



## 25 Tips from the CES Exhibitor Advisory Board

The CES Exhibitor Advisory Board (EAB) offers guidance regarding any facet of your International CES exhibiting experience. They are seasoned professionals who have been around the CES block and have valuable advice to give as you make decisions and craft an ideal exhibiting experience.

- 1) Use social media in your marketing mix.
- 2) Submit your orders for the early-bird discount.
- 3) Make sure you know your union jurisdiction and rules.
- 4) Be sure you have staff buy-in at CES. Create a staff guide with all the information that your staff needs to know about the show.
- 5) CES is a big tent. Use it! While on-site, you should leverage the efficiencies of the show to gather several different groups for meetings.
- 6) Utilize the tools and information that CES makes available during your planning such as exhibitor invitations and press help. Also the CES staff is a great source for information.
- 7) Appeal to vendors for additional discounts.
- 8) Make sure you complete and customize your directory listing.
- 9) Design a photo opportunity in your booth.
- 10) Use your EAB as a source for advice and tips.
- 11) Consolidate your shipments by sharing with other exhibitors that might be in your area.
- 12) Negotiate with your hotel rates for the following year in advance.
- 13) Make sure you get your directory listing in on time. This year's deadline is October 16.
- 14) Attend the 2010 Exhibitor Workshop webcast series.
- 15) Hold a vendor summit meeting with all of your vendors prior to order deadline. Include representatives from GES for freight, electric, rigging, and labor, and representatives from your I&D company, transportation company, production company, lighting company, etc. Review all floor plans and work orders.

- 16) Make your hotel and flight reservations early. Airfares three months prior to CES will be as much as 50 percent less in cost, and, you will get your preferred flights.
- 17) If your company requires limousines, book early. Limo companies get booked quickly.
- 18) Build a storage room with lockers in the booth for your employees/staff. People don't want to have to walk around the show carrying their brief cases, etc.
- 19) Take advantage of online repositories for information and direct your target audience to those sites. Attendees and press don't want to carry materials.
- 20) Make sure your booth lets people know immediately who you are, what you do, and what you can do for them (the attendee).
- 21) Consider purchasing the registered attendee list through CES for pre-show marketing.
- 22) Link to the CES website and use the CES logo on your site when promoting your booth.
- 23) Reconsider the use of your budget. Sometimes it makes sense to allocate a certain percentage of your travel and entertainment allocation to invite specific VIPs.
- 24) Learn to utilize lead retrieval equipment in the best way for your business. It helps to have a staff training session.
- 25) Use your GES Service Representative on-site. They can come in handy when dealing with the unions.

Learn who your EAB members are at [CESweb.org/eab](http://CESweb.org/eab) and feel free to contact them with any questions or concerns.



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