

2013 International CES®

Sponsorship Opportunities for Entertainment Matters

Entertainment Matters (EM) provides entertainment executives the chance to experience the products and technologies that deliver entertainment to the consumer. Entertainment Matters premiered at the 2011 International CES, and expanded in 2012, attracting more than 32,000 entertainment industry professionals and influencers from the Back Lot to the Board Room. Sponsorship of the Entertainment Matters program at CES will show the world your support for the dynamic Hollywood industry.

We have several packages available to get your brand in front of this exclusive group of influencers.

TITLE SPONSOR.....\$100,000 (2 available)

Entertainment Matters Title Sponsors will receive branding alongside all EM promotions, in and around the program and targeted marketing efforts leading up to and during CES. This is the highest level of visibility and is limited to two (2) companies. Your branding will appear on the EM website, direct mail pieces, print advertisements, dedicated email blasts, the EM mobile app, on-site signage, press releases, and much more. This is an unprecedented opportunity to brand your company to the most elite and influential content and entertainment leaders.

ASSOCIATE SPONSOR.....\$20,000 (5 available)

Entertainment Matters Associate Sponsors will receive branding alongside relevant EM promotions, in and around the program and targeted marketing efforts. Be one of five Associate Sponsors to receive visibility on dedicated EM email blasts, the EM website, EM press release(s), EM Digital Content SmartBrief, official show publications, the EM mobile app and much more. This opportunity allows you to target a very select group of influencers from the market that matters to you most.

ENTERTAINMENT MATTERS CONFERENCE TRACK SPONSOR.....\$15,000

CES and more than a dozen distinguished partners craft a variety of tracks that cover every aspect of the highly competitive, multibillion-dollar CE industry, and put you on the inside track to everything new. As a conference track sponsor, you will have the opportunity to produce an EM conference track, and receive all relevant conference promotions. CES will collaborate with you to offer guidance on content and program structure for you to provide an educational experience for attendees. Please note that conferences opportunities are limited and subject to space and date availability.

RED CARPET LOUNGE SPONSOR.....\$10,000 (exclusive)

Sponsorship of the Red Carpet Lounge will get your brand in front of top-level executives from the content and entertainment community at the 2013 CES. The lounge is an exclusive benefit for the invitation-only Red Carpet Members. The Red Carpet Lounge is located on the show floor within the North Hall of the Las Vegas Convention and World Trade Center.

RED CARPET TOUR SPONSOR.....\$5,000 (exclusive)

The Red Carpet Program is an exclusive, invitation-only VIP program open to a select list of executives, directors, producers and talent. The tours are designed to showcase how the products and services of CES exhibitors can be used to enhance and expand Hollywood's creativity and distribution. Industry experts lead each tour, providing context about the value and impact of exhibits. As a tour sponsor, you will be recognized by TV network, studio, production and distribution decision-makers as they get a personalized introduction to important CES developments.

ENTERTAINMENT MATTERS EMAIL SPONSORSHIP.....\$5,000 (3 available)

At the International CES, we communicate regularly with our entertainment industry attendees and prospects through our dedicated EM emails, which reach more than 60,000 industry attendees, pre-registrants, prospects, international attendees and more. Sponsorships includes 50 word description, logo and URL.

YOUNGHOLLYWOOD.COM.....Call for details

Young Hollywood LLC is an international multimedia entertainment company that creates and distributes celebrity and lifestyle programming globally. Young Hollywood connects audiences with their favorite celebrities on an intimate, personal level that has yet to be captured by any other network. The network boasts a guest list of today's hottest, most relevant stars and Young Hollywood has plans to broadcast live at the 2013 CES. With reach to more than 100 million viewers per month, Young Hollywood offers highly impactful, unique integration opportunities for sponsors across multiple media platforms. Sponsorship includes branding in Young Hollywood production lounge, in-video product/service placement opportunities, additional media impressions through Young Hollywood and its distribution network, including display and pre-roll advertising and much more.

**All promotions are deadline permitting*



Contact us today at **EM@CE.org** or **703-907-5245**
to become a part of Entertainment Matters.