from a myriad of educational institutions around the world. They attend CES to:

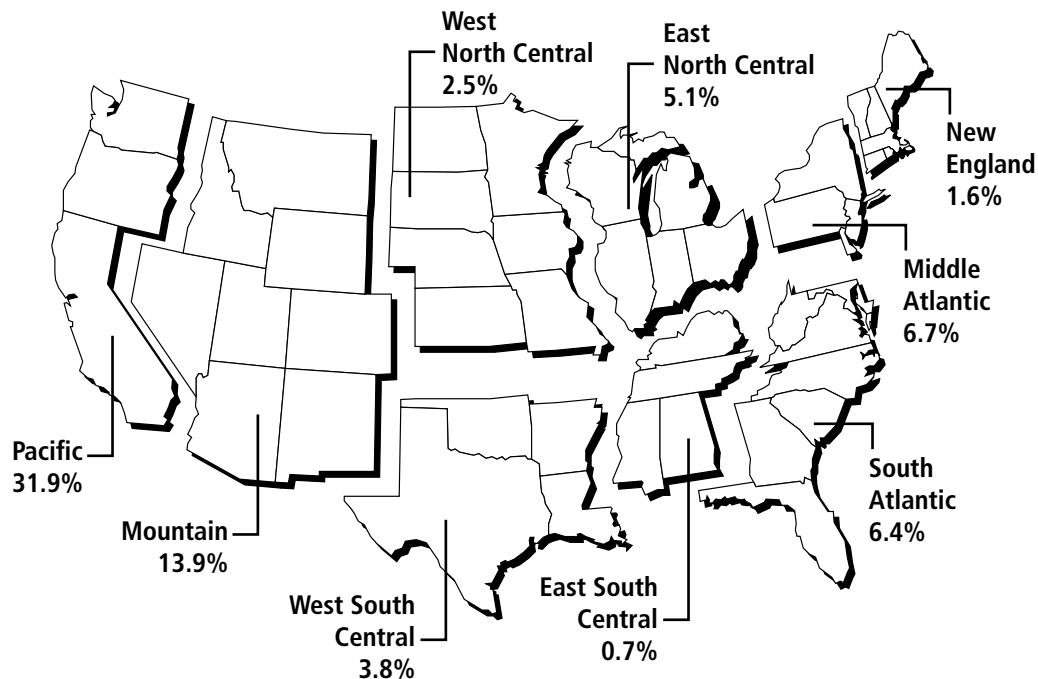
- Identify new ways to streamline institutional operations and technologies.
- Research technologies for equipment upgrades.
- Evaluate how to enhance learning environments with new technologies.
- Gauge curriculum development and the technologies used in teaching and case studies.

A sample of schools and universities represented include:

Alabama State University	Johns Hopkins University	Universidad Autonoma de
Arizona State University	Kansas State University	Nayarit
Brigham Young University	Korea Institute of Science &	Universidad Politécnica de
Berkeley College	Technology	Madrid
British Columbia Institute of	Korea University	Universidad Tecnológica de
Technology	Kyungpook National	Tijuana
California Polytechnic State	University	University of Arizona
University	Massachusetts Institute of	University of British Columbia
California State University	Technology	University of California
Carnegie Mellon University	Michigan State University	University of California Los
Chung-Ang University	North Carolina State	Angeles
Clemson University	University	University of Maryland
Columbia University	Oregon State University	University of Michigan
Dankook University	Osaka University	University of New Mexico
Duke University	Pennsylvania State	University of Pennsylvania
Emerson College	University	University of Southern
Escola Politécnica da USP	Pepperdine University	California
George Mason University	Rochester Institute of	University of Technology
George Washington	Technology	University of Utah
University	Seoul National University of	University of Washington
Georgetown University	Technology & Science	University of Wisconsin
Georgia Institute of	Southwest University	Virginia Polytechnic Institute
Technology	Stanford University	and State University
Hanyang University	Sungkyunkwan University	Washington State University
Harvard University	Temple University	Yeungnam University
Hong Kong Polytechnic University	Texas A&M University	Yonsei University
Indiana University	Texas Tech University	
Ithaca College	Tufts University	

