

# What to Take Advantage Of

## Exhibitor PR Contact Information

The 2014 International CES® is about more than just your exhibit space. 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 directory listing. To update your company's PR contact information, log in to the [Exhibitor Dashboard](#). 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. *If you don't know your login information, please contact Map Your Show (MYS) at 1-888-527-8823 and they will be happy to provide it to you.*

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

Questions? Contact Krista Silano at [ksilano@CE.org](mailto:ksilano@CE.org).

## Pre-Registered Media List

The pre-registered media list contains contact information for all of the media that have registered for the 2014 CES. For your convenience, the list will be available starting **December 2, 2013** and will be updated weekly as the number of registered media grows. You can access it through your [Exhibitor Dashboard](#) portal and filter the list by product category. Take full advantage of this feature and pull targeted media lists for your press events. Press choose whether or not to list their phone, fax and email contacts. Titles, company names and addresses are automatically incorporated. **NOTE:** If no phone number or email address is provided, CES cannot divulge that information due to our privacy policy.

To download the pre-registered media list, login to your [Exhibitor Dashboard](#). Once you're logged in, hover over the Reports/Stats tab on the green menu bar and click on the "2014 Pre-registered Media/Analyst List." Once the page opens, click "select all" from the drop down menu labeled "dates." This will populate the entire CES pre-registered media list, and from there, you can filter the list by registration type and/or product category.

Please contact Map Your Show or send an email to [prcontacts@CE.org](mailto:prcontacts@CE.org) for assistance. **Remember this link will not be available until December 2, 2013.**

## 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 press breakfast or reception. A room re-set fee may apply for the latter.

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

1) Complimentary CES press conference rooms available at:

The Venetian

LVCC

Mandalay Bay

2) Exhibitor's booth, ballroom or meeting room

***When can press conferences and events be held?***

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 6, 2014 – Press Day Power Sessions**

CES will once again offer complimentary, one hour Press Day room reservations for companies looking to break their news quickly and directly to CES media. Mandalay Bay, Level 3, South Seas Ballroom J (seating for 168) will be reserved for 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. The press conference room will have a standard room set and exhibitors may not make ANY alterations to the existing set.

**Tuesday, January 7, 2014 – 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 7. Events held on the show floor before or after show hours require advanced security forms and hired security guards. Please contact Krista Silano at 703-907-4331 or [ksilano@CE.org](mailto:ksilano@CE.org) for more information.

**Wednesday, January 8, 2014 – 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 Krista Silano at 703-907-4331 or [ksilano@CE.org](mailto:ksilano@CE.org) for more information.

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

Fill out the Press Conference Reservation Request Form, found on page 27 of this Exhibitor PR Kit and send to Krista Silano at [ksilano@CE.org](mailto:ksilano@CE.org) or 703-907-8112 (fax) by **December 20, 2013**. 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 meeting room 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?***

Exhibitors can choose between two different press conference room packages (based on availability) at both The Venetian and LVCC during the 2014 CES:

**Basic Package**

- Theater-style seating for 50-200 people (dependent on room availability)
- Three (3) draped tables
- Two (2) easels for signage
- One (1) stage riser
- One (1) podium
- One (1) podium mic
- 1,000 watts of electricity
- One (1) CES Exhibitor Press Conference 22" X 28" directional sign
- Event promotion on CESweb.org
- Access to the pre-registered media list 30 days prior to its general exhibitor launch

**A/V Package**

- Theater-style seating for 50-200 people (dependent on room availability)
- Three (3) draped tables
- Two (2) easels for signage
- One (1) stage riser
- One (1) podium
- One (1) podium mic
- 1,000 watts of electricity
- One (1) CES Exhibitor Press Conference 22" X 28" directional sign
- 6' X 8' screen
- One (1) projector
- One (1) skirted safe lock projector stand
- One (1) audio package including: four (4) powered speakers, stand, mixer, processing rack and cabling
- Event promotion on CESweb.org
- Access to the pre-registered media list 30 days prior to its general exhibitor launch

***Is signage for the press event provided?***

CES will provide one generic (22" x 28" or larger) sign outside your room that reads "CES Exhibitor Press Conference" and two easels. For custom signage at any venue, contact Freeman at 702-579-1539 or [sarah.aivaz@freemanco.com](mailto:sarah.aivaz@freemanco.com).

