



**THE GLOBAL STAGE FOR INNOVATION**

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# **2012 EXHIBITOR PR KIT**

International CES® January 10-13 Las Vegas, Nevada

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In this 2012 International CES® Public Relations Kit you will find everything your company needs to know about maximizing its CES media coverage. We are committed to helping you take full advantage of the following 2012 CES PR opportunities. Inside you will find:

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# What to Keep in Mind

## Publicity Tips

More than 5,000 media and analysts are expected to attend CES, generating unprecedented coverage via newspaper and magazine articles, television and radio reports, online stories and up to the second 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 is on the cutting-edge of forward thinking.
- 2) Announce New Products at the International CES** - Debut new products at the show to generate global publicity. Consider a CES exhibitor press conference to showcase your latest innovations.
- 3) Name Drop CES** - Use your exhibitor status in your announcements and benefit from CES branding. Don't forget to list your CES exhibit number and venue so media can find you at the show.
- 4) Use Social Media** - The International CES has an abundance of social media tools available to its exhibitors, make sure you take advantage of our outreach, to peak interest and increase your outreach and coverage.
- 5) Use the Web** - Post releases via our Online Media Center or on your own URL.
- 6) Media Materials** - CES is the hotspot for the consumer electronics industry, with more than 20,000 anticipated product launches. Make sure your press kit materials stand out from the competition.
- 7) Exhibitor Profile** - Update your exhibitor profile to identify PR reps that will be available for media interviews.
- 8) Think TV** - Make your pitches visually appealing and be practiced and prepared to present to television journalists. CES TV coverage increases annually, with more programs reporting directly from the show floor every year.
- 9) Tell Your Local Media** - Announce to local media that you'll be at the 2012 International CES. Local newspapers will be interested in your upcoming announcements. For maximum coverage, participate in our Regional Media Outreach Campaign (details following).
- 10) International CES Promotions** - We want to keep your company's name in front of industry decision makers. CEA promotes the CE industry and CES all year long. Contact Liz Tardif / 401-849-9300 for promotion assistance.
- 11) Host a Celebrity or Special Event** - Want the media to flock to your booth? Special events and/or celebrity appearances do the trick. If you've got something special planned, let us know!
- 12) 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 non disclosure agreement. E-mail [hotproducts@CE.org](mailto:hotproducts@CE.org).



# Important Deadlines

## Ongoing

- Enter your PR contacts directly into your exhibitor profile
- Complete your entire 2012 International CES Directory listing
- Select preshow and on-site sponsorship opportunities
- Confirm on-site advertising, while supplies last
- Schedule your exhibitor press conference
- Submit your company's electronic press kit to our Online Media Center

## August 2011

### August 3

- CES Unveiled@NY Sponsorship deadline in order to get your company mentioned in all pre-event media promotions

### August 15

- Innovations 2012 Design and Engineering Awards Call for Entries opens

### August 31

- Early-bird discount deadline for 2012 Innovations Design and Engineering Awards

## September 2011

### September 15

- 2 p.m. EST Exhibitor Workshop *Introduction to My CES*

### September 16

- 2012 Innovations Design and Engineering Awards Call for Entries closes

### September 22

- 2 p.m. EST Exhibitor Workshop –*Marketing and PR Overview*

### September 30

- Advertising deadline for *CE Vision's* November/December issue with bonus distribution at the Pre-CES New York Press Preview

## October 2011

### October 11

- 2 p.m. EST Exhibitor Workshop –*GES Overview*

### October 14

- 2012 International CES Official Show Directory Updates/Company Logos deadline (print edition)

### October 19

- 2 p.m. EST Exhibitor Workshop –*Operations Overview*

### October 28:

- Deadline for CES Unveiled@NY exhibitor listing for the NY program guide

## November 2011

### November 1

- CES Unveiled in Las Vegas Sponsorship deadline to get your company mentioned in all pre-event media promotions

### November 4

- 2012 International CES Preshow Planner ad and tab sponsorships close
- CES Unveiled@NY Exhibitor Tabletop reservation deadline

### November 8

- Pre-CES New York Press Preview featuring CES Unveiled@NY

### November 11

- 2012 International CES Preshow Planner ad and tab materials due

### November 16

- 2012 International CES Directory tab ad close

### November 18

- 2012 International CES Directory tab ad materials due

### November 21

- Regional Media Outreach Campaign deadline

### November 22

- 2012 CES Daily ad close
- Advertising deadline for *CE Vision's* Jan/Feb issue, with bonus distribution at the show and exclusive distribution to key VIP areas at CES

