

Things to Take Advantage Of

Exhibitor Press Conferences

If your company is planning to make a major product launch or company announcement at CES, hosting a press conference or event on site is an excellent way to brief the media on your big news. If a press conference is part of your marketing strategy, the information below will be of assistance in your planning.

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

Yes, all CES exhibitors are eligible to host a press conference or event on-site such as a press breakfast or reception. A room re-set fee may apply for the latter.

Where can press conferences and events be held?

There are three location options.

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

When can press conferences and events be held?

Decide on a strategic date and time to hold the event. With CES permission, exhibitors are welcome to host press events on the following days. Please note that first requests are rarely available, so have additional options ready. Times are not confirmed until you receive the press conference agreement form from CES:

Monday, January 9, 2012 – Press Day Power Sessions

Due to exhibitor demand for expanded Press Day offerings, new for 2012, CES will offer complimentary one hour Press Day room reservations for companies looking to break their news quickly and directly to CES media. Venetian Ballroom D (4,911 sq. ft) will be reserved for the Press Day Power Sessions, and exhibitors will be given 15 minutes for set-up, 30 minutes for the event and 15 minutes for tear down. Press conference rooms will have a standard room set and exhibitors may not make ANY alterations to existing set.

Tuesday, January 10, 2012 – Opening Day

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 Tuesday, January 10. 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.

Wednesday, January 11, 2012 – Day Two

Press conferences or events may be held with written notification before, during or after show hours. 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.

How do I request a press conference room?

Fill out the Press Conference Reservation Request Form, found in this Exhibitor PR Kit, and send to Allison Fried at afried@CE.org or 703-907-7690. CES will contact you within three business days to finalize arrangements.

How Long Can I Reserve a Room For?

Rooms may 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, consider purchasing a meeting room. Contact your CES sales representative for availability.

Is there a charge for press conference rooms?

No. The rooms reserved for press conferences are provided free of charge (up to the two hour time limit), 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 150-200 people
- 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, contact CES customer service at 702-515-5615.

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 includes wireless and/or lavalier microphones and internet. Contact Freeman at 702-352-1412.

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 December 1, 2011 on www.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.

How are the press events publicized?

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

Pre-Registered Media List

The pre-registered media list contains contact information for all of the media that have registered for the 2012 International CES. For your convenience, the list will be accessible via CESweb.org starting December 1, 2011. To download the list you will need to enter your company name and exhibitor ID number, which you can find on your show invoice. Please contact your sales representative or send an email to prcontacts@CE.org for assistance. **Remember this link will not be available until December 1, 2011.**

The list will be updated weekly as the number of registered media grows. Press choose whether or not to list their phone, fax and e-mail contacts. Titles, company names and addresses are automatically incorporated. **NOTE:** If no phone number or e-mail address is provided, CES cannot divulge that information due to privacy.

