CES 2016

CES® 2016
January 6-9, 2016 | Las Vegas, NV | #CES2016

Consumer
Technology
Association™

CES 2016 Press Kit Information

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 and/or links to videos
• Copies of company publications (annual reports, external magazines, etc.)
• Any special events you have scheduled during the show
• Onsite PR contact information

Press Kit Distribution:
All exhibitor press kits will be distributed from the press room at Tech East (LVCC), Tech West (Sands) or Mandalay Bay 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 space must be officially listed in the CES *Directory* to have their press kits distributed.

Shipped press kits should be marked to arrive between December 31, 2015 and January 4, 2016. 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 Addresses:

CES 2016
c/o Freeman
Exhibitor Name
Deliver To: PRESS ROOM, S229
Las Vegas Convention Center
3150 Paradise Rd.
Las Vegas, NV 89109
Phone: 703-907-4331
prcontacts@CE.org

CES 2016
c/o Freeman
Exhibitor Nam
Deliver To: PRESS ROOM,
Level 2, Hall A
Sands Expo
Booth #70317
201 Sands Ave
Las Vegas, NV 89169
Phone: 703-907-4331
prcontacts@CE.org

CES 2016
c/o Freeman
Exhibitor Name
Deliver To: PRESS ROOM,
Breakers Ballroom, Level 2
Mandalay Bay
3950 S Las Vegas Blvd
Las Vegas, NV 89109
Phone: 703-907-4331
prcontacts@CE.org

PLEASE NOTE: CES does not have the facilities or staff to assist you with the transportation of press kits from your exhibit to the press rooms. Contact Freeman, 702- 579-1705, for labor to transport heavy boxes and materials around the show floor. Freeman 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.

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 and/or upload to the CES App.

3. Make sure that both your company name and exhibit location are clearly listed. The press prefer press kits be listed by company, not product name.

4. When appropriate, include product name and brief description on your one-page spec sheet.

5. Send an appropriate number of press kits. Large exhibitors and those holding news conferences should send 500 kits to the press room in their exhibit venue (LVCC exhibitors send to LVCC, Sands/Venetian exhibitors send to the Sands.) For smaller exhibitors and those without any news announcements, 250 will suffice.

6. Make sure your kits arrive before the press rooms open on Monday, January 4, 2016 to ensure your kit is picked up by as many press members as possible.

7. 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.*

8. 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 provides a URL for the kit. Some exhibitors have even started putting relevant contact/product info on index cards for the media to take with them.

9. Check with the CES press room 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.