GEOGRAPHIC PROFILE

GEOGRAPHICAL ANALYSIS OF U.S. ATTENDEES



TOP 20 NON-U.S. MARKETS

MARKET	NUMBER OF ATTENDEES*	RANK
Canada	3,555	1
South Korea	3,214	2
China	2,517	3
Japan	2,016	4
Mexico	1,686	5
United Kingdom	1,605	6
Taiwan	1,192	7
France	1,063	8
Germany	840	9
Brazil	779	10
Hong Kong	578	11
Israel	540	12
Australia	537	13
Sweden	434	14
Italy	352	15
Russian Federation	319	16
Argentina	312	17
Netherlands	293	18
Denmark	271	19
Turkey	266	20

*Attendees = Exhibits-only + Conference Session Attendance; Does not include media, exhibitors or speakers (101,030)

Source: 2014 International CES® Veris Audit Report

INTERNATIONAL CES SURVEY RESULTS

A WORD FROM 2014 INTERNATIONAL CES ATTENDEES

According to 2014 International CES attendees:

- **92%** rated the quality of their experience at the 2014 International CES as positive.
- **89%** think CES reflects the energy and excitement of the CE industry.
- **86%** believe CES benefits the entire consumer technology industry.
- **80%** said CES is the gathering place for innovators and the pioneers of technology.
- The top reasons to attend are to see specific new products, the opportunity to network, meet with existing partners/vendors, develop new business partnerships/vendors and to evaluate specific companies.

A WORD FROM 2014 INTERNATIONAL CES EXHIBITORS

According to 2014 International CES exhibitors:

- **84%** said they were satisfied with their exhibiting experience at CES.
- **86%** think CES reflects the energy and excitement of the CE industry.
- **75%** think CES is the most important event to attend for companies involved in the CE industry.
- The most important reasons to exhibit are the quality of attendees, to build brand recognition and to generate business.

Source: 2014 International CES® Post-show Attendee Survey and Post-show Exhibitor Survey

82% of attendees believe CES is the most important event to attend for companies involved in the consumer technology industry.

*Source: 2014 International CES®
Post-show Attendee Survey and
Post-show Exhibitor Survey*

WORLDWIDE MEDIA COVERAGE

RECORD MEDIA COVERAGE OF THE 2014 INTERNATIONAL CES

U.S. and international media coverage of the 2014 International CES, the world's gathering place for all who thrive on the business of consumer technology, reached record-setting heights for the eighth year in a row. More than 5,000 press and industry analysts journeyed to Las Vegas for the event, resulting in more than 10,000 media hits in January 2014 in major print, broadcast and online outlets – a twenty five percent increase over January 2013 coverage.

The International CES received significant global media coverage, with more than 1,882 international media from a record 74 countries in attendance. International media covering the 2014 CES included reporters from Australia, Brazil, Canada, China, Germany, France, India, Israel, Japan, Korea, Mexico, Russia, United Arab Emirates and the United Kingdom.

The 2014 International CES was covered by major news outlets such as the AP, Bloomberg Businessweek, Fast Company, Forbes, Fortune, Inc. Magazine, Investor's Business Daily, NPR, Newsweek, PC World and Reuters. Plus major market daily newspapers such as the *Boston Globe*, *Chicago Tribune*, *Los Angeles Times*, *New York Times*, *San Francisco Chronicle*, *USA Today*, *Washington Post* and *Wall Street Journal*. As well as, top online publications such as Ars Technica, Business Insider, CNET, Engadget, TechCrunch and The Verge. More, the 2014 International CES was covered in at least one newspaper and one network television station in all of the top 25 United States markets and was featured on these major domestic and international networks ABC, BBC, CBS, CCTV, CNN, ESPN, FOX, KBS, NBC, NHK, RAI, Telemundo and Univision.

