

2011 International CES®

## **PUBLIC RELATIONS KIT**

January 6-9, 2011 | Las Vegas, Nevada | [CESweb.org](http://CESweb.org)

Below you will find everything your company needs to know about exhibitor PR at CES. With so many great opportunities offered, rest assured that we are here to help your company take full advantage of all of the public relations prospects that the 2011 International CES has to offer. Inside this kit you will find:

- Publicity Tips
- Key Deadlines
- Key Contacts
- Exhibitor PR Contact Information
- Special Events / Celebrity Appearance Information
- Special Event/Celebrity Appearance Form
- Pre-Registered Media List Information
- Pre-CES Press Events
- Press Rooms and Blogger Lounge
- **GREEN PRESS ROOM** and Electronic Press Kit Preparation
- Press Kit Distribution
- Online Media Center
- Sample Press Release
- Exhibitor Press Conferences
- Press Conference Dos and Don'ts
- Press Conference Reservation Form
- On-site Interview Rooms
- Regional Media Outreach Campaign
- Hot Product Submissions
- Social Media and Guest Blogging
- 2011 International CES Awards

## 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](mailto: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



## KEY DEADLINES

### Ongoing

- Submit your PR contacts directly to your exhibitor profile. This will ensure that the media has the correct contact information for your company and that you receive updates on key exposure opportunities
- Complete your entire 2011 International CES Directory listing
- Select pre-show and on-site sponsorship opportunities
- Confirm on-site advertising, while supplies last
- Make a press conference room reservation via a completed Press Conference Reservation Form. Send to Allison Fried, afried@CE.org, fax 703-907-7690
- Submit your company's electronic press kit to our Online Media Center

### August 2010

- 13** – CES Unveiled@NY Sponsorship deadline in order to get your company mentioned in all pre-event media promotions
- 23** – Innovations 2011 Design and Engineering Awards Call for Entries Opens

### September 2010

- 8** – Early-bird deadline for 2011 Innovations Design and Engineering Awards
- 9** – 2 p.m. EST Exhibitor Workshop – Introduction to “Map Your Show”
- 24** – Advertising deadline for *CE Vision's* November/December issue with bonus distribution at the Pre-CES New York Press Preview
- 28** – 2 p.m. EST Exhibitor Workshop – Marketing and PR Overview
- 29** – 2011 Innovations Design and Engineering Awards Call for Entries Closes

### October 2010

- 11** – CES Unveiled in Las Vegas Sponsorship deadline to get your company mentioned in all pre-event media promotions
  - Deadline for CES Unveiled@NY exhibitor listing for the NY program guide
- 14** – 2 p.m. EST Exhibitor Workshop – Operations Overview
- 15** – 2011 International CES Official Show Directory Updates/ Company Logos deadline (print edition)
- 28** – 2 p.m. EST Exhibitor Workshop – CES Overview
- 29** – 2011 International CES Preshow Planner ad close
- 31** – CES Unveiled@NY Exhibitor Tabletop reservation deadline

### November 2010

- 3** – Pre-registered media list available on CESweb.org
- 5** – 2011 International CES Preshow Planner ad materials due
- 9** – Pre-CES New York Press Preview featuring CES Unveiled@NY
  - 2011 International CES Directory tab ad close
- 11** – 2011 International CES Directory tab ad materials due
- 16** – 2011 International CES Directory ad close
  - Last day to include your company logo in the Official International CES Directory (print edition)
- 17** – 2011 International CES Show Guide ad and tab as closes
- 19** – Deadline for CES Unveiled in Las Vegas exhibitor editorial for the Vegas program guide
  - Regional media outreach campaign deadline
- 22** – Advertising deadline for *CE Vision's* January/February issue, with bonus distribution at the show and exclusive distribution to key VIP areas at CES
- 23** – 2011 International CES Directory ad materials due
- 24** – 2011 International CES Show Guide ad and tab ad materials due
  - 2011 CES Daily ad close
- 30** – CE Hall of Fame nomination deadline

### December 2010

- 1** – 2011 CES Daily ad materials due
- 14** – CES Unveiled in Las Vegas Exhibitor Tabletop Reservation deadline
- 30** – Electronic press kit delivery begins (may be shipped to arrive)

