

What to Take Advantage Of

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

Where can press conferences and events be held?

There are a variety of location options:

- 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 7, 2013 – 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 184) 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. Press conference room will have a standard room set and exhibitors may not make ANY alterations to existing set.

Tuesday, January 8, 2013 – 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 8. 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 for more information.

Wednesday, January 9, 2013 – 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 for more information.

How do I request a press conference room?

Fill out the Press Conference Reservation Request Form, found in this Exhibitor PR Kit, and send to Krista Silano at ksilano@CE.org or 703-907-8112 (fax). 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 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 2013 CES:

Basic Package

- Theater-style seating for 150-200 people
- Stage/riser
- Three draped tables for press kits, sign-in, catering, etc.
- 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)

A/V Package

- Theater-style seating for 150-200 people
- Stage/riser
- Three draped tables for press kits, sign-in, catering, etc.
- Podium with light and microphone. (Microphone is connected to house speaker system, so no external speakers are needed)
- 6X8 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
- Two easels (one inside and one outside for signage)

Is signage for the press event provided?

CES will provide one generic (22"x28" or larger) sign outside your room that reads "CES Exhibitor Press Conference" and two easels. For custom signage at any venue, contact GES at 702-515-5579.

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 2013 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 dorian.metoyer@freemanco.com or 702-352-1421.

To order internet or electrical at The Venetian, contact Specialized Event Services (SES) at 702-733-5070, ses@sandsepo.com or order the service online at www.sandsexpo.com/Exhibitor-Services. To order Internet at the LVCC, contact Smart City at 702-943-6CES (6327), servicedesklvcc@smartcity.com or by order the service online at www.smartcitynetworks.com/Order/center.aspx?center=30.

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 1, 2012 on www.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.

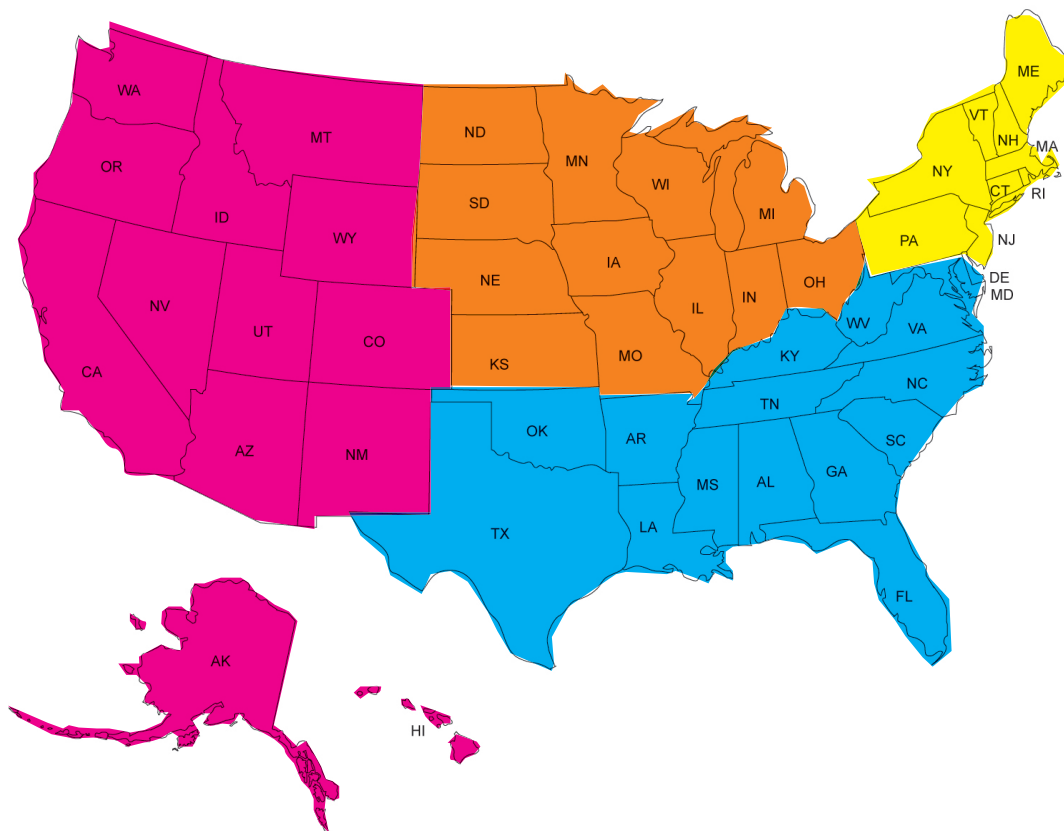
How are the press events publicized?

The list of exhibitor press conferences and events is posted on www.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.

Pre-Registered Media List

The pre-registered media list contains contact information for all of the media that have registered for the 2013 International CES. For your convenience, the list will be accessible via CESweb.org starting December 1, 2012. **New for 2013:** You will access the pre-registered media list through your exhibitor portal and be able to filter the list by product category. Take full advantage of this new feature and pull targeted media lists for your press events! 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 for assistance. **Remember this link will not be available until December 1, 2012.**

The list will be updated weekly as the number of registered media grows. 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 e-mail address is provided, CES cannot divulge that information due to privacy.