Consumers around the world were able to read and see the media highlights of the 2014 International CES. Given the significant influence and scope of our media attendees, there is no better way to promote your company and its products to the world than the International CES.

2014 INTERNATIONAL CES MEDIA ATTENDANCE

Countries Represented	74
International Media (Press, Industry Analysts)	1,882
Print Media	21%
Online / Wire Media	60%
Broadcast Media	19%

TOTAL MEDIA	6,575
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Source: 2014 international CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

PRINT MAGAZINE COVERAGE

Leading consumer and business magazines covered the 2014 International CES, reaching millions of consumers across the globe. The CES magazine coverage included:

<i>Advertising Age</i>	<i>Dealerscope</i>	<i>Multichannel News</i>
<i>AdWeek</i>	<i>Entrepreneur</i>	<i>Outdoor Sports and Travel</i>
<i>Architectural Digest</i>	<i>Esquire</i>	<i>PC Magazine</i>
<i>AutoWeek</i>	<i>Forbes</i>	<i>Politico Pro</i>
<i>BBC Focus</i>	<i>Fortune</i>	<i>Popular Mechanics</i>
<i>Barron's</i>	<i>Golf Digest</i>	<i>Popular Science</i>
<i>Billboard</i>	<i>Good Housekeeping</i>	<i>Rolling Stone</i>
<i>Bloomberg BNA</i>	<i>GQ</i>	<i>The Economist</i>
<i>Car and Driver</i>	<i>Stuff</i>	<i>TIME</i>
<i>CE Pro</i>	<i>Hollywood Reporter</i>	<i>TWICE</i>
<i>Conde Nast</i>	<i>Men's Health</i>	<i>Variety</i>
<i>Connected World</i>	<i>Men's Journal</i>	<i>Wired</i>
<i>Consumers Digest</i>	<i>Mobile Electronics</i>	
<i>Consumer Reports</i>	<i>Motor Trend</i>	

Source: 2014 International CES® Registration Reports

U.S. DAILY NEWSPAPER COVERAGE

UNPARALLED COVERAGE IN TOP U.S. DAILY NEWSPAPERS AT THE 2014 CES

Newspapers and wire services from top U.S. markets brought widespread coverage of the 2014 International CES and its exhibitors to consumers around the country. Major U.S. daily newspaper and wire coverage included:

<i>Arizona Republic</i>	<i>Las Vegas Sun</i>	<i>San Diego Daily Transcript</i>
<i>Associated Press</i>	<i>Los Angeles Daily News</i>	<i>San Diego Union Tribune</i>
<i>Bloomberg News</i>	<i>Los Angeles Times</i>	<i>San Francisco Chronicle</i>
<i>Boston Globe</i>	<i>Milwaukee Journal Sentinel</i>	<i>San Francisco Examiner</i>
<i>Chicago Tribune</i>	<i>Minneapolis Star Tribune</i>	<i>San Jose Mercury News</i>
<i>Cleveland Plain Dealer</i>	<i>New York Daily News</i>	<i>Seattle Times</i>
<i>Dallas Morning News</i>	<i>New York Times</i>	<i>St. Louis Post-Dispatch</i>
<i>Denver Post</i>	<i>New York Post</i>	<i>The Guardian Express</i>
<i>Detroit Free Press</i>	<i>Newsday</i>	<i>Wall Street Journal</i>
<i>Financial Times</i>	<i>Philadelphia Daily News</i>	<i>Washington Post</i>
<i>Houston Chronicle</i>	<i>Philadelphia Inquirer</i>	<i>USA Today</i>
<i>Las Vegas Review-Journal</i>	<i>Reuters</i>	

Source: 2014 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

TRADE PUBLICATIONS

Major industry trade publications covered the 2014 International CES, highlighting innovative products and technologies that debuted at the show. Leading trade print publications that covered the 2014 CES include:

