



# CES® 2018 Product Offerings

JANUARY 9-12, 2018

# Be Part of the Legacy

For 50 years we've celebrated timeless, trending and thought-provoking technology throughout our show floor, conference program and keynote stage.

We pride ourselves on building unique custom packages to spotlight your brand and technology in a way that delivers a quality audience and maximum exposure.

We are much more than a four-day event. We're an experience. An experience that captivates the more than 170K+ total industry professionals in attendance.



## CES 2017 by the Numbers

**180K+**

total attendance

**60K+**

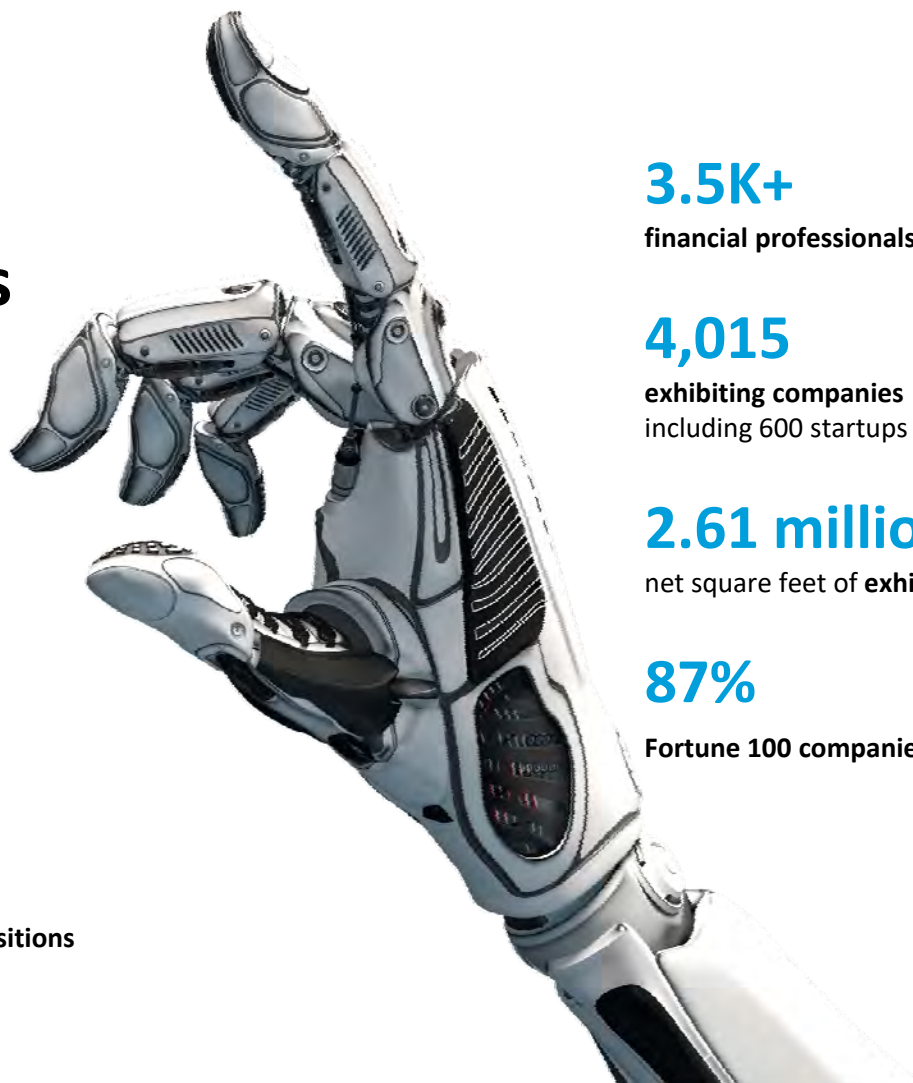
international attendance  
representing 158 countries

**7K+**

members of media

**65K+**

hold senior-level executive positions



**3.5K+**

financial professionals

**4,015**

exhibiting companies  
including 600 startups in Eureka Park

**2.61 million**

net square feet of exhibit space

**87%**

Fortune 100 companies

## CES Coverage

4,620,716

views of videos posted by  
CES during CES

1.33 Million

Views of Snapchat's CES Live Story

17,233 Million

Twitter impressions

998,799

#CES2017 and @CES mentions

Garnered

52K+

media hits

493.7 Million

Instagram Impressions

65K+

Downloads of CES App



## Exhibit, Meeting & Hospitality Options

CES has more than **2.5 million net square feet (NSF)** of exhibit and meeting space across **13 venues**. Exhibit and meeting spaces are charged at a NSF rate for all four days of CES. Suites are flat-rate charges based on size, for the duration of the show, unless otherwise noted.