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

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 (75 words or less) about your company's participation at CES to Krista Silano at ksilano@CE.org. Each release will contain approximately four quotes and inclusion is first-come, first-served. The deadline for inclusion is **November 20, 2012**.

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 2013 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."

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 2013 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.

CES Unveiled

CES Unveiled STOCKHOLM

October 29, 2012

World Trade Center Stockholm
Stockholm, Sweden

With the launch of CES Unveiled STOCKHOLM, the Consumer Electronics Association brings the excitement of CES to the Nordic region. Executives from CEA's market research team will present holiday sales and hot tech trends forecasts to top journalists from Denmark, Finland, Lithuania, Norway and Sweden along with CES announcements. Exhibitors will showcase ground-breaking technology products during the networking reception to targeted media, analysts and industry affiliates.

Tabletop Exhibitors at CES Unveiled STOCKHOLM receive:

- Opportunity to network with key media and analysts from the Nordic region
- Exclusive demonstrations and networking opportunities
- Extensive pre-event promotion of all event exhibitors and sponsors to CES' Nordic and European media list
- A 6-foot draped exhibit table
- Two exhibitor passes to the event
- 55 cm x 71 cm pole sign with exhibitor name
- High-speed internet access and 1,000 watts of electricity
- Photo and 150-word product description in the CES Unveiled STOCKHOLM programme guide

For more information on Unveiled STOCKHOLM, including tabletop and sponsorship opportunities, package pricing and discounts for Innovations honorees, please contact Tira Gordon at tgordon@CE.org.

CES Unveiled NEW YORK

Featured at the CES New York Press Preview

Monday, November 12, 2012

Metropolitan Pavilion
New York, NY

Jumpstart your CES success early at the annual New York CES Press Preview - a kick-off to the 2013 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 2013 CES.

Tabletop exhibitors at CES Unveiled NEW YORK 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 28" sign on a pole easel
- 500 watts of electrical service
- Free high-speed Internet service
- Use of pre-registered CES Unveiled NEW YORK press list

For more information on CES Unveiled NEW YORK, including tabletop and sponsorship opportunities, package pricing and discounts for Innovations honorees, please contact CESUnveiled@CE.org.

CES Unveiled LONDON

November 15, 2012
Inmarsat Conference Center
London, United Kingdom

The Consumer Electronics Association has taken CES Unveiled internationally with CES Unveiled LONDON. Don't miss this opportunity to get your product in front of key UK media and analysts, just in time to make headlines before the holiday selling season. The Western European CE market exceeded \$221 billion in 2011. Sign up today to jumpstart your CES success and promote your services and products to the dynamic UK and European marketplace.

Tabletop Exhibitors at CES Unveiled LONDON receive:

- Opportunity to network with key UK media and analysts
- Exclusive demonstrations and networking opportunities
- Extensive pre-event promotion of all event exhibitors and sponsors to CES' UK and European media list
- A 6-foot draped exhibit table
- Two exhibitor passes to the event
- 55 cm x 71 cm sign with exhibitor name on a pole easel
- High-speed Internet access and 1,000 watts of electricity

For more information on Unveiled LONDON, including tabletop and sponsorship opportunities, package pricing and discounts for Innovations honorees, please contact Tira Gordon at tgordon@CE.org.

CES Unveiled LAS VEGAS: The Official Press Event of the International CES

Sunday, January 6, 2013
Mandalay Bay, Level 3
South Seas Ballroom
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 1,000 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 2013 International CES.

Tabletop exhibitors at CES Unveiled 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 28" sign with company logo on a pole easel
- 500 watts of electrical service
- Free high-speed Internet service
- Use of pre-registered CES Unveiled press list

For more information on CES Unveiled LAS VEGAS, including tabletop and sponsorship opportunities, package pricing and discounts for Innovations honorees, please contact CESUnveiled@CE.org.

Help Us Help You

Social Media and Guest Blogging

At the 2013 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 2013 CES.

CES Social Media Platforms



blog.ce.org



twitter.com/intlCES, #2013ces for all CES tweets



facebook.com/InternationalCES



linkedin.com/groups/International-CES-2183410



youtube.com/user/cesonthetube



flickr.com/photos/internationalces



flickr.com/groups/internationalces

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. Furthermore, there's a great (and free) way to build excitement for your exhibit before you even get to Vegas. Exhibitors are welcome, and encouraged, to submit a guest blog post(s) for our official blog: Digital Dialogue. There are many ways to express yourself and company 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 2013 International CES.

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

Hot Product Submissions

Every year leading up to the International CES, and of course onsite, CEA spokespeople talk to thousands of reporters about the hot products and new trends emerging at the show. 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 the show opens, 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, e-mail pictures and details about your hot new product to hotproducts@CE.org (All embargos will be honored).