<i>Audi of America Focus</i>	<i>IEEE Consumer Electronics Society Magazine</i>
<i>Audio Xpress</i>	<i>IEEE Spectrum</i>
<i>Audio Review</i>	<i>iPhone Life Magazine</i>
<i>Audiotechnique</i>	<i>Lab Reviews</i>
<i>Automobile Magazine</i>	<i>Laptop Magazine</i>
<i>Automotive News</i>	<i>MacTech Magazine</i>
<i>Automotive World</i>	<i>MIT Technology Review</i>
<i>AV Magazine</i>	<i>Mobile Electronics</i>
<i>Apple Insider</i>	<i>Multichannel News</i>
<i>Big Picture Big Sound</i>	<i>PC Magazine</i>
<i>Broadcasting & Cable</i>	<i>PC Pro</i>
<i>Camera Operator Magazine</i>	<i>PC Quarterly Review</i>
<i>CE Online News</i>	<i>PC World</i>
<i>CE Pro</i>	<i>Politico Pro</i>
<i>Computer Shopper</i>	<i>Popular Photography</i>
<i>ComputerWorld</i>	<i>Shutterbug</i>
<i>Connected World Magazine</i>	<i>Sound + Vision</i>
<i>Dealerscope</i>	<i>Stereophile</i>
<i>Digital Imaging Reporter</i>	<i>Stuff</i>
<i>Digital Trends</i>	<i>TCT Magazine</i>
<i>Display Monitor</i>	<i>The Absolute Sound</i>
<i>EE Times</i>	<i>Tone Audio Magazine</i>
<i>Electronic House</i>	<i>TWICE</i>
<i>Envisioneering</i>	<i>What Hi-Fi? Sound & Vision</i>
<i>GPS Magazine</i>	<i>Widescreen Review</i>
<i>Hi-Fi+</i>	<i>WIRED</i>
<i>Home Media Magazine</i>	
<i>Home Theater Magazine</i>	

Source: 2014 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

ONLINE MEDIA COVERAGE

Leading online websites covered the 2014 International CES, reaching millions of consumers across the world. The online CES coverage included:

ABC News	Discovery Communications, Inc.	PC Magazine
About.com	Dow Jones/AllThingsD	PC World
Advertising Age	DVICE	PCMag / ZBI
Adweek	EE Times	Re/code
AllThingsD	Electronic House	REUTERS
AnandTech, Inc.	Engadget	Reviewed.com
Android and Me	Entrepreneur Online	Scripps Networks
Android Authority	ESPN.com	Sound + Vision
Android Central	Esquire Magazine	Spike TV
AOL	Examiner	Stereophile
AppAdvice	Expert Reviews	Stereo Times
Ars Technica	ExpoWeb.com	Stuff.TV
Ask Men	Fast Company	T3
Associated Press	Forbes	Tech Cocktail
Autoweek	Fortune.com	TechCrunch
BBC News	FOX/IGN Entertainment	TechHive
Big Picture Big Sound	GeekBeat.TV	TechLaunchPad
Bloomberg Businessweek	GfK	Techlicious
Business Insider	Gizmodo	TechRadar
CBS Interactive	Good Morning America	Tested.com
CBSI for China	Haymarket	The Mac Observer
CE Online News	HD GURU	The Motley Fool
CE Pro	Hollywood Reporter	The New York Times
Clear Channel National / Bold Nation	Huffington Post Media Group	The Verge
Media	Inc. Online	The Washington Post
CNBC	Information Week	Time Inc.
CNET	IEEE Spectrum	TWICE
CNN	Kelley Blue Book	USA TODAY
CNN Money	Laptop Magazine	Vanity Fair
Conde Nast	Living in Digital Times	Variety
Consumer Electronics Daily	Los Angeles Times	VentureBeat
Consumer Reports	Mashable	Wall Street Journal Online
CoolHotNot	Men's Health	What Hi-Fi? Sound & Vision
CrackBerry.com	Motor Trend	WIRED.COM
Cult Of Mac	MSN	Yahoo! News
DailyTech.com	NAPCO	ZDNet
DIGITIMES	NBC Universal	