### November 23

- 2012 International CES Directory ad close
- Last day to include your company logo in the *Official International CES Directory* (print edition)

### November 28

- 2012 International CES Show Guide ad and tab closes

### November 30

- 2012 International CES Directory ad materials due
- CE Hall of Fame nomination deadline

## December 2011

### December 1

- 2012 International CES Show Guide ad and tab materials due

### December 2

- 2012 CES Daily ad materials due

### December 22

- 30 second video pitch due to PRcontacts@CE.org

### December 30

- Deadline for CES Unveiled in Las Vegas exhibitor editorial for the Vegas program guide

## January 2012

### January 1

- CES Unveiled in Las Vegas Exhibitor Tabletop Reservation deadline

### January 7

- Electronic press kit deadline (all kits must be delivered to the press room)

### January 8

- CES Unveiled at The Venetian

# Key Contacts

## International CES Exhibitor Public Relations

**Allison C. Fried**

Public Relations Specialist  
703-907-7603  
afried@CE.org  
CES Exhibitor public relations activities

**Tara Dunion**

Sr. Director, Event Communications  
703-907-7419  
tdunion@CE.org  
CES communications and press relations

**Jason Oxman**

Sr. Vice President, Industry Affairs  
703-907-7664  
joxman@CE.org  
Media and industry relations for CEA

## Hot Products

**Jim Barry**

CEA's Digital Answer Man  
Contact: Steve Kidera  
skidera@CE.org  
703-907-4358

Jim and Steve collect information and hot new products from exhibitors to discuss with media before, during and after CES.

## Speaking Opportunities

The 2012 CES Call for Speakers is closed. However, if you would like to be put on a back-up list in case of speaker cancellations, please utilize our the Speaker Ready Room management tool. Back-up submissions will be notified only in cases where a speaking opportunity is available.

## Social Media Marketing

**Ryan Emge**

Manager, Social Media Marketing  
703-907-7795  
remge@CE.org

## Promotional Opportunities and Advertising

**Tira Gordon**

Sr. Account Executive  
703-907-4324  
tgordon@CE.org

**Liz Tardif**

On-Site Advertising Manager  
401-849-9300  
ltardif@CE.org

## CES Unveiled

**Roz Artis**

Manager, Creative Strategies and Programs  
703-907-7432  
rartis@CE.org

**Brandon Moffitt**

Specialist, CES Projects  
703-907-5288  
bmoffitt@CE.org

## ***Vision***: The Official Magazine of CEA

*Consumer Electronics Vision* has circulation and distribution like none other. As the official magazine of the Consumer Electronics Association (CEA)®, the producer of the International CES®, *CE Vision* gets exclusive distribution at key meeting places on the show floor. From exhibitor booths to member lounges to VIP buyers, the award-winning *CE Vision* boils down the essentials tech players need to know. Your ad in *CE Vision* puts you front-and-center with top CES attendees wherever they go at the show.

Don't miss out on our CES issue. Advertise in CEA's award-winning *CE Vision* magazine and maintain your brand's visibility in the eyes of the CES audience and the CE industry's key decision makers. Advertising in *CE Vision* allows you to:

- Reach more than 100,000 readers worldwide, including 3,000 international and 2,000 buying/merchandising subscribers
- Gain access to the CES audience year-round
- Reach potential clients and partners
- Strengthen partnerships with the CEA membership network and CES channels.
- Get in front of the nearly 50 percent of our subscribers who are top industry executives

Contact Dan Cole at [dcole@CE.org](mailto:dcole@CE.org) or call 703-907-7987 for more information.