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## Exhibit Space Only

Capitalize on the bustling show floor with exhibit space at the Las Vegas Convention and World Trade Center (LVCC) or the Sands Expo (Sands).



### Why CES:

- Create partnerships
- Launch products
- Garner extensive media coverage
- Generate leads
- Conduct meetings
- Elevate your brand

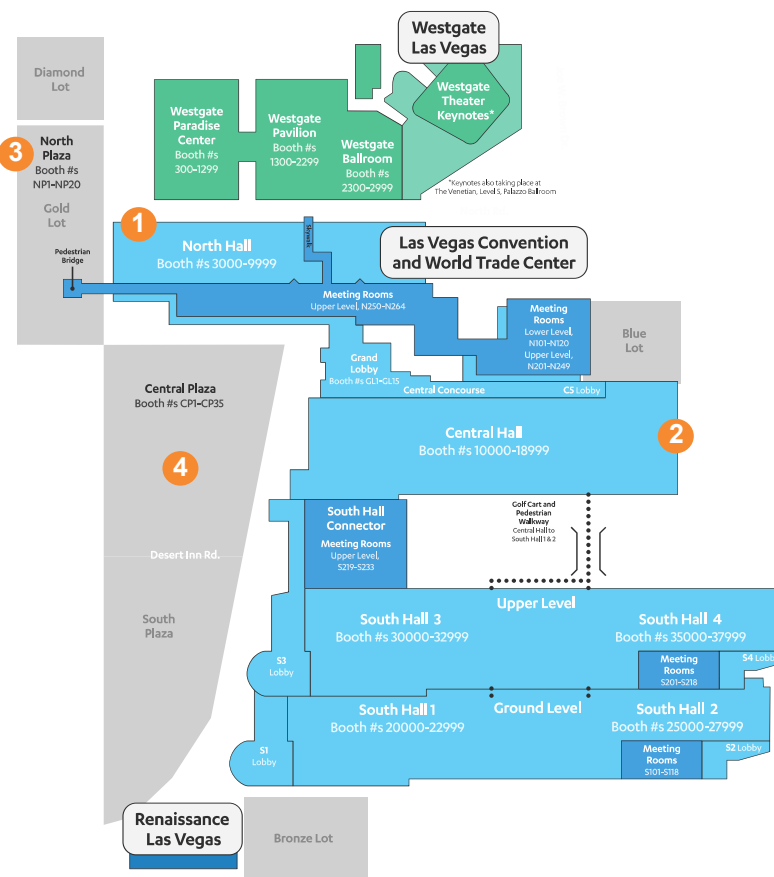
## LVCC, North and Central Halls; North and Central Plazas

- 1 NORTH HALL**  
Vehicle technology  
3D Printing  
67 meeting rooms

- 2 CENTRAL HALL**  
Audio  
Content creation & distribution  
Digital imaging/photography  
Digital/online media  
Video  
5 meeting rooms

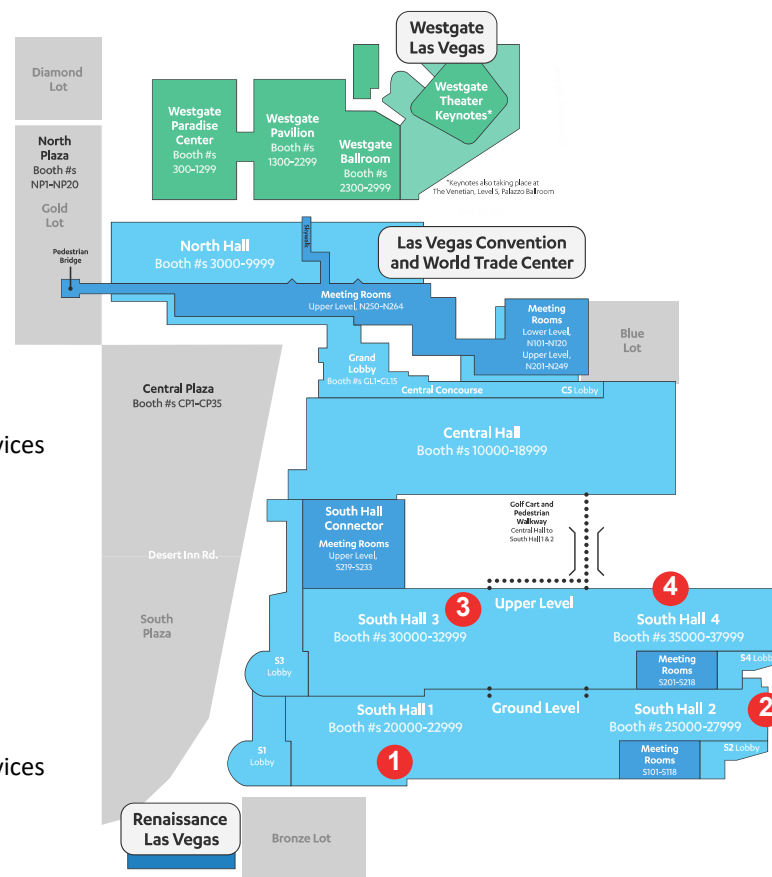
- 3 NORTH PLAZA**  
Self-driving Technology  
Vehicle technology