Source: 2014 International CES® Registration Reports

BROADCAST COVERAGE

The major U.S. and international broadcast and cable networks covered the 2014 CES -- bringing the latest product launches to viewers and listeners across the world. Reaching hundreds of millions of people, these broadcasters showcased the hottest products and exhibitors of the 2014 International CES. Major network television and radio coverage included:

ABC Radio Network	<i>Lunch, Squawk on the Street, Street Signs, The Call</i>	HLN's Clark Howard Radio
ABC News Radio Australia	CNBC World, <i>Design and Living and Electric Playground, Italy, Cash Flow From Australia, Euro Closing Bell,</i>	HLN's <i>Morning Express, Making it in America, Student News, Weekend Express With Natasha Curry, Morning Express With Robin Meade, News Now</i>
ABC's <i>Entertainment Tonight</i>	CNBC <i>Squawk Box Asia, Europe</i>	HSN, Healthy Innovations, Electronic Connection, As Seen on TV Gifts
ABC's <i>America This Morning</i>	CNET TV	IDG News Service
ABC's <i>Access Hollywood</i>	CNN en Espanol, <i>Dinero, Café CNN</i>	In Touch With Dr. Charles Stanley
ABC's <i>Live w/Kelly and Michael, Inside Edition, The List</i>	CNN Cafe	Into Tomorrow with Dave Graveline
ABC's <i>Jimmy Kimmel Live!</i>	CNN's <i>Early Start, i Report for CNN, Newsroom, Anderson Cooper 360, New Day, New Day Sunday, The Lead With Jake Tapper, Your Money, Piers Morgan Tonight,</i>	Japan Broadcasting Corp. (NHK)
ABC's <i>The Insider,</i>	CNN's <i>HLN WKend Buzz</i>	Kevin Newman Live - Canada
ABC's <i>Joyce Meyer Ministries</i>	CNN.com	NBC's Law & Order
ABC's <i>This Week With George Stephanopoulos</i>	CNN International, <i>Hong Kong, Australia,, World Business, The Brief,, Quest Means Business, World Business Report, Global Exchange, News Stream, Amanpour, Back Story</i>	LifeTime TV – <i>Designing Spaces</i>
ABC's <i>World News With David Muir</i>	CNN Radio Network	MarketWatch – National Business Network
ABC's <i>The Chew</i>	Computer Outlook Radio	Modern Family
ABC's <i>Katie</i>	Connected World, <i>The Peggy Smedley Show</i>	MSNBC's <i>First Look, The Daily Rundown Weekends With Alex Witt, Jansing and Co., NBC's Nightly News, Sunday Daybreak, Today Show and Early Today, Early Daybreak, Wake Up!, Night Report, Morning Blend</i>
ABC's <i>SportsZone</i>	Cox TV	NBC's <i>Extra, Tonight Show with Jay Leno, Late Night with Jimmy Fallon, Big Bang Theory, Dr. Oz, Dr. Phil</i>
ABC's <i>Tune in News</i>	C-SPAN, <i>The Communicators</i>	News Media Group
ABC's <i>Killer Women</i>	CW, <i>The Daily Buzz</i>	NPR Tech Nation
ABC's <i>World News Now</i>	Discovery Channel	PBS <i>Nightly Business Report, News Hour, Charlie Rose, Travis Smiley</i>
Al Jazeera America, <i>Consider This, Real Money With Ali Velshi</i>	DIY Network, <i>Hollywood Hi-Tech, I Want That, Rehab Addict</i>	People's Choice Awards 2014
AutoWorld Radio	Entertainment TV's E! <i>The Soup</i>	QVC
BBC America	Entertainment Radio Network, <i>Men's Health, The Drive/Popular Science</i>	Radio Active Broadcasting
BBC World Business Today, <i>GMT With George Alagiah, Business Edition With Tanya Beckett, Asia Business Report, Global With Jon Sopel, World Business Report, Breakfast, Charlie Brooker's Weekly Wipe</i>	ESPN	Radio Ink
BBC Newsnight	Every Body Loves Raymond	ReelzChannel , EP Daily, OK! TV
BBC World News America	FOX Business Network – <i>Countdown to Closing Bell, Cavuto, Dish Nation. Right this Minute, The Test, Markets Now, After the Bell, Money with Melissa Francis, Imus in the Morning, Varney & Co.</i>	SIRIUS XM Radio, Inc., <i>The Armstrong Williams Radio and TV Show</i>
Bloomberg <i>After The Bell, Market Makers, Bottom Line, Brink, Political Capital, Charlie Rose, In the Loop w/Betty Liu, Lunch Money, Money Moves, On The Move, The Pulse, Taking Stock, West, Surveillance</i>	Fox News Channel, <i>First Business, Fox and Friends Saturday, Fox and Friends First Weekend Buzz, The Willis Report, Shepard Smith Reporting, First, America Live, Happening Now</i>	Sky News, <i>News on the Hour, GB, Business Channel Australia</i>
Bloomberg Radio Live	Fox's <i>Inside Edition, OK! TV</i>	Sound & Vision Radio
Canadian Broadcasting Corp. (CBC)	Fox's <i>The Insider, TMZ</i>	Spike TV
CBS' <i>This Morning, Early Sunrise, Early Show, Extra, Teen Kids News, Dog Tales</i>	Fox's Sports, <i>Crowds Goes Wild</i>	Stand Up with Pete Dominick
CBS' <i>Face the Nation, Morning News, Wake Up CBS' Inside Edition</i>	GeekBeat.TV	The Weather Channel, <i>Sunrise Weather, Wake up with Al, Morning Rush</i>
CBS – <i>Up to the Minute</i>	Get Connected	Time Warner
CBS's <i>Late Show w/Craig Ferguson</i>	Growing Bold-TV	Turner Broadcast System
CBS' <i>The Ellen DeGeneres Show, The Price is Right, Two and Half Men, The Young and the Restless</i>	Hallmark's Home & Family	Telemundo Network
CBS' <i>Comics Unleashed With Byron Allen, Dogs Tales, The Doctors</i>	Headline News – US Cable	This Old House
CBS <i>David Letterman</i>	High Tech Texan Radio Show	Univision
CBS <i>60 Minutes</i>		USA Today Live Gannett
CNBC's <i>On the Money, Capital Connection, Closing Bell, Fast Money, Mad Money, Power</i>		Voice of America – Radio and TV
		Wall Street Journal Network