### **Editorial, Cindy Stevens**

Sr. Director of Publications  
703-907-7609  
[cstevens@CE.org](mailto:cstevens@CE.org)

### **Advertising, Dan Cole**

Vice President, Sales & Business  
Development  
703-907-7987  
[dcole@CE.org](mailto:dcole@CE.org)

## Advertising Contacts:

### **East**

#### **Toni Ingenito**

917-281-4732  
[aingenito@nbmedia.com](mailto:aingenito@nbmedia.com)

### **Midwest/West Coast:**

#### **Tony Monteleone**

646-746-6518  
[tony.monteleone@nbmedia.com](mailto:tony.monteleone@nbmedia.com)

## International CES Preshow Planner, Show Guide & Directory

### **Mid-West and West Coast Advertising**

#### **Rick Albuck**

215-238-5215  
[rickalbuck@napco.com](mailto:rickalbuck@napco.com)

### **East Coast Advertising**

#### **Bernard Schneyer**

508-620-8770  
[bschneyer@napco.com](mailto:bschneyer@napco.com)

### **President, Consumer Technology Publishing Group (CTPG)**

#### **Eric Schwartz**

215-238-5420  
[eschwartz@napco.com](mailto:eschwartz@napco.com)

## Exhibitor PR Contact Information

The 2012 International CES is about more than just your booth. It is a chance to brand your company name and maximize your opportunities before, during and after CES.

To ensure that the media can find you at CES, list your company's PR contact as part of your Exhibitor Profile. We will direct any media inquiries we receive regarding your company or products to the individual you indicate. The contact information will be available to all registered CES media.

Also, to assist your public relations staff with your CES investment, we send out a monthly Exhibitor PR Newsletter from August through January to the contacts listed. The newsletter is brief and designed to simply highlight upcoming deadlines, events and promotional opportunities that your company should take advantage of.

Questions? Contact Allison Fried at [afried@CE.org](mailto:afried@CE.org).



# EXHIBITOR PR CHECKLIST FOR THE 2012 International CES®

**To maximize your company's media exposure at the 2012® 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 –  
*Tuesday, November 8, 2011 and Sunday, January 8, 2012*
- ☐ Take advantage of the Regional Media Outreach Campaign –  
*Deadline November 21*
- ☐ Pitch CES media using our Pre Registered Media List – *Available December 1*
- ☐ Enter CES Hot Products – *Deadline December 22*
- ☐ Create your 30 second pitch video – *Deadline December 22*
- ☐ Create your CES exhibitor press kit – *Deadline January 1*
  - Make sure your kit makes it to the CES press rooms –  
*Ship to deliver between January 1-8, 2012*
- ☐ 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*

**Questions?** Contact CES Public Relations Specialist, Allison Fried, at [afried@CE.org](mailto:afried@CE.org) or 703-907-7603

# 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](mailto: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](mailto: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](mailto: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 GES 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](http://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](http://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](http://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](mailto: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**

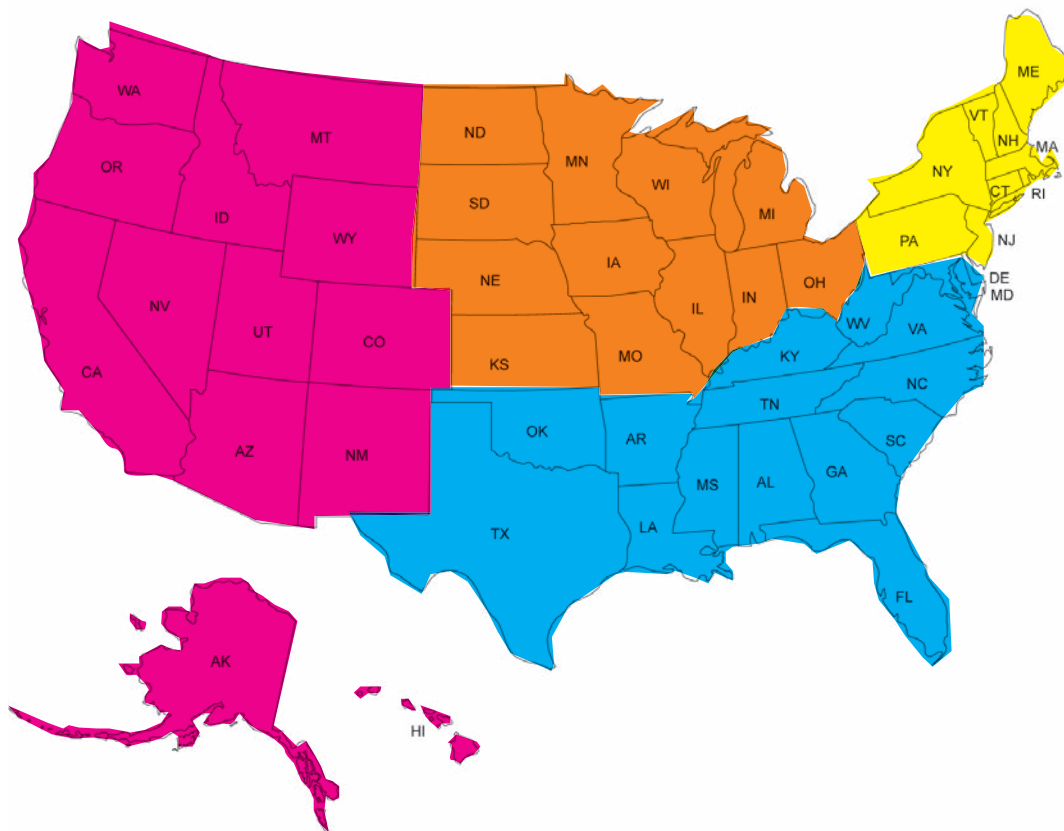
Each year, CES publicizes its exhibitors and their products and technologies to the media in their respective geographic regions. Take part in this free program. The regional releases are a great way to get your company's news and intentions for the show publicized in your region's top outlets in the 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](mailto: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](mailto: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](mailto: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](mailto: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](http://blog.ce.org)