### January 2011

- 3** – Electronic press kit deadline (all kits must be delivered to the press room)
- 4** – CES Unveiled at The Venetian



THE GLOBAL STAGE FOR INNOVATION



2011 International CES® **PUBLIC RELATIONS KIT** CESweb.org

## KEY CONTACTS

### Exhibitor Public Relations

**Allison C. Fried**, Public Relations Specialist

1919 South Eads Street

Arlington, VA 22202

(T) 703-907-7603

(F) 703-907-7690

afried@CE.org

Allison manages all exhibitor public and investor relations activities.

**Jason Oxman**, Sr. Vice President, Industry Affairs

1919 South Eads Street

Arlington, VA 22202

(T) 703-907-7664

(F) 703-907-7690

joxman@CE.org

Jason oversees all media relations for CEA.

**Tara Dunion**, Sr. Director, Event Communications

1919 South Eads Street

Arlington, VA 22202

(T) 703-907-7419

(F) 703-907-7690

tdunion@CE.org

Tara oversees all CES communications, press relations and press rooms for CES.

**Jim Barry**, CEA's Digital Answer Man

Contact: Steve Kidera

skidera@CE.org

703-907-4358

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

---

### Speaking Opportunities

Call for Speakers is closed. Submission for back-up consideration is done [online](#).

**Kim Bennett**

Conferences Department

1919 S. Eads Street

Arlington, VA 22202

Phone: 703-907-5289

kbennett@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

**Ryan Strowger**

Director, Business Development

703-907-7679

rstrowger@CE.org

**Brandon Moffitt**

Specialist, CES Projects

703-907-5288

bmoffitt@CE.org



THE GLOBAL STAGE FOR INNOVATION



2011 International CES® **PUBLIC RELATIONS KIT** CESweb.org

## KEY CONTACTS

### Show Publications and Broadcasts

CES Daily produced by *TWICE*

Editorial Contact

**Steve Smith**

Editor-in-Chief, TWICE

917-481-4754

ssmith@nbmedia.com

To Purchase Advertising, Contact:

East:

**Toni Ingenito**

917-281-4732

aingenito@nbmedia.com

Midwest/West Coast:

**Tony Monteleone**

646-746-6518

tony.monteleone@nbmedia.com

---

### International CES Preshow Planner, Show Guide & Directory

**Rick Albuck**

Mid-West and West Coast Advertising

215-238-5215

rickalbuck@napco.com

**Eric Schwartz**

President, Consumer Technology Publishing Group (CTPG)

215-238-5420

eschwartz@napco.com

**Bernard Schneyer**

East Coast Advertising

508-620-8770

bschneyer@napco.com

**Michael Ragland**

VP/New Business Development

717-993-3303

mragsland@napco.com

---

### Consumer Electronics Vision: The Official Magazine of CEA

Editorial Contact:

**Cindy Stevens**

Sr. Director of Publications

1919 S. Eads Street

Arlington, VA 22202

703-907-7609

cstevens@CE.org

Advertising Contact:

**Dan Cole**

Vice President, Sales and Business Development

1919 S. Eads Street

Arlington, VA 22202

703-907-7987

dcole@CE.org



## EXHIBITOR PR CONTACT INFORMATION

The 2011 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 assist your public relations staff with your CES investment, we send information throughout the year about upcoming events and promotional opportunities.

The contacts you list will also be individuals to whom we will direct any inquiries we receive regarding specifically your company and/or products. The contact information provided will ONLY be available to registered media and CES staff. It is required that you go to your [Exhibitor Profile](#) to add and/or update your PR Contact information.

## SPECIAL EVENTS/ CELEBRITY APPEARANCE INFORMATION

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.



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

Thursday, January 6 - Sunday, January 9, 2011  
Las Vegas, Nevada USA

# SPECIAL EVENT/CELEBRITY APPEARANCE FORM

Please return this form by either **FAX:** 703-907-7690 or **E-mail:** 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

Do you want your event publicized? Is it invitation only?