Regional Media Outreach Campaign

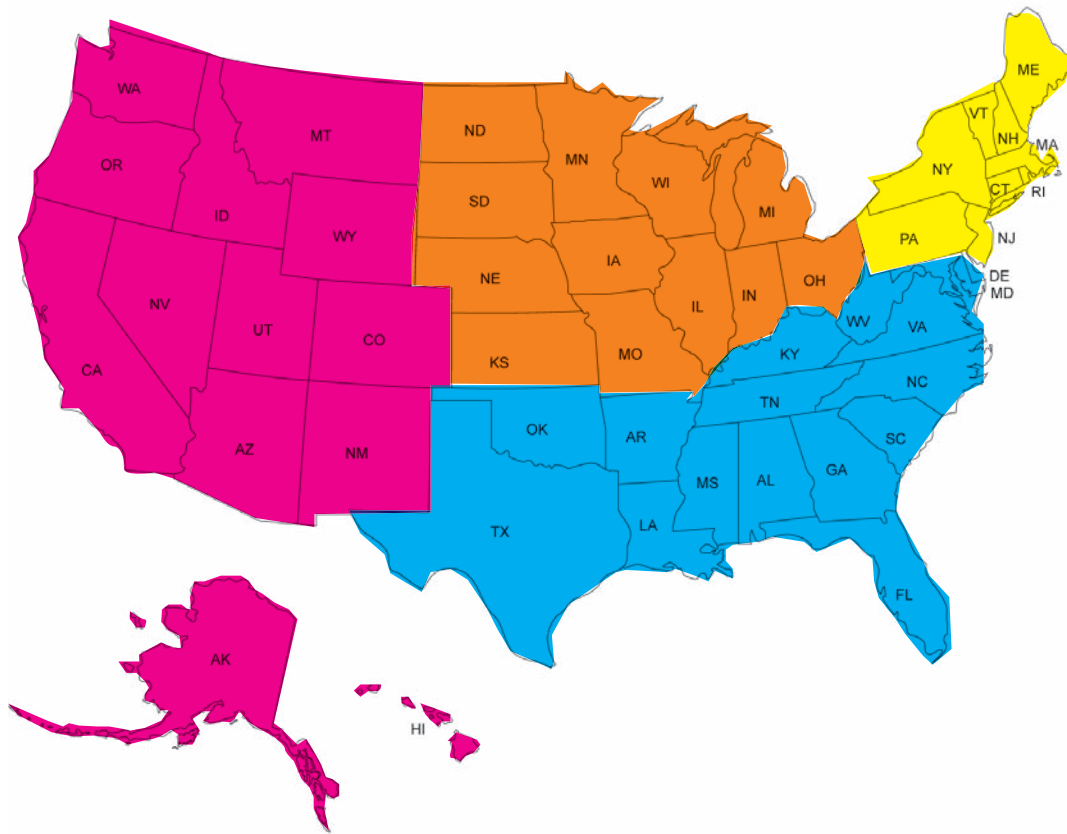
Each year, CES publicizes its exhibitors and their products and technologies to the media in their respective geographic regions. Take part in this free program. The regional releases are a great way to get your company's news and intentions for the show publicized in your region's top outlets in the weeks leading up to CES.

You can submit a short quote (75 words or less) about your company's participation at CES to Allison Fried at afried@CE.org. Each release will contain approximately four quotes and inclusion is first-come, first-serve. The deadline for inclusion is **November 21, 2011**.

The quote must be from a high-level executive involved with the show and highlight anything new and exciting your company plans to showcase, as well as why you think CES is important to your company's success. When submitting a quote, make sure to **include company name and headquarter location**.

Sample Quote

"We look forward to participating in the 2012 International CES because it offers unparalleled business opportunities and is the very best venue to launch our new products," said John Doe, president and CEO of Exhibitor X, based in location Y. "This year we are showcasing our latest consumer technology product and announcing several key partnerships."



Northeast:

New England

Connecticut
Maine
Massachusetts

New Hampshire
Rhode Island
Vermont

Middle Atlantic

New Jersey
New York
Pennsylvania



Midwest:

East North Central

Indiana
Illinois
Michigan

Ohio
Wisconsin

West North Central

Iowa
Kansas
Minnesota
Missouri

Nebraska
N. Dakota
S. Dakota



South:

South Atlantic

Delaware
D.C.
Florida
Georgia
Maryland

N. Carolina
S. Carolina
Virginia
West Virginia

East South Central

Alabama
Kentucky
Mississippi
Tennessee

West South Central

Arkansas
Louisiana
Oklahoma
Texas



West:

Mountain

Arizona
Colorado
Idaho
New Mexico

Montana
Utah
Nevada
Wyoming

Pacific

Alaska
California
Hawaii
Oregon

Washington

CES Media Tours

The CES communications team will be making the rounds to visit CES media in select target cities throughout the year to promote the excitement and buzz surrounding the 2012 International CES. A full media tour schedule will be available in the fall and we encourage exhibitor participation. If you want more information on how to be involved and have direct contact with media in your area, contact Allison Fried at afried@CE.org.

CES Unveiled

CES Unveiled@NY

Featured at the CES New York Press Preview

Tuesday, November 8, 2011

Metropolitan Pavilion

New York, NY

Jumpstart your CES success early at the annual New York CES Press Preview - a kick-off to the 2012 International CES promotion season. Debut your company's new products to more than 300 top-tier trade and consumer media, alongside market and financial analysts at the CES Unveiled tabletop event. Don't miss your chance to stand out above the crowd and network with the hottest media in the key weeks leading up to the 2012 CES.

Tabletop exhibitors at CES Unveiled@NY receive:

- Pre-event promotion of all event exhibitors and sponsors to CES' worldwide media list
- 150-word product/company description in the *CES Unveiled Program Guide*, subject to print deadline
- One six-foot draped exhibit table
- Six exhibitor passes to the event
- One 22" x 26" pole sign
- 500 watts of electrical service
- Free high-speed Internet service
- Use of pre-registered CES Unveiled@NY press list

For more information on Unveiled@NY, including tabletop and sponsorship opportunities, package pricing and discounts for Innovations honorees, please contact CESUnveiled@CE.org.