***Why doesn't CES provide a projector and screen in every room?***

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. For the 2014 CES, one room at the LVCC and one room at The Venetian will come equipped with a basic projector and screen. These rooms will be available on a first-come, first-served basis. Freeman AV has several different options and it is easy for the exhibitor to order additional AV services directly. Other AV equipment commonly ordered includes wireless and/or lavalier microphones. Contact Freeman AV at 702-352-1457 or [jason.tine@freemanco.com](mailto:jason.tine@freemanco.com).

To order Internet or electrical at The Venetian, contact Specialized Event Services (SES) at 702-733-5070, [ses@sandsexpo.com](mailto:ses@sandsexpo.com) or order the service online at [www.sandsexpo.com/Exhibitor-Services/](http://www.sandsexpo.com/Exhibitor-Services/). To order Internet at The LVCC, contact Smart City at 702-943-6CES (6237), [servicedesklvcc@smartcity.com](mailto:servicedesklvcc@smartcity.com) or order online at [www.smartcitynetworks.com/Order/center.aspx?center=030](http://www.smartcitynetworks.com/Order/center.aspx?center=030).

***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 2, 2013 and you can access it through your exhibitor portal (refer to page 3 for downloading instructions). 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 [CESweb.org](http://CESweb.org) and is distributed in hard copy from the CES press rooms and lounges. As noted above, we also recommend that you pitch your events to target media.



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# 2014 INTERNATIONAL CES® PRESS CONFERENCE DO'S & DON'TS

## Do...

- ✓ Submit your 2014 CES press conference request form to [PRcontacts@CE.org](mailto:PRcontacts@CE.org) by **December 20, 2013**
- ✓ 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 2, 2013**
- ✓ Promote the event through targeted press releases, calls and pitches
- ✓ Send invitations to your 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 press conference
- ✓ Distribute product spec sheets and digital press kits
- ✓ Upload brochures, press kits, press releases and other material handouts along with your company logo to the official 2014 Mobile App
- ✓ Allow for Q&A time at the end of your press conference
- ✓ Feel free to invite press to your booth for more information

## Don't...

- ✗ **Leak major product announcements or news before your press conference**
- ✗ 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 Keynotes**

## Exhibitor Press Kits

### Paperless Press Kit Preparation

The 2014 CES will feature three press rooms on-site. The press rooms at Mandalay Bay, The Venetian and the LVCC will all house paperless exhibitor press kits. This means that exhibitors are welcome to host their press kits on USBs, CDs or host on their own URL and accompany with a one-page spec sheet (8.5" x 11" max) that lists on-site 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 your company's name, CES show venue and 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
- On-site PR 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 and/or upload to the Official 2014 CES Mobile App.
3. Make sure that both your company name and booth number 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, Venetian exhibitors send to The Venetian). For smaller exhibitors and those without any news announcements, 250 copies are sufficient.
6. Make sure your kits arrive before the press rooms open on Sunday, January 5, 2014 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 gives the URL address. 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 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 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 Servicer.

## Press 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.

Shipped electronic press kits should be marked to arrive between **January 1 and January 5, 2014**. 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:

2014 International CES	2014 International CES	2014 International CES
c/o Freeman	c/o Freeman	c/o Freeman
Exhibitor Name	Exhibitor Name	Exhibitor Name
Deliver To: PRESS ROOM, S229	Deliver To: PRESS ROOM, Zeno 4601	Deliver To: PRESS ROOM, Lagoon J, Level 2
Las Vegas Convention Center	The Venetian	Mandalay Bay
3150 Paradise Rd.	3355 Las Vegas Blvd. South	Las Vegas, NV 89109
Las Vegas, NV 89109	Las Vegas, NV 89109	Phone: 703-907-4331
Phone: 703-907-4331	Phone: 703-907-4331	prcontacts@CE.org
prcontacts@CE.org	prcontacts@CE.org	

## Additional Resources through Business Wire

Business Wire offers exhibitors/sponsors and presenters several value added communications and measurement tools to maximize your public relations efforts at the 2014 CES including the following:

### News Release Distribution

Distribute your news and related [PowerPoint/Multimedia](#) via Business Wire and reach key media, analysts, relevant trade media, investors and much more worldwide. In addition, all news releases automatically receive the [NewsTrak](#) measurement and analytics reports.

