



# Publication and Allied Association Barter Program

## Align Yourself with the World's Largest Hands-on Showcase of Emerging Tech Innovation

Gain exposure to more than 170K members of the consumer technology industry from 150+ countries by participating in the CES® Publication and Allied Association Barter Program. Our goal is to create a mutually beneficial relationship with all of our partners. We strive to create positive exposure for both your publication or association and CES.

In the months leading up to CES, our partners are some of our biggest advocates and promoters. In exchange for publication distribution at CES, our partners provide us with a number of promotional opportunities including:

- Print advertisements (full page, four color)
- Dedicated email blasts
- Online banner advertisements
- Event presence

## Depending on the level of participation, partners can select from the following:

**Traditional Publication Bin:** As part of your barter contract with CES, you may choose to have your printed publication distributed throughout CES in traditional publication bins. These bins are located in high-traffic areas and are a highlight for attendees throughout the show.



**NEW**

**Digital Publication QR Code:** If you're looking to promote your digital publication, we will create a unique QR code that attendees can scan to download your publication. The QR codes will be displayed next to the printed publication bins in high-traffic areas at CES. Once attendees scan the QR code they will be taken directly to your digital publication. This option offers a variety of benefits including no printing or shipping costs as well as increased traffic to your website or digital publication.

### Distribution locations include:

- LVCC, Grand Patio
- LVCC, South Hall 3 Lobby
- The Venetian
- LVCC, South Hall Patio
- Westgate
- Sands

The publication bin or digital QR code option is only open to publications that participate in the barter program; they are not available for sale. Publications of any language are welcome.

**Booth Space:** Gem kiosk within CES' Publication and Allied Association Lounge to exhibit their company and publications.

Partners with kiosks will receive an enhanced company listing with their logo in the Exhibitor Directory on CES.tech. Booth must be staffed during CES show hours.



For more information on the Publication and Allied Association Barter Program, please contact Eric Sargeant or Deionna Edmunds at [PubProgram@CTA.tech](mailto:PubProgram@CTA.tech).