☐ YES

☐ NO

Additional Information

## PRE-REGISTERED MEDIA LIST INFORMATION

The pre-registered media list contains contact information for all of the media and bloggers that have registered for the 2011 International CES. For your convenience, the list will be accessible via CESweb.org starting November 3, 2010.

Simply go to CESweb.org and locate the PR Help section, there you will see a link for the CES pre-registered media list. 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). **Remember this link will not be available until Wednesday, November 3, 2010.**

The list will be updated weekly as the number of registered media and bloggers grow. Press and bloggers choose whether or not to list their phone, fax and e-mail contacts on the list. Titles, company names and addresses are automatically incorporated.

**NOTE:** If no phone number or e-mail address is provided on the list, CES cannot divulge that information due to privacy concerns.



## PRE-CES PRESS EVENTS

### CES Unveiled@NY

*Featured at the CES New York Press Preview*

Tuesday, November 9, 2010

Metropolitan Pavilion

New York, NY

Jumpstart your CES success early at the annual New York CES Press Preview - a kick-off to the 2011 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 2011 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

### CES Unveiled: The Official Press Event of the International CES

Tuesday, January 4, 2011

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 800 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 2011 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 Unveiled@NY and 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).

"CES Unveiled provided Viable with the opportunity to expose our product nationally in markets we previously never dreamed of reaching. Everybody needs just one chance or lucky break, and CES Unveiled was ours." – Anthony Mowl, Viable Inc.

## PRESS ROOMS AND BLOGGER LOUNGES

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 entirely GREEN press kit area. The press rooms are where media come 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 2011, one in the South Hall Connector of the LVCC, room S229, and in Titian 2202, Level 2 of The Venetian.

### 2011 International CES Blogger Lounges

This year's Blogger Lounge is where today's hottest technology bloggers will come to write their stories, conduct interviews, prepare for podcasts, make telephone calls and relax. This is also where they come to collect event schedules and show information.

The official blogger lounges of the International CES will be in the South Hall Connector of the LVCC, Room S228, with a Satellite Blogger lounge in the Venetian, Titian 2202. Sponsorships are available in both.

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:

<b>Tira Gordon</b> 703-907-4324 tgordon@CE.org	<b>OR</b>	<b>Liz Tardif</b> 401-849-9300 ltardif@CE.org
------------------------------------------------------	-----------	-----------------------------------------------------

### Hours of Operation

Official press room and blogger lounge hours are listed below. You can hand deliver press kits to the press rooms starting Tuesday, January 4, 2011, at the LVCC and Venetian.

DATE	LOCATION	TIME
Tues., Jan. 4, 2011	LVCC Press Room, S229	Noon – 7 p.m.
	LVCC Blogger Lounge, S228	Noon – 7 p.m.
	Venetian Press/Blogger Lounge, Titian 2202	Noon – 7 p.m.
Wed., Jan. 5, 2011	LVCC Press Room, S229	7:30 a.m. – 9 p.m.
	LVCC Blogger Lounge, S228	7:30 a.m. – 9 p.m.
	Venetian Press/Blogger Lounge, Titian 2202	7:30 a.m. – 7 p.m.
Thur., Jan. 6, 2011	LVCC Press Room, S229	8:30 a.m. – 6:30 p.m.
	LVCC Blogger Lounge, S228	8:30 a.m. – 6:30 p.m.
	Venetian Press/Blogger Lounge, Titian 2202	8:30 a.m. – 6:30 p.m.
Fri., Jan. 7, 2011	LVCC Press Room, S229	8:30 a.m. – 6:30 p.m.
	LVCC Blogger Lounge, S228	8:30 a.m. – 6:30 p.m.
	Venetian Press/Blogger Lounge, Titian 2202	8:30 a.m. – 6:30 p.m.
Sat., Jan. 8, 2011	LVCC Press Room, S229	8:30 a.m. – 6:30 p.m.
	LVCC Blogger Lounge, S228	8:30 a.m. – 6:30 p.m.
	Venetian Press/Blogger Lounge, Titian 2202	8:30 a.m. – 6:30 p.m.
Sun., Jan. 9, 2011	LVCC Press Room, S229	8:30 a.m. – 4:30 p.m.
	LVCC Blogger Lounge, S228	8:30 a.m. – 4:30 p.m.
	Venetian Press/Blogger Lounge, Titian 2202	8:30 a.m. – 4:30 p.m.