CES Unveiled: The Official Press Event of the International CES

Sunday, January 8, 2012

The Venetian

Las Vegas, NV

Grab the media's attention before the world's largest consumer technology tradeshow even starts. CES Unveiled gives tabletop exhibitors the exclusive opportunity to display their hot new products to more than 1,000 media and analysts from around the world, including top international media, two days before the show opens! Media look to CES Unveiled exhibitors to preview what will be the hot and exciting products at the 2012 International CES.

Tabletop exhibitors at CES Unveiled in Las Vegas receive:

- Demonstration and networking opportunities
- Pre-event promotion of all event exhibitors and sponsors to CES' worldwide media list
- 150-word product/company description in the CES Unveiled Program Guide, subject to print deadline
- The opportunity to exhibit with the Best of Innovations Design and Engineering Showcase honorees
- One six-foot draped exhibit table
- Six exhibitor passes to the event
- One 22" x 26" pole sign
- 500 watts of electrical service
- Free high-speed Internet service
- Use of pre-registered CES Unveiled press list

For more information on CES Unveiled in Las Vegas, including tabletop and sponsorship opportunities, package pricing and discounts for Innovations honorees, please contact CESUnveiled@CE.org.

Help Us Help You

Social Media and Guest Blogging

At this year's 2012 CES, you'll encounter an integrated social media experience!

To start out with, we encourage you to visit, follow, like, view and browse our social media platforms in order to get updates as they happen. We also emphasize the importance of cross-promoting our platforms as part of your social media initiatives up to, during and following 2012 CES.

CES Social Media Platforms



blog.ce.org



twitter.com/intlCES, #ces for all CES tweets



facebook.com/InternationalCES



linkedin.com/groups/International-CES-2183410



youtube.com/user/cesonthetube



flickr.com/photos/internationalces



flickr.com/groups/internationalces

Your Social Media Platforms

Please share with us your social media platforms so that we can identify you as a CES exhibitor in the social space. Furthermore, there's a great (and free) way to build excitement for your exhibit before you even get to Vegas. Exhibitors are welcome, and encouraged, to submit a guest blog post(s) for our official blog: Digital Dialogue. There are many ways to express yourself and company in a blog including words, photos and videos. Your blog post can feature your company, products and services but only in an informative way – no straight sales pitches, please! So if you would like to share your knowledge and passion for technology and let our readers know what you will be demonstrating at the 2012 International CES.

Resources

If you have specific announcements that support promoting CES and the industry, we encourage you to reach out to us early to see if there are any opportunities to cross-promote.

Contact

Ryan Emge

Manager, Social Media Marketing

703-907-7795

remge@CE.org

Hot Product Submissions

Every year leading up to the International CES, and of course onsite, CEA spokespeople talk to thousands of reporters about the hot products and new trends emerging at the show. Introducing your company and new products to us before the show is an excellent way to stand out from the other 20,000 products being launched at the show, and to get your product noticed by the media.

Once the show opens, we tour the show floor with our camera crew to highlight top new technologies that our member exhibitors have brought to the show. If you would like to be included in these promotions, especially if you are a smaller company, e-mail pictures and details about your hot new product to hotproducts@CE.org, and copy Allison Fried (afried@CE.org). Don't forget to include your CES booth number. (All embargos will be honored.)

Digital Answer Man Tour

Every year, CEA's Digital Answer Man, Jim Barry, visits national and local media outlets including TV stations, radio news broadcasts, network morning shows, specialized programs and daily newspapers to educate consumers on new products and trends in the technology industry. Barry highlights members' products and discusses top tech news in order to raise consumer interest and awareness, position CEA as a leading source of industry information, and drive traffic to retailers.

The CEA National Media Tour, aka the "Digital Answer Man Tour," travels to the International CES and to more than 50 media markets each year, where Barry showcases the latest and greatest products from CEA members. He has appeared on CNN, CNN Headline News, CNBC, Good Morning America, Fox News and countless local news programs across the nation.

Get Involved

The CEA media tour is ongoing throughout the year. CEA members can add their products to the tour at no charge. To have your new product showcased in the media tour, contact Jim Barry or Steve Kidera.