- 4 CENTRAL PLAZA**  
All categories



# LVCC, South Halls

- |   |   |
|---|---|
| <p><b>1 SOUTH HALL 1</b></p> <p>Augmented Reality<br/>eCommerce &amp;<br/>Enterprise Solutions<br/>Gaming &amp; Virtual Reality<br/>Cyber &amp; Personal<br/>Security</p> | <p><b>3 SOUTH HALL 3</b></p> <p>iProducts<br/>Wireless devices and services</p>                     |
| <p><b>2 SOUTH HALL 2</b></p> <p>Drones<br/>Robotics<br/>Meeting Place<br/>5 meeting rooms</p>   | <p><b>4 SOUTH HALL 4</b></p> <p>iProducts<br/>Wireless devices and services<br/>8 meeting rooms</p> |





# Sands Expo

## 1 LEVEL 2, HALLS A-D

Accessibility	Sleep Tech
Education & Technology	Smart Home
Fitness & Technology	Sports Tech
Health & Wellness	Wearables
Kids & Technology	Wireless Devices and Services

## 2 LEVEL 1, HALL G

Eureka Park and University Innovations Marketplaces:

- Launch pad for home-grown innovation
- Introduce and market technologies
- Gain access to influential media, key investors and potential collaborators

CES offers specialty Turnkey Packages and pricing for startup exhibitors so you can focus on innovation, not costs.



# Turnkey Packages

Simplify your exhibiting experience with a Turnkey Package.

You'll work with our official show contractor, Freeman, to custom-produce wall graphics, then leave the rest of the build up to them.

All packages include the following standard amenities with quantities and enhancements increasing per package level:

- Furniture
- Carpeting
- Electrical
- Storage
- Nightly vacuuming



Turnkey Packages are available for the following exhibit space dimensions:

- 10x10
- 10x15
- 10x20
- 20x20



Once on-site, simply show up with your products and get ready for your most successful four days.

Contact [exhibit@CTA.tech](mailto:exhibit@CTA.tech) for a full brochure on our Turnkey Packages.

## Exhibit Suites

Exhibit suites are an excellent way to showcase your products to a target audience in a private, elegant setting. Suites are available on a first-come, first-served basis.

Suites range in size across all official venues. Rates are a flat fee with a varying nightly commitment, based on venue. Additional nights available upon request and availability.



### EXHIBIT SUITES AREA AVAILABLE WITHIN:

- [The Venetian](#)

### WHY SUITES:

- Private face-to-face meetings with top prospects
- Showcase products under NDA
- No need to build a custom booth
- Ability to move furnishings out of the suites to customize with your own products



# High-Performance Audio Exhibit Suites

Located at The Venetian, High-Performance Audio (HPA) exhibit suites are situated among floors specifically dedicated to this unique, high-end category. The close proximity of these suites creates a central location of HPA technology, allowing for effortless navigation for attendees.

Suites range from 404 to 1,180 net square feet.

- Rates are flat fee with a five-night commitment
- Additional nights available upon request and availability
- A CTA Member Lounge is also conveniently located on an HPA floor



## BENEFITS OF HIGH-PERFORMANCE AUDIO EXHIBIT SUITES:

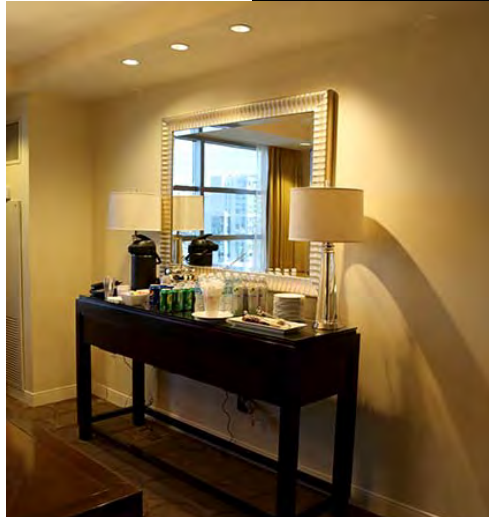
- Demonstrate sound solutions in the optimal environment
- Showcase products under NDA
- No need to build a custom booth
- Ability to move furnishings out of the suites to customize with your own products
- Companies may share suites at no additional cost to create and showcase a complete audio solution