THE GLOBAL STAGE FOR INNOVATION



2011 International CES® **PUBLIC RELATIONS KIT** CESweb.org

## GREEN PRESS ROOM AND ELECTRONIC PRESS KIT PREPARATION

In an effort to reduce our environmental footprint and in accordance with media feedback, the LVCC press room will only house electronic exhibitor press kits. Exhibitors are welcome to bring in a one-page spec sheet (8.5" x 11" max) that lists media contacts and the URL that your electronic press kit is at. They can also bring in USB drives and CDs. Printed press materials greater than one page in length should be stored in the exhibitor's booth.

CES surveys show that 85 percent of media prefer online, USB and/or a one-page spec sheet. Make sure your press kit area is marked clearly with the company's name and CES booth number for easy reference. 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. Order online press kits or 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 LVCC press room. For smaller exhibitors and those without any news announcements, 250 will suffice.
5. Make sure your kits arrive before the press room opens on Tuesday, January 4, 2011, 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.

### After the Show

Send a follow-up release to the media who attended the show, including:

- A recap of all activity in your booth
- Which products attracted the most attention and why
- Future expectations relating to your company's new products
- Any updates to information contained in your press releases during the show

## EXHIBITOR PR KIT DISTRIBUTION

Your electronic exhibitor press kits provide information about your company to the press and bloggers that attend CES. All exhibitor press kits will be distributed from the press room in cubicles labeled alphabetically by company name. Electronic 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.

The LVCC Press room is the exclusive location for exhibitor press kits.

### Delivery Address and Timeline

Shipped electronic press kits should arrive between December 30, 2010 and January 3, 2011. Press kits may also be dropped off during press room hours throughout the show.

If you plan on shipping your press kits to the press room, please mark them to arrive at the LVCC December 30, 2010 - January 3, 2011. Due to the volume of shipments arriving into the LVCC, all shipments arrive at the same distribution center and are then delivered accordingly, which usually takes 2-3 days.

### Press Kit Mailing Address

**Las Vegas Convention Center**  
2011 International CES  
c/o GES Global Experience Specialists  
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](mailto:prcontacts@CE.org)

## ONLINE MEDIA CENTER

### News Release Distribution/Online Press Kits/Free 100-Word Exhibitor Profile

Business Wire is pleased to be working with the **2011 International CES** and providing exhibitors with options for distributing event related [news releases](#) and [multimedia](#) setting up an [Online Press Kit](#) and [analyzing](#) the media who cover the show.

Business Wire's **2011 International CES [Online Press Center](#)** makes exhibitor news instantly available to not only attendee's 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 [posting and tracking reports](#).

The [Online Press Kit](#) by Business Wire enables exhibitors to create an effective and customizable electronic press kit accessible directly from the

**2011 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 tradeshow 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/exhibitors free distribution of a 100-word profile.

#### Associated Costs and Deadlines:

News Release Distribution: \$285+  
No deadline

Online Press Kit: \$275  
No deadline but recommend setting up 60 days prior to show start

CES EventTrak: \$150  
January 6

Exhibitor Profile: Free  
Deadline for submission is 12/30

#### Contacts:

For additional information on news release distribution, the Online Press Kit, EventTrak and/or to receive the template for the free 100-word profile, please email [tradeshow@businesswire.com](mailto:tradeshow@businesswire.com).

New to Business Wire and/or tradeshow public relations, [click here](#).

## PRESS RELEASE INFORMATION

Press releases are an ideal way to keep the press up-to date on your organization's news and activities at CES. Keep in mind that a press release is only as good as the news it announces. A release that is not newsworthy is unlikely to be read or covered no matter how eloquently written, or where distributed. Use press releases for news-worthy issues, and use a less formal means to communicate the small stuff.

### Tips on Press Releases

- Unless a release date is vital, "For Immediate Release" is acceptable.
- A contact name with title, office phone, **on-site phone** and e-mail must be included
- 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.