### Online Press Kit

Create an easily accessible and shareable online press kit which includes its own dedicated wire advisory, social media sharing links, ability to swap files, vanity URL and more starting at \$295. ***Special – purchase a 6-file kit for \$495 and you can add an additional 14 files/docs at no charge.***

### **Social and Online Media Monitoring**

[EventTrak](#) - Formulate an effective trade show PR strategy and set up the right meetings with EventTrak, a detailed pre- and post-show intelligence report providing you with media coverage and contact info. ***Free with the Business Wire Online Press Kit*** or \$150 alone.

[NUVI](#) – Real-time social media monitoring:

The NUVI Social Media Snapshot (\$70) - Allows you to see the most important information about relevant social conversations related to your press releases at a glance. You'll also see how influential the individuals talking about your issues and topics are.

The NUVI Social Media Landscape (\$150) - Provides even more detailed social information, showing not only volume and influence, but sentiment analysis, location and an analysis of the types of conversations around your brand.

### **FREE 100-word Exhibitor Profile**

Business Wire is offering exhibitors distribution of a free 100-word profile. (Email [tradeshow@businesswire.com](mailto:tradeshow@businesswire.com) to request the form). The deadline to submit your profile is Wednesday, December 18, 2013.

Profiles are compiled and issued to Business Wire's Trade Show U.S. [National circuit](#), the web, trades and the official [2014 CES Exhibitor News page](#). Profiles will be issued on Friday, January 3, 2014.

## Eureka Park Package

New for 2014, Business Wire is offering the online press kit, social media monitoring and more, exclusively to 2014 CES Eureka Park exhibitors. In addition to all the resources listed above Business Wire is providing **EventTrak FREE to Eureka Park exhibitors**.

## The Official 2014 CES Mobile App!

More than 70,000 people used the app for the 2013 show and many of those users downloaded exhibitor materials all year long. News and multimedia posted to the official [2014 CES Exhibitor News page](#) (hosted by Business Wire) will also post to the CES Mobile App for free! Don't miss out on this important opportunity!

For more information contact Business Wire at [tradeshow@businesswire.com](mailto:tradeshow@businesswire.com) or call +1.310.820.9473 or **You can also [order your services now](#)**.

## Launch.it: The official Eureka Park News Publishing Platform

[Launch.it](#) has again partnered with CES to ensure that all Eureka Park exhibitors have access to the most socially optimized, publishing platform to provide company news and announcements with maximum visibility during the show.

This opportunity allows the Eureka Park community to publish their press releases, announcements, brochures, fact sheets and additional news with guaranteed placement in [The Eureka Park News](#) that will be sent out to all attendees, media, investors and related professionals.

Powered by Launch.it's robust engagement tools, you gain **unlimited** access to:

- Social media news release for maximum sociability and engagement
- In-depth analytics (page views, time on page, downloads etc.)
- Wiki-like environment to make updates to your story on the fly
- Media can opt-in to follow your company to get real-time news updates
- An action box to engage readers for investment, media contact, etc.
- Facebook comments for insight and virility
- Rich multi-media, tags and geo-location for enhanced engagement and discoverability
- "Buy it" and "Trial it" buttons to drive users directly to "your" point of purchase
- Customized tweets for precise messaging and branding

Eureka Park exhibitors can purchase access to [Eureka Park News](#) for **only \$100!** This is a one-time purchase that allow you to publish as much news and rich media as you want.

If you have any questions, you can contact Trace Cohen, President of Launch.it, at [Trace@launch.it](mailto:Trace@launch.it) or 516-225-7417.