[twitter.com/intlCES](https://twitter.com/intlCES), #ces for all CES tweets



[facebook.com/InternationalCES](https://facebook.com/InternationalCES)



[linkedin.com/groups/International-CES-2183410](https://linkedin.com/groups/International-CES-2183410)



[youtube.com/user/cesonthetube](https://youtube.com/user/cesonthetube)



[flickr.com/photos/internationalces](https://flickr.com/photos/internationalces)



[flickr.com/groups/internationalces](https://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](mailto: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](mailto:hotproducts@CE.org), and copy Allison Fried ([afried@CE.org](mailto: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+	CES EventTrak: \$150
No deadline	Deadline: January 5, 2012
Online Press Kit: \$275+	Exhibitor Profile: Free
No deadline, but recommend setting up 60 days prior to show start	Deadline for submission is 12/29/11

Email [tradeshow@businesswire.com](mailto: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](http://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](http://www.CESweb.org/Awards).**

# Tools to Use

## Sample Press Release

### FOR IMMEDIATE RELEASE

Contact: Jane Doe

Company Representative

Phone: 123-456-7890

On-Site Phone: 456-789-0123

jdoe@exhibitor.com

www.exhibitor.com

- Headline should be informative and grab the reader's attention.
- The dateline should include date and location (Las Vegas, if being released during show).
- Avoid clichés and jargon that people outside the industry will not understand.
- Be concise and use proper grammar.

## Sample 2012 International CES Press Release

### COMPANY X INTRODUCES NEW PRODUCT AT 2012 INTERNATIONAL CES

Las Vegas, Nevada, January XX, 2012 – Company X today introduced new product B that will enhance product Y. Company X, located in CES booth #, is demonstrating the product and its expanded current line throughout the 2012 International CES.

- Start with the news and get to specifics further down.
- The first two sentences are the most important. Be sure to add in your CES booth number.
- Make sure to include who, what, when, where, how and why.

The second paragraph can continue to describe the product and/or include a quote about the product or service from a company executive.

- Quotes are helpful.
- Keep them short.

The third paragraph can be used to include unique and/or interesting details about the new product. If appropriate, price and availability can be mentioned in this paragraph.

The last paragraph should always be a description of your company and its capabilities. For example: Company Z, a Virginia-based company, focuses on delivering...

End the release with ### centered at the bottom of the page. If a release continues on to another page, the word "more" should be centered at the end of each page.

### *Other tips:*

- Deal with the facts.
- Do not make the release sound like a sales pitch.
- Keep it simple.
- Think and write like a reporter.
- Make sure the piece can stand on its own and does not need further background.
- Bullet points clearly display information.
- Leave white space – Clutter is not good.

## Sample Blog Post

This blog post is written in a conversational & journalist tone of voice that expresses an educational message about an experience for our audience. Note that the post is filled with visually representative photos from the experience pulling the reader through the copy.

