

EXHIBITOR PR CHECKLIST FOR THE 2014 International CES®

To maximize your company's media exposure at the 2014 International CES®, make sure to check off as many of our Exhibitor PR opportunities as possible.

- ☐ Update your [exhibitor PR contact information](#) - *Immediately*
- ☐ Schedule an exhibitor press conference – *Immediately*
- ☐ Participate in CES Unveiled events –
*LONDON Tuesday, October 1, 2013; PARIS Thursday, October 3, 2013;
TEL AVIV Monday, October 7, 2013; NEW YORK Tuesday, November 12, 2013;
LAS VEGAS Sunday, January 5, 2014*
- ☐ Take advantage of the Regional Media Outreach Campaign –
Deadline November 19, 2013
- ☐ Advertise in the January/February issue of *It Is Innovation(i3)*, with bonus distribution at CES – *Deadline November 25, 2013*
- ☐ Create your 30 second exhibitor press pitch video – *Deadline November 29, 2013*
- ☐ Pitch CES media using our pre-registered media list – *Available December 2, 2013*
- ☐ Enter CES Hot Products – *Deadline December 20, 2013*
- ☐ Create your CES exhibitor press kit – Make sure your press kit is delivered to one of the CES press rooms *by January 5, 2014*
- ☐ Be involved with the CES media tours - *Ongoing*
- ☐ Guest blog on CEA's Digital Dialogue - *Ongoing*
- ☐ Be part of the Digital Answer Man Tour - *Ongoing*
- ☐ Host a special event or celebrity appearance - *Ongoing*
- ☐ Take advantage of various CES awards programs - *Ongoing*