30 Second Video Pitch

Help the media know why they should visit your booth! Submit a 30 second video about new products you'll be unveiling at the 2012 CES, and we will feature your video in the press section of CESweb.org. Keep it brief and newsworthy, with info on booth location and new product news. Videos should be sent to PRcontacts@CE.org by December 22, 2012

Exhibitor Press Kits

Paperless Press Kit Prep and Distribution

Both the LVCC and Venetian press rooms will house paperless exhibitor press kits for the 2012 International CES. This means that exhibitors are welcome to host their press kits on USB, CD or host on their own URL and accompany with a one-page spec sheet (8.5" x 11" max) that lists media contacts and the URL where your electronic press kit is located. Printed press materials greater than one page in length should be stored in the exhibitor's booth.

Make sure your press kit is marked clearly with the company's name and CES booth number. Press kits are a one-stop source for the media to get information about your company and products. Information included in kits should be kept simple and to the point—journalists are after hard news.

Most press kits typically include the following:

- Recent and relevant news releases (preferably from news at the show)
- Company/executive background information
- Detailed product fact sheets/specs
- Product images
- Copies of company publications (annual reports, external magazines, etc.)
- Any special events you have scheduled during the show
- Media contact information

Press Kit Tips

1. Determine the most relevant information to include in the press kit.
2. Create/order online press kits, prepare USBs or CDs for shipment.
3. Make sure your **company name and booth number** are both clearly listed. The press prefer press kits be listed by company, not product name.
4. Send an appropriate number of press kits. Large exhibitors and those holding news conferences should send 500 kits to the press room in their booth venue (LVCC exhibitors send to LVCC, Venetian exhibitors send to the Venetian.) For smaller exhibitors and those without any news announcements, 250 will be great.
5. Make sure your kits arrive before the press room opens on Sunday, January 8, 2012 to ensure your kit is picked up by as many press members as possible.
6. Since a great deal of money is invested in these kits, take some insurance out on your investment. If you are sending USBs or CDs, send the kits through a delivery method that provides a tracking number. This number should be brought with you to CES to assist us in the event that your kits are misplaced.
7. If you have invested in an online kit, include a brightly colored sign in your press room cubby or on your one page spec sheet that gives the URL address.
8. Check with the CES press kit office staff during the show to determine the number of kits you have remaining. Check again on the last day of the show to collect any unused kits. Kits that are not collected will not be returned.

NOTE: CES does not have the facilities or staff to assist you with the transport of press kits from your booth to the press rooms. Contact GES, 800-475-2098, for labor to transport heavy boxes and materials around the show floor. GES will bill you directly for any labor costs you incur. On-site service orders should be placed through your show location's Exhibitor Service Center.

Exhibitor PR Kit Distribution

Your electronic exhibitor press kits provide information about your company to the press that attend CES. All exhibitor press kits will be distributed from the press room in cubicles labeled alphabetically by company name. Online press kits and releases are distributed to media in attendance as well as thousands who cannot make it to the show. Only kits of exhibitors at CES are distributed from the press room. Exhibitors sharing booth space must be officially listed in the CES Directory to have their press kits distributed.

Delivery Address and Timeline

Shipped electronic press kits should be marked to arrive between January 1, 2012 and January 8, 2012. Press kits may also be dropped off during press room hours throughout the show. Due to the volume of shipments, all shipments arrive at the same distribution center and are then delivered accordingly, which usually takes 2-3 days.

Press Kit Mailing Address

2012 International CES
c/o GES Exposition Services
Exhibitor Name
Deliver To: PRESS ROOM, S229
Las Vegas Convention Center
3150 Paradise Rd.
Las Vegas, NV 89109
Phone: 703-907-7603
prcontacts@CE.org

2012 International CES
c/o GES Exposition Services
Exhibitor Name
Deliver To: PRESS ROOM, Zeno 4601
The Venetian Resort
3355 Las Vegas Blvd. South
Las Vegas, NV 89109
Phone: 703-907-7603
prcontacts@CE.org

Online Press Center

News Release Distribution/Online Press Kits/Free 100-Word Exhibitor Profile

Business Wire is pleased to be working with the 2012 International CES and providing exhibitors with options for distributing CES related news releases and multimedia, setting up Online Press Kits and analyzing the media that cover the show.

Business Wire's 2012 International CES Online Press Center makes exhibitor news available to not only attendees but also relevant trade media, industry analysts, bloggers, online media, consumers and much more worldwide. In addition, all news releases distributed via Business Wire automatically receive our NewsTrak measurement report.