Sources: Cision Broadcast Monitoring; 2014 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

MAJOR MEDIA FROM AROUND THE WORLD

A total of 1,883 media from 74 countries journeyed to the 2014 International CES, creating a vast array of CES media coverage worldwide. International publications and broadcast outlets included:

Argentina

Prensario
RedUSERS
TELEFE

Australia

Gizmodo Australia
The Australian
Radio 2UE

Austria

DerStandard
Hit Radio OE3
Kurier

Belgium

Le Soir
Minoc Press

Brazil

Folha de S. Paulo
Gizmodo Brasil
O Globo
TechTudo

Canada

Discovery
Tech Crunch
The Verge

Chile

CNN Chile
El Mercurio
National Television of Chile

China

CBS Interactive China
CEO & CIO Magazine
China Central Television
Chinese Biz News
CNET China
Guangzhou Daily
ZDNet China

Colombia

El Espectador
EL TIEMPO
NTN 24

Costa Rica

Zoom Radio

Croatia

Bug
Halo Magazine

Czech Republic

Economia
iDNES
IHNED
Mlada fronta a.s.

Denmark

BFE
Berlingske
Danish Broadcasting Corporation

Dominican Republic

HD.com
Lira

El Salvador

La Prensa Grafica
Telecorporación Salvadoreña

Finland

Sanoma Magazine
Tietokone

France

01 Net
BFM Business
Clubic
France Info
TF1

Germany

BILD
CHIP
Conde Nast Germany
Gizmodo
N24

Guatemala

Prensa Libre

Honduras

Canal 10

Hong Kong

Engadget
Wall Street Journal

Hungary

Geeks.hu
Index.hu
Origo Media Group

India

Global Technologies
The Economic Times
Times of India
Stuff Magazine

Indonesia

Bisnis Indonesia
Kompas

Ireland

Irish Independent
Irish Times

Israel

Channel 10 News
Channel 2 News
Home Theater.co.il
The Marker

WORLDWIDE MEDIA COVERAGE

Italy

Corriere della Sera
Il sole 24 ore / Radio 24
La Stampa
Wired Italy

Jamaica

Jamaica Gleaner

Japan

Asahi Broadcasting
Dempa Daily
Nikkei Publications
Yahoo! Japan

Lebanon

T3 Middle East

Mexico

CNN
Estilo DF on E!
Forbes Latin America
Parentsis.com

Netherlands

Hardware Magazine
Tweakers

New Zealand

Global Voice Media
The Press
TV3 NEW ZEALAND

Norway

Aftenposten
Global Telecom News

Panama

Medcom – Telemetro
Revista Pauta
TyN Magazine
Vida Digital

Peru

Diario El Comercio
America Television

Philippines

Yahoo! Philippines

Poland

Agora
CHIP
Fotopolis
Rzeczpospolita

Romania

Agora Group
ProTV

Russia

3DNews
Cheza.tv
Hi_Tech@mail.ru
Russia – 24

Saudi Arabia