## CES Unveiled

The [CES Unveiled](#) event series offers exhibitors multiple opportunities to meet the press, build buzz and stand out in the months leading up to the show. Whether your company is an innovative startup or an established international brand, CES Unveiled is the ideal opportunity to network with top media from around the world and create the perfect chance to jumpstart your coverage and promote your products. CEA will host five CES Unveiled events in the months leading up to the 2014 CES, including three international events and two domestic events:

### [CES Unveiled LONDON](#)

Tuesday, October 1, 2013  
OXO2, South Bank  
London, United Kingdom

### [CES Unveiled PARIS](#)

Thursday, October 3, 2013  
8 Valois  
Paris, France

### [CES Unveiled TEL AVIV](#)

Monday, October 7, 2013  
Hilton, Tel Aviv  
Tel Aviv, Israel

### [CES Unveiled NEW YORK](#)

Monday, November 12, 2013  
Metropolitan Pavilion  
New York, New York

### [CES Unveiled LAS VEGAS: The Official Media Event of the International CES](#)

Sunday, January 5, 2014  
Mandalay Bay, Level 3, South Seas Ballroom C  
Las Vegas, Nevada

## Benefits of Participating

By securing your space at one or all of our international CES Unveiled events you will have the opportunity to network with key international media and analysts, venture capitalists, angel investors, buyers and other industry affiliates through:

- Exclusive demonstrations and networking opportunities
- Extensive pre-event promotion of all event exhibitors and sponsors to CES' international media list

### As part of your display, you'll also receive:

- One draped exhibit table
- Two exhibitor passes (six for CES Unveiled LAS VEGAS) and one PR consultant badge to the event
- Sign with exhibitor name and logo
- Access to high-speed internet and electricity

## Additional Opportunities

Along with your tabletop exhibit, participants also have the opportunity to sponsor:

**Beverage Napkins:** The sponsor company's logo and website is placed on all napkins. The sponsor will have the opportunity to review the artwork prior to CES producing the napkin.

**Event Details Update Electronic Direct Mail (EDM):** Sponsor's 50-word description, logo and website will be included in this EDM which is sent out before the event. The mailing is sent to the entire CES media list.

**Gifts:** Sponsor has the opportunity to provide attendee's with a gift (500 for New York, 800 for Las Vegas or 150 for international events). Gifts will be distributed to attendees as they enter the event.

**Bar Sponsorship:** Sponsorship includes signage and logo on all online and printed event materials.

**Gift Bags** (International only): Sponsor will have the opportunity to provide attendee gift bags branded with their logo and website.

**Program Guide Ad in *It Is Innovation(i3)*** (Domestic only): Exhibitors have the opportunity to increase brand awareness with a four-color, full-page ad in *i3*.

## Contact Information

For additional information, sponsorship opportunities, pricing and to participate, contact **CES Sales** at 703-907-7432 or [CESUnveiled@CE.org](mailto:CESUnveiled@CE.org) for domestic events; contact **Tira Baror** at +1-703-907-4324 or [tbaror@CE.org](mailto:tbaror@CE.org) for international events.