The Online Press Kit by Business Wire enables exhibitors to create an effective and customizable electronic press kit accessible directly from the 2012 International CES Online Press Center. Each Online Press Kit also includes its own advisory via Business Wire promoting the Online Press Kit, social media sharing links and more.

EventTrak by Business Wire - Formulate a more effective trade show PR strategy with a detailed intelligence report. EventTrak provides exhibitors with pre- and post-show media and blogger coverage with direct access to contact information and articles published. Free with an Online Press Kit purchase or \$150 alone. Free! - Business Wire is also offering all sponsors, presenters and exhibitors distribution of a free 100-word profile.

Associated Costs and Deadlines:

News Release Distribution: \$285+
No deadline

CES EventTrak: \$150
Deadline: January 5, 2012

Online Press Kit: \$275+
No deadline, but recommend setting up
60 days prior to show start

Exhibitor Profile: Free
Deadline for submission is 12/29/11

Email tradeshow@businesswire.com for more information on news releases, Online Press Kits, EventTrak and to receive the free 100-word profile template.

Celebrity Appearances' / Special Event

Is your company planning a special concert with a popular chart-topper? How about an autograph session with Hollywood royalty or a product demonstration with a sports legend? If so, let us know! We can assist you with special security arrangements, staging requirements, catering requests or anything else you need to make your event a success. We'll help you publicize it by including details on CESweb.org, in news releases and in the press room.

Many exhibitors that host special events or celebrities choose not to announce their events until closer to the show and we will certainly accommodate those requests. We will also be happy to designate it as strictly invitation-only.

Awards Programs

As you prepare your exhibits for CES, don't forget the prospect of awards. The International CES awards programs bring extra prestige and value to your exhibit, which in turn increases media coverage and recognition.

Innovations Awards

The Innovations Design and Engineering Awards is a competition presented annually which honors consumer technology manufacturers' and developers' outstanding design and engineering in CE products. It is sponsored by the Consumer Electronics Association (CEA), the producer of the International CES, the world's largest consumer technology tradeshow.

A preeminent panel of independent industrial designers, independent engineers and members of the trade press judge more than 30 entry categories which represent current market trends. Honored products are showcased at the International CES in Las Vegas, Nevada, where they receive significant exposure and publicity from more than 140,000 attendees and 5,000 media and industry analysts.

Important Dates

Online Entry Process Opens	August 15, 2011
Early-bird Discount Deadline.....	August 31, 2011
Final Entry Deadline	September 16, 2011
Innovations Judging.....	September 26-October 7, 2011
Entrants Notified	October 17, 2011
Innovations Honorees Announced	November 8, 2011
Innovations Design and Engineering Showcase.....	January 9-13, 2012
at the 2012 International CES	

Please visit www.CESweb.org/innovations for details.

CNET Best of CES Awards

CNET, the official live streaming and media partner for CES, will continue to produce the Best of CES Awards program for 2012. The CNET Best of CES awards name the most buzz-worthy, category-defining, innovative, and promising products at the show. The competition is judged by CNET's esteemed editorial team, published online to their widespread audience, and includes the coveted Best of Show and People's Voice awards. No submission is necessary - but make sure CNET editors know what you'll be debuting at CES. Pitch your products now!

The Technology & Engineering Emmy Awards

Since 1948, the National Academy of Television Arts and Sciences (NATAS) has presented the Emmy® Awards for Outstanding Achievement in Engineering /Technical Development. The Awards will be presented at the International CES for the sixth year in a row.

Awards are presented to an individual, company, or to a scientific or technical organization for developments and/or standardization involved in engineering technologies which either represent an extensive improvement on existing methods or are so innovative in nature that they materially have affected the transmission, recording or reception of television.

NEW! The International Academy of Web Television Awards

The International Academy of Web Television (IAWTV) will hold its inaugural IAWTV Awards at the 2012 International CES. The Awards will serve as an annual event, and will be the first award show within the industry to be presented by content creators for content creators.

For its inaugural gala, the IAWTV Awards will consist of 33 categories honoring web series and talent, both in front of the camera and behind the scenes. From studio executives to YouTube celebrities, those that are successfully creating entertainment for digital platforms will be honored.

More information regarding CES awards programs will be available in early fall. For the most up-to-date information, including deadlines and new programs, visit www.CESweb.org/Awards.