## Blog Post

### Mom Bloggers at CEA Line Shows

BY: CEA STAFF 23 JUNE 2011

By Cindy Stevens, Sr. Director of Publications, CEA



Being a mother myself, I found the session "How to Work with Mom Bloggers" interesting. The panel, moderated by Suzanne Kantra of [Techlicious.com](#), included Rebecca Levey ([beccareana.com](#)), Amy Oltan ([sethshnon.com](#)) and Nancy Friedman ([fromapothousewife.com](#)). The panel focused on the best way for PR folks to approach this group. First, not all of these sites are the same. For example, some include advertising and sponsorships while others do not once they feel it impacts the purity of the content.



"We have a valuable relationship with our readers. After I have bonded with my readers over my hemorrhoids, I can say anything," said Amy.

Nancy stressed the importance of finding out how influential the blogger is and the extent of their reach. She recommends using the [Klout Score](#) that measures among other things, not just your followers but the number of retweets you have.

## Social Sharing

In addition, the blog has prioritized the social media share buttons below, such as Twitter, Facebook, LinkedIn, Google+



## Search Engine Optimization

Using specific key meta tags and meta phrases that are specifically relevant to the content, you can ensure your messages get picked up by search engines and on people's news readers such as Google, etc.

(ie. Mom Bloggers, Mother, Tech Moms)

## Sample Tweet

This Tweet from our Twitter handle uses the #CES and #NY Hashtag as well as a URL shortener to a photo to keep the content rich, while educating our followers. It is best practice to engage with your community with Tweets, not using Twitter to re-tweet press releases that are not engaging in tone.





## Sample Facebook Post

When writing posts about CES in Facebook on your page and on ours, we encourage writing posts that reflect a continuing dialogue with our fan base to ensure it can support engagement in a positive way. We have a series of articles each week to ensure fans and enthusiasts know what to expect on certain days, leaving the others open to new and exciting content as it happens.

In addition, we also suggest that you embed your YouTube videos on tabs on your Facebook page, your blog and website for maximum reach and exposure.



## Sample YouTube Video Post

When publishing a video on CES, we encourage you to ensure you favorite our channel and link to it, while also using specific tags as noted below to maximize your search engine optimization both on YouTube and otherwise.

In addition, we also suggest that you embed your YouTube videos on tabs on your Facebook page, your blog and website for maximum reach and exposure.



## Sample Flickr Photo Post

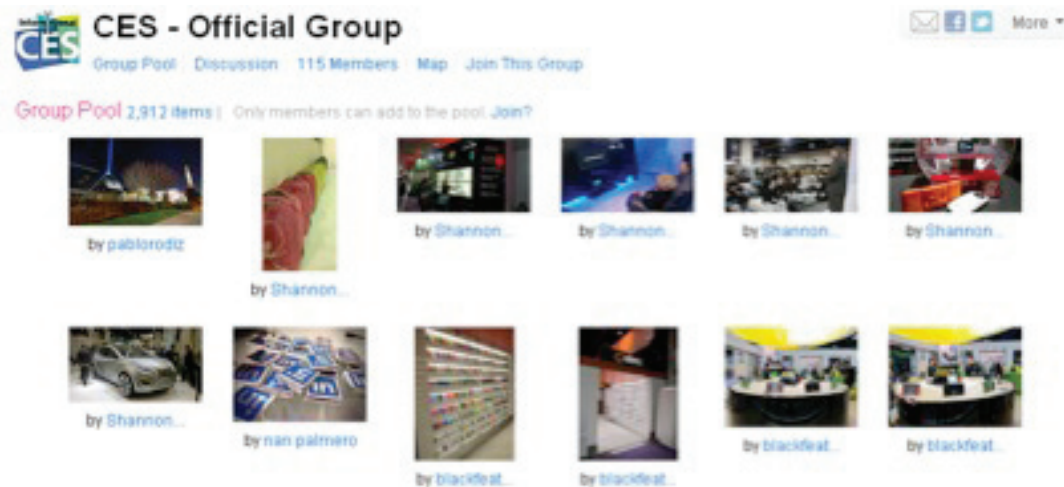
We have an official International CES Flickr photo page that we encourage you use as a resource for your material for your media needs.

Please Note: In addition, we also have an official Flickr photo group page that we would like for you to connect with, engage and upload your Flickr photos from CES to. This will allow us to and share this content with the rest of our attendees while building our community in social media.