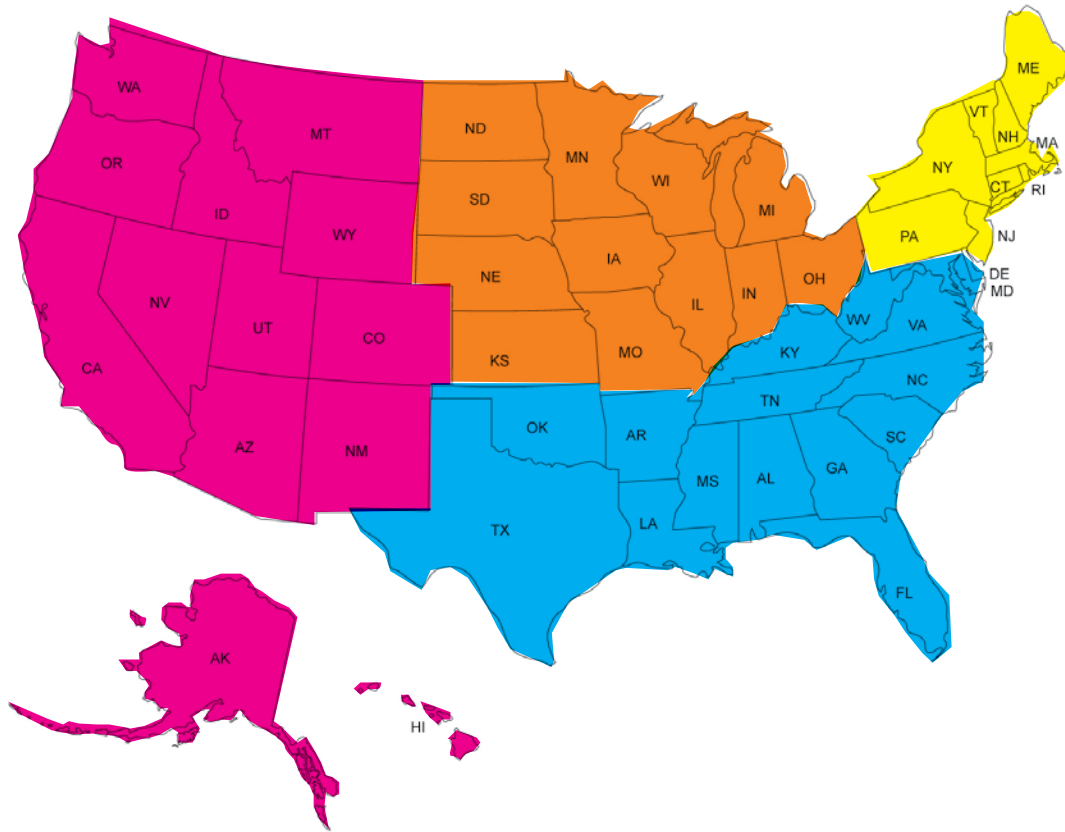
## Regional Media Outreach Campaign

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 the 2014 CES. You can submit a short quote (75 words or less) about your company's participation at CES to Krista Silano at [ksilano@CE.org](mailto:ksilano@CE.org). Each release will contain approximately four quotes and inclusion is first-come, first-served. The deadline for inclusion is **November 19, 2013**.

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 2014 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

## 30 Second Press Pitch Video Program

Tell the media why they should visit your booth! Submit a 30 second press pitch video about new products you'll be unveiling at the 2014 CES and we will feature your video in the press section of CESweb.org. [The 30 second press pitch videos for the 2013 CES](#) recieved up to 27,000 views. Keep your video brief and newsworthy, with info on exhibit location and new product announcements. Send your YouTube embed code to [PRcontacts@CE.org](mailto:PRcontacts@CE.org) by **November 30, 2013** to be featured.

## 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 2014 International CES. For more information on how to be involved and have direct contact with media in your area, **contact Krista Silano at [ksilano@CE.org](mailto:ksilano@CE.org)**.

## Celebrity Appearance/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. Fill out the Celebrity Appearance/Special Event Promotion Request Form, found on page 28 of this Exhibitor PR Kit, and return to **[PRcontacts@CE.org](mailto:PRcontacts@CE.org)** or fax to 703-907-8112 by **Tuesday, December 31, 2013**.

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.

## Help Us Help You

### Social Media and Guest Blogging

At the 2014 CES, you'll encounter an integrated social media experience! 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 the 2014 CES.

### CES Social Media Platforms



[CES Twitter- @IntlCES #CES2014 for all CES tweets](#)



[CES Google +- + International CES](#)



[CES Instagram- @IntlCES](#)



[CES Facebook- facebook.com/InternationalCES](#)



[CES LinkedIn- linkedin.com/groups/International-CES-2183410](#)



[CES YouTube- youtube.com/user/cesonthetube](#)



[Digital Dialogue Blog- CE.org/blog](#)

### 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.

### 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**

Sean Parker, Director, Digital Media Marketing  
703-907-4368  
sparker@CE.org

Tina Anthony, Sr. Manager, Social Media  
703-907-4321  
tanthony@CE.org

Lindsay Bianco, Manager, Digital Media and Blog Coordination  
703-907-7797  
lbianco@CE.org

**Hot Product Submissions**

Every year, CEA spokespeople talk to thousands of reporters about the hot products and new trends emerging at the International CES. 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 CES begins, 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 to mid-sized company, email pictures and details about your hot new product to [hotproducts@CE.org](mailto:hotproducts@CE.org) by **Friday, December 20, 2013** (All embargos will be honored).