Digital Answer Man Tour

Every year, CEA's Digital Answer Man, Jim Barry, visits 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 50 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 no charge. To have your new product showcased in the media tour, contact Steve Kidera at 703-907-4358 or skidera@CE.org.

30 Second Video Pitch

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 2013 CES, and we will feature your video in the press section of CESweb.org. The 30 Second Press Pitch Video page on CESweb.org received over 4,000 views in just the three weeks leading up to the 2012 CES! Keep your video brief and newsworthy, with info on booth location and new product news. Send your YouTube embed code to PRcontacts@ce.org **by November 15, 2012 to be featured.**

Exhibitor Press Kits

Paperless Press Kit Prep and Distribution

The 2013 International CES is expanding with 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 USB, CD 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 the 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
- Onsite PR contact information

Mobile App Press Kit

The Official CES Mobile App is Back! Based on our great success with the 2012 CES Mobile App, we are again offering all exhibitors the option to upload their press kit, press releases, brochures, and any other material handouts, along with your company logo, onto the 2013 CES app free of charge. More than 80,000 people downloaded the app for the 2012 show and many of those users downloaded exhibitor materials all year long! Don't miss out on getting your information into the app for free. For more information about uploading to the 2013 CES Mobile App, contact Collin Tokosch at ces2013@core-apps.com.

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 Mobile App of the 2013 CES.
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 press room in their booth venue (LVCC exhibitors send to LVCC, Venetian exhibitors send to the Venetian.) For smaller exhibitors and those without any news announcements, 250 will be great.

5. Make sure your kits arrive before the press room opens on Sunday, January 6, 2013 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. Some exhibitors have even started putting relevant contact/product info on index cards for the media to take with them.
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.

Exhibitor 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.

Delivery Address and Timeline

Shipped electronic press kits should be marked to arrive between January 2 and January 6, 2013. 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 Address

2012 International CES
c/o GES Exposition Services
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

2012 International CES
c/o GES Exposition Services
Exhibitor Name
Deliver To: PRESS ROOM, Zeno 4601
The Venetian Resort
3355 Las Vegas Blvd. South
Las Vegas, NV 89109
Phone: 703-907-7603
prcontacts@CE.org

2013 International CES
c/o GES
Exhibitor Name
Deliver To: PRESS ROOM, Lagoon J,
Level 2
Mandalay Bay
Las Vegas, NV 89109
Phone: 703-907-4331
prcontacts@CE.org

Online Press Center

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

Business Wire is pleased to be working with the 2012 International CES and providing exhibitors with options for distributing CES related news releases and multimedia, setting up Online Press Kits and analyzing the media that cover the show.

Business Wire's 2012 International CES Online Press Center makes exhibitor news available to not only attendees 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 measurement report.

The Online Press Kit by Business Wire enables exhibitors to create an effective and customizable electronic press kit accessible directly from the 2012 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 trade show 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 and exhibitors distribution of a free 100-word profile.

Associated Costs and Deadlines:

News Release Distribution: \$345+
No deadline

Exhibitor Profile: Free
Deadline for submission is 12/19/12

Online Press Kit: \$295+
Deadline: January 9, 2013
Show Special: Reserve an OPK by 12/3/12
and receive up to 14 files at no charge

CEA Member Discount: 10% on all Business Wire U.S. Distribution for 12 Months
Deadline for setup is 12/31/12

Email tradeshows@businesswire.com for more information on news releases, Online Press Kits, EventTrak and to receive the free 100-word profile template.

Celebrity Appearances / Special Events

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.

Awards Programs

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.

Innovations Awards

The Innovations Design and Engineering Awards is a competition presented annually 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 and most important consumer technology tradeshow.

A preeminent panel of independent industrial designers, independent engineers and members of the trade press judge more than 25 entry categories which represent current market trends. Honored products are showcased at the International CES in Las Vegas, Nevada, where they receive significant exposure and publicity from more than 150,000 attendees and more than 5,000 media and industry analysts.

Important Dates

Online Entry Process OpensAugust 13, 2012
Early-bird Discount Deadline.....August 29, 2012
Final Entry Deadline.....September 14, 2012
Innovations Judging.....September 24-October 5, 2012
Entrants NotifiedOctober 15, 2012
Innovations Honorees AnnouncedNovember 12, 2012
Innovations Design and Engineering Showcase.....January 8-11, 2013
at the 2013 International CES

Please visit www.CESweb.org/innovations for details.

CNET Best of CES Awards

CNET, the official digital news and video partner for CES, will once again present the official Best of CES awards program at the 2013 CES. The CNET Best of CES awards name the most buzz-worthy, category-defining, innovative, and promising products at the show. The competition is judged by CNET's esteemed editorial team, published online to their widespread audience, and includes the coveted Best of Show and People's Voice awards. No submission is necessary - but make sure CNET editors know what you'll be debuting at CES. Pitch your products now!