### FOR IMMEDIATE RELEASE

Contact: Jane Doe  
Company Representative  
Phone: 123-456-7890  
On-Site Phone: 456-789-0123  
jdoe@exhibitor.com

### Sample 2011 International CES Press Release

#### COMPANY X INTRODUCES NEW PRODUCT AT 2011 INTERNATIONAL CES

Las Vegas, Nevada, January XX, 2011 – 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 2011 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.



## EXHIBITOR PRESS CONFERENCES

A press conference at CES is an excellent way to have the media as a captive audience to debut new products, make company announcements or introduce a new member to your executive team. If a press conference is part of your marketing strategy, the information below will be of assistance.

### Press Conference Tips

A press conference at CES can be a very useful public relations tool. With proper planning, a CES press event provides a forum to have a large, targeted audience at your disposal so that you may deliver news, demonstrate a new product or introduce a new company executive.

#### Guidelines:

1. Establish clear and precise objectives.
2. Decide on a setting that might enhance delivery. You have the option of a CES press conference room (free to all exhibitors), your booth or an exhibitor paid meeting room.
3. Decide on a strategic date and time to hold the event. Then complete a Press Conference Reservation Form to increase your odds of securing a room at the preferred time. Please note that first requests are rarely available. Have additional times ready. Times are not confirmed until you receive the press conference agreement form from CES.
4. Use the pre-registered media list (available November 3) to identify and target the media and analysts that you wish to attend your event.
5. Send electronic or printed invitations to the targeted media one month before CES.
6. Follow-up with phone calls two weeks prior to CES to confirm attendance and remind potential attendees of the date and time.
7. Prepare an announcement about the event to include in your press kits.
8. Make sure to notify CES staff of any changes in the date, time or location of your event—even if it is in your booth or outside the venue of CES; we will need to update the Press Events Schedule.
9. Have a lead retrieval unit or business card collector at the door to see who attends your conference. Send thank you letters to those who attended and include any updated information.
10. For those exhibitors requesting an “Invitation Only” event, it is important to have someone stationed outside the door to ensure only those with invitations are allowed in. CES does not have the manpower to do this for you.

### Can any company exhibiting at CES hold a press conference or event?

Yes, all CES exhibitors are eligible.

### Where can press conferences and events be held?

There are three location options:

- 1) CES provided press conference rooms, available at The Venetian and the LVCC
- 2) Exhibitor's booth
- 3) Exhibitor's paid meeting room

### I don't have any news to announce, but I would like to host a reception for the press.

#### May I use one of the available rooms for that purpose?

Yes, rooms are available for press conferences and events such as receptions or breakfasts. A room re-set fee may apply.

### How do I request a press conference room?

Fill out the Press Conference Reservation Form found in this kit and e-mail or fax it 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.

### On what dates may press conferences and events be held?

Scheduling runs Thursday, January 6 and Friday, January 7, 2011.



## At what times can my press conference or event be held?

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 Thursday, January 6. 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 or to receive the 2011 In-Booth Event Form.

## Can I reserve a room for an entire day?

No. Rooms may only 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, you might consider purchasing a meeting room for the duration you need. Contact your CES sales representative for meeting room availability.

## Is there a charge for press conference rooms?

No. The rooms reserved for press conferences are provided free of charge, 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 up to 200 people
- On 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 for your event, contact CES customer service.

## 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 include wireless and/or lavalier microphones and internet.

## 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 November 3, 2010 on [CESweb.org](http://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. We do recommend that you send only your most newsworthy information to a targeted group of media that cover your technology category.

## How are the press events publicized?

The list of press conferences and events is posted on [CESweb.org](http://CESweb.org) and is distributed in hard copy from the CES press rooms and lounges.





THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

# 2011 INTERNATIONAL CES® PRESS CONFERENCE DOS & DON'TS

## Do...

- ✓ Invite media to your event by using our *Pre-Registered Media List* available on CESweb.org starting November 4, 2009
- ✓ Open doors **15 minutes** prior to your event starting
- ✓ Book the **appropriate space** for the number of press you expect (one meeting room = 100 seats)
- ✓ Have **staff on hand** to help with direction, registration and seating
- ✓ Start and end **on time**
- ✓ Present for **30 minutes** and leave 15 minutes for Q & A
- ✓ Notify CEA staff if your event is **invitation only**
- ✓ Make the event **newsworthy** with an exciting company or product announcement
- ✓ **Promote your event** through press releases, press calls and pitches
- ✓ Provide **press give-aways** and/or food and promote that in advance
- ✓ Distribute One Page Product Spec sheets and digital/USB **press kits**
- ✓ Invite press to **your booth** for more information and product demonstrations
- ✓ Visit **CESweb.org** 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**



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

# PRESS CONFERENCE FACILITY RESERVATION FORM

To request a reservation time in one of the free press conference rooms or to have an event in your booth added to our schedule, please complete this form. Press conference room reservations are limited to two hours total: 30 minutes for setup, 30 minutes for tear down and a one-hour press event. Exceptions are sometimes made for evening or early morning events. Reservations are made on a first-come, first-serve basis. **Please fax requests to Allison Fried at 703-907-7690.**

## Please submit the following information:

**1. Enter the name of the Exhibiting Company as it appears on your exhibit space contract or as it will appear in the CES Directory.**

### 2. Exhibitor contact

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_

MOBILE ( ) \_\_\_\_\_ E-MAIL \_\_\_\_\_

### 3. Event Location - Please check one

☐ CES Press Conference Room at The Sands/Venetian

☐ CES Press Conference Room at the Las Vegas Convention Center

☐ Exhibitor Booth

Booth Location Facility \_\_\_\_\_ Booth Number \_\_\_\_\_

☐ Other CES location (paid meeting/conference room, off-site hotel, etc.)

Location Facility \_\_\_\_\_ Location Room Number \_\_\_\_\_

Note: If your event is being held in your booth before or after show hours, you must complete the Booth Event Access Form.

### 4. Date Requested

☐ Thursday, January 6, 2011 ☐ Friday, January 7, 2011

### 5. Time Requested (reservation will begin 1/2 hour before and end 1/2 hour after your chosen time)

Start time: \_\_\_\_\_ End Time: \_\_\_\_\_

7. Title of your Press Event: \_\_\_\_\_

### 8. Will your event include:

☐ Breakfast

☐ Lunch

☐ Dinner

☐ Snacks

☐ Cocktails

### 9. Description of your event as you would like it to appear online for the media. (Description should not exceed 50 words).

---

---

---

### 10. All press events are listed on the CES press conference and 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. If your request is declined, we will contact you to make other arrangements. You will receive detailed information regarding contacts for catering, A/V, labor/signage and Internet needs in your confirmation letter.

If you have any additional questions, please contact Allison Fried at [afried@CE.org](mailto:afried@CE.org) or 703-907-7603.

## ON-SITE INTERVIEW ROOMS

Press and exhibitors can hold interviews in designated interview rooms available in both CES press rooms.

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 either of the press rooms and speaking with the receptionist or by calling the press rooms directly at 702-943-3521 (LVCC) or 702-691-8008 (Venetian).

## 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 (less than 100 words) about your company's participation at CES to Allison Fried at [afried@CE.org](mailto:afried@CE.org). Each release contains approximately four quotes and inclusion is first-come, first-serve. The deadline for inclusion is **November 19, 2010**.

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 location**.

### Sample Quote

"We look forward to participating in the 2011 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."

The releases will be distributed to the following regions in mid-December:

#### Central

Colorado, Kansas, Nebraska, North Dakota, Oklahoma, South Dakota, Texas

#### Mid-Atlantic

Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia

#### Mid-South

Arkansas, Kentucky, Louisiana, Mississippi, Missouri, Tennessee

#### Mid-West

Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin

#### North-East

Connecticut, Maine, New Hampshire, New York, Rhode Island, Vermont

#### Pacific-West

Alaska, California, Hawaii, Oregon, Washington

#### South-East

Alabama, Florida, Georgia, North Carolina, South Carolina

#### West

Arizona, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

#### International



THE GLOBAL STAGE FOR INNOVATION



2011 International CES® **PUBLIC RELATIONS KIT** [CESweb.org](http://CESweb.org)

## HOT PRODUCT SUBMISSIONS

Every year at the International CES, the CEA Communications team talks to thousands of reporters about hot products and new trends emerging at the show. Want your product to be included? E-mail pictures and details about your hot new product to [hotproducts@ce.org](mailto:hotproducts@ce.org). (All embargos will be honored.)