**Digital Answer Man Tour**

Every year, CEA's Digital Answer Man, Jim Barry, travels the country visiting 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 55 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 any time at no charge. View clips and learn more at [CE.org/DigitalAnswerMan](http://CE.org/DigitalAnswerMan). To have your new product showcased in the media tour, contact Danielle Cassagnol at 703-907-5253 or [dcassagnol@CE.org](mailto:dcassagnol@CE.org).

**2014 International CES Awards**

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.

**CES Innovations Design and Engineering Awards**

The CES Innovations Design and Engineering Awards is a competition presented annually, honoring consumer technology manufacturers' and developers' outstanding design and engineering in consumer electronics products. It is sponsored by the Consumer Electronics Association (CEA)®, owner and producer of the International CES®, the world's leading innovation event.

A preeminent panel of independent industrial designers, engineers and members of the trade press judge 29 [entry categories](#) representing current market trends. Honored products are featured in the CES Innovations Design and Engineering Awards Showcase at The Venetian during the 2014 CES, where they receive significant exposure and publicity from an expected 150,000 attendees and more than 5,000 media and industry analysts. Best of Innovations Honorees are also on display at CES during [CES Unveiled LAS VEGAS: The Official Press Event of the International CES](#), on Sunday, January 5, and during the show in the Grand Lobby of the Las Vegas Convention and World Trade Center (LVCC).

**Important Dates**

Online Entry Process Opens.....	August 12, 2013
Early-Bird Deadline .....	August 28, 2013
Online Entry Process Ends .....	September 13, 2013*
Innovations Judging .....	September 23-October 4, 2013
Entrants Notified .....	October 14, 2013
Innovations Honorees Announced.....	November 12, 2013**

\*September 13 is the final entry deadline. Access to the site will be disabled at 11:59 p.m. (EST) Friday, September 13, 2013.

\*\*Innovations Honorees will be announced at [CES Unveiled NEW YORK](#). If a company does not wish to have their product announced, companies should indicate so on the online entry form or by email before October 25, 2013. The Innovations Awards Team will do its best to delay the product announcement until the opening of International CES. However, we can make no guarantees.

Visit [CESweb.org/Innovations](http://CESweb.org/Innovations) for details. Contact [Innovations@CE.org](mailto:Innovations@CE.org) with any questions.

**Engadget Best of CES Awards**

New for 2014! Engadget, the tech news outlet with obsessive coverage of cutting-edge gadgets and consumer electronics, will coordinate, judge and produce the official “Best of CES” award program at the International CES. The Engadget Best of CES Awards are only open to new products that debut at the 2014 CES. The outlet’s senior editors will combine their respective talents and expertise to cast votes for nominees based on level of innovation, quality of design, overall efficiency and market demand. Nominees will be announced on the Engadget stage on day two of the 2014 CES, Wednesday, January 8 and winners will be revealed onstage the following day. In addition to numerous promotional opportunities across Engadget’s networks, winners will receive a custom-designed, 3D-printed trophy on the Engadget stage during the final ceremonies that will be broadcast live on Engadget.com, HuffPost Live and AOL.com.

**The International Academy of Web Television Awards**

The IAWTV Awards is the official web television industry awards celebration established for digital content creators, by digital content creators and voted on by the organization’s membership comprised of accomplished digital entertainment industry professionals. At the gala event, producers, directors, talent, studios and networks will present awards honoring the best in web video and talent, both in front of the cameras and behind-the-scenes. Visit [iawtvawards.org](http://iawtvawards.org) to find out more about the 2014 IAWTV Awards.

**The Technology & Engineering Emmy Awards**

Launched in 1948, The Technology and Engineering Emmy Awards honor development and innovation in broadcast technology and recognize companies, organizations and individuals for breakthroughs in technology that 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. For ticket information, contact [tickets@emmyonline.tv](mailto:tickets@emmyonline.tv) or 212-484-9414. For sponsorship information, contact [sponsor@emmyonline.tv](mailto:sponsor@emmyonline.tv) or 212-484-9414.

**More information regarding CES awards programs will be available in the early fall. For the most up-to-date information, including deadlines and new programs, visit [CESweb.org/Awards](http://CESweb.org/Awards).**