

PUBLICITY TIPS

You can expect live broadcasts from all of the major networks and cable channels at the 2011 International CES. Look for 5,000 media and bloggers to generate an unprecedented number of newspaper and magazine articles, television and radio reports as well as online stories and up to the minute social media posts. Follow these tips to garner the publicity your company deserves.

1. Media Positioning

The International CES defines innovation. Develop press materials that capture this innovative spirit and reflect how your company's brand and products portray forward thinking.

2. Announce New Products at the International CES

Debut your new products at the show to generate extensive global publicity, including television coverage. Use a CES exhibitor press conference to showcase your latest innovations.

3. Name Drop: The International CES

Use your exhibitor status in your announcements and benefit from CES branding. Don't forget to list your CES booth number so media can find you.

4. Use the Web

Post your releases on our Online Media Center or in your own publicized URL.

5. Media Materials

CES continues to be the hotspot for the consumer electronics industry, with the most anticipated product launches and OEM deals. Make sure your materials stand out from the competition.

6. Exhibitor Profile

Update your exhibitor profile to identify company PR reps that will be available for interviews and announcements.

7. Think TV

Be prepared to present your products to television journalists. Television coverage of the International CES increases annually, with more programs reporting directly from the show floor every year. Make your presentation visually stimulating and be practiced for TV interviews.

8. Tell Your Local Media

Announce to your local media that you'll be at the 2011 International CES. Local newspapers and business publications are usually interested in exhibit plans. For maximum coverage, consider participating in our Regional Media Outreach campaign.

9. International CES Promotions

The International CES wants to keep your company's name in front of key industry decision makers. CEA promotes the consumer technology industry and the International CES all year long. Contact Tira Gordon at 703-907-4324 or tgordon@CE.org for promotion assistance.

10. Host a Special Event or a Celebrity

Want the media to flock to your booth? There's no better way to draw attention to your product than with a special event or celebrity appearance. If you've got something special planned, fill out our special event/celebrity appearance form and let us know!

11. Take Advantage of CEA's Hot Products List

Let CEA staff know what you will be unveiling at CES so we can help publicize it to media (we'll even sign a NDA if you want to brief us before the show.) See our Hot Products section below for more details.



THE GLOBAL STAGE FOR INNOVATION