Almajd TV
Tech Pills Show
Z-pad

Singapore

CBS Interactive
CNET Asia
Channel News Asia
SPH Magazines
ZDNet Asia

Slovakia

Digital Visions s.r.o.
PC REVUE

Slovenia

Delo Newspaper

South Africa

CNBC Africa

South Korea

Aving News
Digital Daily
Digital Times
Korea Herald

Spain

El Pais
Europapress

Sweden

ElektronikBranschen
Metro
SweClockers AB

Switzerland

Le Temps
NZZ
Pocketpc.ch

Taiwan

Digitimes
Liberty Times
Economic Daily News

Tunisia

L'Economiste

Turkey

Milliyet Daily Newspaper
Sabah Daily
Bloomberg Businessweek
Turkey

United Arab Emirates

Gulf News
FlatpanelsHD
T3 Middle East

United Kingdom

BBC
Daily Telegraph
Men's Health
Stuff Magazine
The London Times
TCT Magazine + Personalize
What Hi-Fi? Sound & Vision

Venezuela

HBO Latin America

Vietnam

Vietnam Television
Vimobi

Source: 2014 International CES® Registration Reports

WORLDWIDE MEDIA COVERAGE

TOP TV AND RADIO OUTLETS

News from the 2014 International CES was featured on the airways in all of the top 25 media markets in the U.S.

Atlanta All News 106.7	Dallas/Ft. Worth WBAP KRLD-AM KLIF-AM	Miami News Radio 610 WIOD	Salt Lake City KSL-AM KBYU
Austin KUT 90.5	Denver KOA-AM	Milwaukee Milwaukee Public Radio WTMJ-AM	San Antonio 559 AM KTSA WOAI AM
Baltimore WYPR-FM WOLB-AM WBAL-AM WEAA-FM	Detroit 101.9 WDET WJR-AM WWJ-AM WGY-AM	National Public Radio -U.S.	San Francisco KCBS - AM KLIV-AM KQED-FM KGO-AM
Boston WBUR WBUZ WBZ - AM Revolution Boston 1510 WGIR-AM WROR-AM	Hartford-New Haven WTIC-AM WVIT-(NBC)	New York WCBS New Radio ESPN Radio NYI WINS-AM WOR-AM WNYC-FM WABC-AM (ABC)	Seattle KGMI KIRO-AM KOMO-AM KUOW – FM KPLU
Buffalo WBEN-AM WBFO-FM	Houston KTRH News Radio 740 KPRC-AM	Orlando WDBO-FM Real Radio 104	St. Louis KTRS-AM KMOX-AM
California KCAA	Indianapolis WBIC-FM	Philadelphia KYW – CBS WDDE 91.1 WHYY – NBC	Tampa WFLA – NBC
Chicago WLS – ABC WBBM-AM WBEZ-FM WGN -AM	Jefferson City KFRU-AM	Phoenix News/Talk 92.3 KTAR KFYI-AM	Washington, DC WTOP2 WAMU-FM WJLA – ABC WRC – NBC WTTG – FOX WUSA – CBS WNEW -FM
Clear Channel Radio	Las Vegas KXNT News Radio 840 News KNPR	Pittsburgh KDKA – CBS WPGB-FM	
Cleveland WTAM-AM	Los Angeles KFWB News Talk 980 KABC KPCC-FM KFI - AM KNX - AM ESPN Radio LA KCAA-AM	Sacramento Capital Public Radio KFBK-AM	
Columbus WTVN-AM WLQV-FM			