<http://www.flickr.com/photos/internationalces/>



<http://www.flickr.com/groups/internationalces/>





THE GLOBAL STAGE FOR INNOVATION

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# 2012 INTERNATIONAL CES® PRESS CONFERENCE DOS & DON'TS

## Do...

- ✓ Establish clear and precise newsworthy objectives for your event
- ✓ Book the appropriate space in a setting that will enhance delivery
- ✓ Identify and invite targeted media to your event using our Pre-Registered Media List available December 1, 2011
- ✓ Promote the event through targeted press releases, calls and pitches
- ✓ Send invitations to the targeted media one month before CES; follow-up two weeks prior to event
- ✓ Have staff on hand to help with registration and seating
- ✓ Notify CEA staff if your event is invitation only
- ✓ Have a lead retrieval unit or business card collector at the door to see who attends your conference
- ✓ Distribute product spec sheets and digital press kits
- ✓ Feel free to invite press to your booth for more information

## Don't...

- ✗ Start Late
- ✗ End Late
- ✗ **Read** straight from a power point
- ✗ Schedule a press conference if you have **no news**
- ✗ **Eliminate Q&A** with media
- ✗ Hold a conference that lasts **more than** 45 minutes
- ✗ Expect media to attend without **proactive** work on your part
- ✗ Schedule an event that conflicts with any of the **CES Keynote Addresses**



# On-Site Resources

## CES Press Rooms and Digital Media Center

Although exhibitor and public relations representatives are not allowed in the press room, your company's presence is visible through our sponsorship opportunities and our paperless press kit area. The press rooms are where media go to write their stories, conduct interviews, prepare for broadcasts, make telephone calls and relax. This is also where they come to collect your press kits, press event schedules and public relations contact information.

There will be two official CES press rooms for 2012, one in the South Hall Connector of the LVCC, S229, and the other on level four of The Venetian, Zeno 4601. As an added benefit for CES media, new for 2012 - we are offering a Connected Media Center in LVCC, S221 complete with ISDN lines, internet, press interview/podcast rooms and more to help make CES coverage as interactive and dynamic as possible for today's hottest tech reporters.

## Sponsorship Opportunities

Put your company name and logo in front of attending press by sponsoring one of the many products and services CES offers the media. Consider sponsoring a press breakfast, lunch, snack or giveaway. For information about CES press sponsorships or to have a package custom designed for your product, contact:

### Tira Gordon

Phone: 703-907-4324

tgordon@CE.org

### Liz Tardif

Phone: 401-849-9300

ltardif@CE.org

## Hours of Operation

Las Vegas Convention Center (LVCC), South Hall Connector, S229 Press Room and Connected Media Center, South Hall Connector, S221 Hours of Operation:

Day	Open	Close
Sunday, January 8, 2012 .....	12 p.m.	7 p.m.
Monday, January 9, 2012.....	7:30 a.m.	7 p.m.
Tuesday, January 10, 2012 .....	8:30 a.m.	6:30 p.m.
Wednesday, January 11, 2012 .....	8:30 a.m.	6:30 p.m.
Thursday, January 12, 2012.....	8:30 a.m.	6:30 p.m.
Friday, January 13, 2012 .....	8:30 a.m.	4:30 p.m.

The Venetian, Level 4, Zeno 4601 Press Room Hours of Operation:

Day	Open	Close
Sunday, January 8, 2012 .....	12 p.m.	7 p.m.
Monday, January 9, 2012.....	7:30 a.m.	9 p.m.
Tuesday, January 10, 2012 .....	8:30 a.m.	6:30 p.m.
Wednesday, January 11, 2012 .....	8:30 a.m.	6:30 p.m.
Thursday, January 12, 2012.....	8:30 a.m.	6:30 p.m.
Friday, January 13, 2012 .....	8:30 a.m.	4:30 p.m.

## On Site Interview Rooms

Press and exhibitors can hold interviews in designated interview rooms available in both CES press rooms and the Connected Media Center.

Interview rooms include a conference table for four to six people and a restricted single phone line for credit cards only. Request additional services, such as an Ethernet line or speaker phone, at least 48 hours in advance; these services will be billed back to the exhibitor/company making the request.

The rooms can be reserved for up to one hour at a time by contacting Jamie Lilly at [jlilly@CE.org](mailto:jlilly@CE.org) or 703-907-7650.

On-site at CES, the rooms can be reserved by stopping by the either of the press rooms and speaking with the receptionist.