# Hospitality Suites

Host your clients in relaxed luxury. Hospitality Suites offer an intimate, closed-door setting for private meetings throughout:

- The Venetian
- Palazzo
- Wynn
- Encore
- Westgate
- Renaissance
- ARIA
- Cosmopolitan
- Vdara



Choose any of these convenient locations to make hosting a client or team meeting easy. With this solution, there's no need to travel all over town to get to your meetings, **your meetings come to you.**

## **BENEFITS OF HOSPITALITY SUITES:**

- Host private meetings
- Save precious time by having your meetings come to you
- Entertain clients
- Meet prospective clients



## Meeting Rooms

CES offers more than 200 meeting rooms and ballrooms throughout the:

- LVCC
- The Venetian
- Palazzo
- Wynn
- Encore
- Sands
- Westgate
- Renaissance
- ARIA



These footprints are beneficial as stand-alone spaces, or as a supplement to your exhibit space due to their close proximity to the LVCC and Sands show floor.

### BENEFITS OF MEETING ROOMS:

- Private face-to-face meetings with top prospects
- Showcase products under NDA
- Build out as exhibit space
- Experiential activation

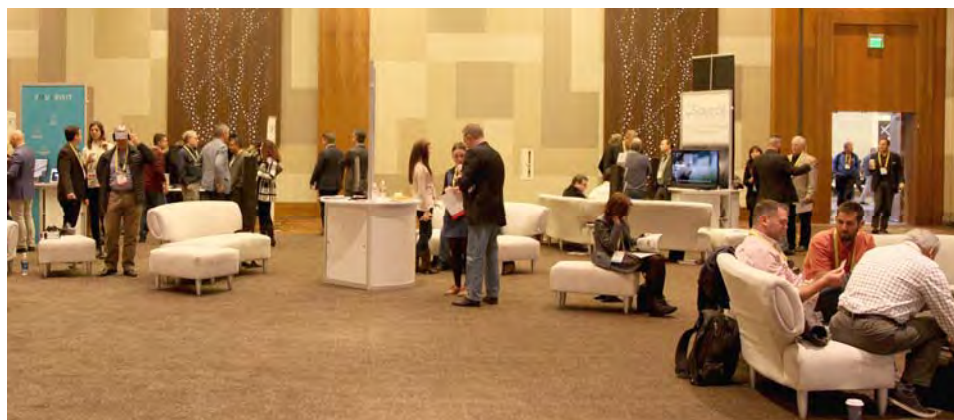




C Space grants access to a world of innovation across CES to share content, creativity and technology with other like-minded professionals, expanding your brand narrative and creative ideas.

From Hollywood elite and content developers to marketing execs and creative geniuses, gain access to the world's best networking, discoveries and inspiration. C Space curates the exhibits, programming and events most relevant to your industry and your bottom line.

Contact Christina Hum at  
[chum@CTA.tech](mailto:chum@CTA.tech) for  
more information.



# Branding & Sponsorship Opportunities

When the CES doors open, have your company's name, brand and products seen first. From an array of programs preshow and on-site, CES makes it easy for you to build your brand beyond the booth.



Choose from email campaigns, on-site branding, event sponsorships, logo placement, speaking opportunities and much more.

We have the tools to help your brand educate, entertain and drive attendees and media to your exhibit.

All opportunities are flexible, customizable and transitional. Let's create an experience to kick-start unrivaled innovation and collaboration.

Contact Liz Tardif at [ltardif@CTA.tech](mailto:ltardif@CTA.tech) to get started.





## Contact Us

Contact us for more details on exhibiting, sponsorships or partnerships, including custom-made options to fit your company's objectives and budget.

- **Website:** [CES.tech/Contact](https://CES.tech/Contact)
- **For Sponsor Sales:** [ltardif@CTA.tech](mailto:ltardif@CTA.tech)
- **For Exhibition Sales:** [exhibit@CTA.tech](mailto:exhibit@CTA.tech)
- **For C Space:** [chum@CTA.tech](mailto:chum@CTA.tech)



# Thank you



**Website:** [CES.tech/Contact](http://CES.tech/Contact)    **For Sponsor Sales:** [ltardif@CTA.tech](mailto:ltardif@CTA.tech)  
**For Exhibition Sales:** [exhibit@CTA.tech](mailto:exhibit@CTA.tech)    **For C Space:** [chum@CTA.tech](mailto:chum@CTA.tech)