Source: 2014 International CES® Registration Reports, TV Eyes

WORLDWIDE MEDIA COVERAGE

MAJOR NAMES FROM FINANCIAL, RESEARCH AND INDUSTRY ANALYSTS FIRMS AT THE 2014 CES

The world's top financial, research and industry analyst firms attended the 2014 International CES. Prominent companies included:

AIG	Jeffries & Co.
ABI Research	JPMorgan Asset Management
American Express	Korea Investment Trust Management Co. Ltd.
Azure Capital Partners	Lazard Capital Markets
Banco do Brazil	Liberty Mutual Group
Bank of America Merrill Lynch	Lombard Odier
Barclays Capital	Macquarie Capital
BayStreet Research, LLC	Merrill Lynch
Bessemer Venture Partners	Morgan Stanley
Bloomberg	Nationwide Insurance
BMO Capital Markets	Needham & Co. LLC
BNP Paribas	Nomura Securities International Inc.
Canaccord Genuity	Oppenheimer & Co.
Cavalry Asset Management	Pacific Crest Securities
Charles Schwab	Parks Associates
Citadel Investment Group	Piper Jaffray
Citigroup Global Markets Inc.	Raymond James & Associates
Cleveland Research Co.	RBC Capital Markets
Cowen and Co. LLC	Redpoint Ventures
Credit Suisse	Robert W. Baird & Co. Inc.
Deloitte & Touche LLP	ROTH Capital Partners
Deutsche Bank Securities Inc.	Samsung Ventures
Draper Fisher Jurvetson	Silicon Valley Bank
Edward Jones	SNL Kagan
Ernst & Young	State Farm Insurance
Fidelity Investments	Sterne Agee
Foundry Group	Stifel Nicolaus
Forrester Research	Strategy Analytics
Gartner	The Carlyle Group
GE Capital	The NPD Group
GfK	Thomson Reuters
Goldman Sachs	TIAA-CREF
Google Ventures	UBS Investment Bank
HSBC	WEDBUSH Securities
Iconoculture	Wellington Management Co. LLP
IDC	Wells Fargo
IHS iSuppli	William Blair & Co. LLC
Janus Capital Group	Ziff Brothers Investments
J.D. Powers and Associates	

Source: 2014 International CES® Registration Reports

INDUSTRY GROWTH 365 DAYS A YEAR



PRODUCER OF



The International CES is owned and produced by the Consumer Electronics Association (CEA)®. With more than four decades of history, the International CES reaches across markets, spans the globe and helps thousands of consumer electronics businesses grow and thrive each year.

CEA represents more than 2,000 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels.

By reinvesting all proceeds from the International CES into industry services, including technical training and education, industry promotion, engineering standards development, market research and legislative advocacy, CEA contributes to the growth and excitement of the consumer technology industry.

CEA members attending and exhibiting at CES enjoy numerous benefits including discounts on exhibit space and attendee and conference registration, on-site access to member lounges with private meeting rooms and refreshments, invitations to member-only networking lunches and evening receptions and more. To learn about the benefits of CEA membership at CES and all year round, visit CE.org/join.



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