# CES PRESS CONFERENCE RESERVATION REQUEST FORM

2012 INTERNATIONAL CES  
JANUARY 10-13, 2012, LAS VEGAS, NV

To request a reservation time in one of our free press conference rooms, or to host an event in your booth and have it promoted via our official Exhibitor Press Events Schedule, please complete this form and e-mail back to [PRcontacts@CE.org](mailto:PRcontacts@CE.org) or fax to 703-907-7603.

## 1. Exhibitor Information

Name of exhibiting company as it appears in the CES Directory: \_\_\_\_\_

PR Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

E-mail Address: \_\_\_\_\_

## 2. Event Location – Please Check One

We will try to accommodate your preference, but all requests are for guidance and are not guaranteed. Final reservations will be based on space availability. Eligible exhibitor requests will be handled upon receipt of this request form, on a first-come, first-served, space-available basis.

### ☐ CES Press Conference Room at the Venetian

- ☐ **Monday, January 9, 2012 Press Day** - Complimentary one hour Press Day room reservation in Venetian Ballroom D (4,911 sq. ft) This option is ideal for companies looking to break their news quickly and directly to Press Day media. Exhibitors will be given 15 minutes for set-up, 30 minutes for the event and 15 minutes for tear down. No changes to existing room set will be permitted. Please rank order your top three choices:

_____ 8:30 a.m. start	_____ 11:30 a.m. start	_____ 2:30 p.m. start
_____ 9:30 a.m. start	_____ 12:30 p.m. start	_____ 3:30 p.m. start
_____ 10:30 a.m. start	_____ 1:30 p.m. start	_____ 4:30 p.m. start

- ☐ **Tuesday, January 10, 2012** Complimentary two hour reservation in a Casanova ballroom (1,193 sq. ft.)

- ☐ **Wednesday, January 11, 2012** Complimentary two hour reservation in a Casanova ballroom (1,193 sq. ft.)

### ☐ CES Press Conference Room at the LVCC

- ☐ **Tuesday, January 10, 2012** Complimentary two hour reservation in LVCC South Hall Connector room: Either S227 (2,246 sq. ft) or S228 (2,792 sq. ft.)

- ☐ **Wednesday, January 11, 2012** Complimentary two hour reservation in LVCC South Hall Connector room: Either S227 (2,246 sq. ft) or S228 (2,792 sq. ft.)

☐ **Exhibitor booth or meeting room** Facility Location \_\_\_\_\_ Booth/Room Number \_\_\_\_\_

☐ **Other CES location** Facility Location \_\_\_\_\_ Room Name/Number \_\_\_\_\_

## 3. Time Requested – Reservation will begin ½ hour before and end ½ hour after your requested time

1 <sup>st</sup> choice preferred start time _____	1 <sup>st</sup> choice preferred end time _____
2 <sup>nd</sup> choice preferred start time _____	2 <sup>nd</sup> choice preferred end time _____
3 <sup>rd</sup> choice preferred start time _____	3 <sup>rd</sup> choice preferred end time _____

## 4. Press Event Listing - All press events are listed on the CES Exhibitor Press Events Schedule unless otherwise requested.

Please check one of the following:

\_\_\_\_\_ Please list my event \_\_\_\_\_ Please list my event as invitation only

CES staff will accept or decline your reservation within 72 hours of receipt and will contact you to make further arrangements. You will receive detailed information regarding vendor contacts in a following Press Conference Agreement Form. If you have any additional questions, please contact e-mail [prcontacts@CE.org](mailto:prcontacts@CE.org).



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

Tuesday, January 10–Friday, January 13, 2012  
Las Vegas, Nevada USA

# CELEBRITY APPEARANCE/SPECIAL EVENT PROMOTION REQUEST FORM

Please return this form by either **FAX:** 703-907-7690 or **E-mail:** [prcontacts@CE.org](mailto:prcontacts@CE.org)

## EXHIBITOR INFORMATION

Please print or type clearly

Exhibitor Company Name (as listed in the Show Directory)

(we must have a company contact)

First Name

Last Name

Exhibitor PR Contact Name

Exhibitor PR Contact Title

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

## SPECIAL EVENT INFORMATION

Please print or type clearly

Type of Event ☐ MEDIA RECEPTION ☐ CELEBRITY AUTOGRAPH SESSION ☐ OTHER (please specify)

Name of Celebrity

Time and Location

Celebrity Publicist/Manager or Event Contact Name

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

Is your event invitation only?

☐ YES

☐ NO

Additional Information