## SOCIAL MEDIA AND GUEST BLOGGING

The 2011 International CES is all about Social Media! Want to be the first to know the latest CES and CE industry news? Visit [Digital Dialogue!](#) Our blog covers everything related to the CE industry, CEA happenings and of course, what you need to know about the 2011 International CES. Regularly updated, the CEA blog provides updates on registration, events, keynotes, industry insiders, awards, transportation and much more. We love feedback – so please make sure to leave a comment.

In fact, did you know there's a great (and free) way to build excitement for your exhibit before you even get to Vegas? We would like to extend an invitation for you to submit a guest blog post(s) for our official CEA/CES blog: [Digital Dialogue](#). There are many ways to express yourself 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 2011 International CES, please contact Carolyn Slater at [cslater@CE.org](mailto:cslater@CE.org) or 703-907-7945 for more information on becoming a guest blogger.

CES is also very active on Twitter! Did you know that in January the 2010 CES “broke” Twitter. Too many people were twittering about CES at one time! If you're on Twitter and want to get the latest CES news direct from the source be sure and follow [@intlCES](#). Feel free to submit your questions to [@intlCES](#) as it is tweeted by a real person who will respond. We also have an official CEA twitter account [@CEAfeed](#).

We are currently promoting exhibiting companies by linking to you through our CES networks. You could reach more than 20,000 social contacts. Just make sure you're on the list! Send your corporate Twitter name and Facebook page link to KC Covert at [kcovert@CE.org](mailto:kcovert@CE.org) and we'll add you to our [CES Exhibitor List](#) on Twitter and make your company's page one of CES' favorite Facebook pages. You can also become a fan of the [2011 International CES](#) on Facebook! Connect with more than 5,000 who share your interests. Ask show questions of CEA staff, compare stories with other attendees and more! Some of our other social media options include: CES Videos, Photos and LinkedIn.

## AWARDS PROGRAMS

As you prepare your exhibits for CES, don't forget the prospect of awards. The International CES awards programs bring added prestige and value to your exhibit, which in turn increases media coverage, public relations efforts and recognition.

### Innovations Awards

The Innovations Design and Engineering Awards is an annual competition 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.

More than 30 entry categories represent current market trends and are judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade press. Honored products are showcased annually at the International CES in Las Vegas, Nevada, where they receive significant exposure and publicity from more than 120,000 attendees and 5,000 press.

#### Important Dates

Online Entry Process Opens	August 23, 2010
Early-bird Deadline	September 8, 2010
Final Entry Deadline	September 24, 2010
Innovations Judging	October 4-15, 2010
Entrants Notified	October 21, 2010
Innovations Honorees Announced	November 9, 2010
Innovations Design and Engineering Showcase at the 2011 International CES	January 5-9, 2011

Please visit [www.CESweb.org/innovations](http://www.CESweb.org/innovations) for details.

### CNET Best of CES Awards

CNET Best of CES Awards CEA has once again chosen CNET to produce the Best of CES Awards program at the International CES in January 2011. These esteemed awards recognize the best new products at the show, plus a Best Design, Best of Show and People's Voice award. Winning products will be chosen by the CNET expert editorial team, from those on exhibit at CES. CNET will begin accepting product submissions for review in September 2010. To be notified when submissions open, please send your e-mail address to [bestofces@cnet.com](mailto:bestofces@cnet.com). For more information on the awards visit [www.cnet.com/awards](http://www.cnet.com/awards).

### The Technology & Engineering Emmy Awards

The National Academy of Television Arts and Sciences (NATAS) has presented the The National Academy of Television Arts and Sciences (NATAS) has presented the Emmy® Awards for Outstanding Achievement in Engineering /Technical Development since 1948. For the fifth year in a row, the Awards will be presented at the International CES.

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.

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).