



January 9-12, 2018
Las Vegas, NV
CES.tech/Cspace



Consumer
Technology
Association™

CES embodies the energy, excitement, wonder and innovative spirit of the tech industry. We are a global gathering place featuring more than 3,900 exhibitors unveiling the latest technology that is embedded in every aspect of our lives. Every major technology company on the planet participates in CES in some way – we welcome you to join us.



SPACE

C Space grants access to a world of innovation across CES to share content, creativity and technology with other like-minded professionals, expanding your brand narrative and creative ideas.

From Hollywood elite and content developers to marketing execs and creative geniuses, gain access to the world's best networking, discoveries and inspiration. C Space curates activations, programming and events most relevant to your industry and your bottom line.

CSPACE – THE PROGRAM FOR CONTENT, CREATORS AND BRANDS.

C Space, headquartered at **ARIA**, is where serendipitous meetings occur, applications for new technologies are discovered, and the verticals of the global media business converge.

FEATURES OF ARIA:

- Experiential Exhibits
- Meeting space
- Hospitality suites
- Conference sessions
- Lounges

The ARIA, Vdara and Monte Carlo properties create **CES Tech South**. All properties offer meeting space and luxury hospitality suites.





SPACE AT CES2017

A Look Back





Adstream

ADWEEK

amazon advertising

amazon alexa

Aol.

THE PARTICIPANTS



Bing

@boostinsider

bright
box

BUSINESS
INSIDER

Chief Digital Officer
GLOBAL FORUM



COMCAST
PLATFORM SERVICES

comtel

criteo

DATALAB USA

DELTA

Digital Hollywood
Entertainment + Commerce

Discovery
COMMUNICATIONS



facebook

factual

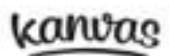
Google

HAVAS
GROUP

HEARST

hulu

JEWEL
JEWELRY



LOGOGRAB

MEDIALINK

Microsoft Surface

NBCUniversal

nielsen



PADSQUAD
Equipment Rental



reverge

rocketfuel
MARKETING THAT LEADS

rubicon

RYOT

ShellyPalmer
STRATEGIC ADVISORS



Source
advertising



StoryTech

TFQ
THE FRESH QUARTER

TimeInc

tinder

theTradeDesk

TRUOPTIK

TubeMogul



Twitter

inmarket

UNRULY

VARIETY

verizon/
digital media services

VIANT.

videoamp



VOKE
New. Innovative. Virtual Reality

VOX MEDIA

wattpad

The Weather Company
An IBM Business

YAHOO!

YOU | VISIT

YuMe

IN ATTENDANCE: MAJOR AGENCIES. MAJOR BRANDS.

3M
Amazon
Anheuser-Busch InBev
Apple
AT&T
Bank of America
BBDO
BMW
Carat
Chrysler
Dentsu Aegis Network
Facebook, Inc.*
Ford Motor Co.
General Mills
General Motors
Georgia Pacific
Gfk
GlaxoSmithKline
Google
Group M
Havas
Honda
Hyundai Motor Company
IPG Media Lab
Johnson & Johnson
JPMorgan Chase
L'OREAL
Mastercard
Mattel
McDonalds
MediaCom
MillerCoors
Mindshare
Moet Hennessy
Nestle
Oculus
Ogilvy
OMD
Omnicom Media Group
Panasonic
PepsiCo
Proctor & Gamble
Publicis
Reynolds Consumer
Products
Samsung
Sony
WPP

CES BY THE NUMBERS

170k+ attendees

93% of the 2017 Interbrand 100

55k+ international attendance

7k+ media

3,900+ exhibiting companies

60k+ senior-level executives

87% of F100 Companies

3.5k+ financial professionals

33K+ Advertising, Content,
Entertainment and Marketing
professionals

A photograph showing a group of people from behind, seated in rows, likely at a conference. They are looking towards the right side of the frame. Some individuals have their hands raised, possibly to ask a question or participate in a Q&A session.

PROGRAMMING HIGHLIGHTS

3,898+ Unique Conference Attendees

342 Media

333 Speakers

74 Dedicated Sessions

Storyteller session attendance grew
50% on average from CES 2016

C SPACE KEYNOTE presented by MediaLink

A monumental conversation with leading content and marketing visionaries about the latest industry trends, and what lies ahead for entertainment and media.

- Jim Norton, Chief Business Officer and President of Revenue, **Condé Nast**
- Randy Freer, President and COO, **FOX Networks Group**
- Barry Diller, Chairman and Senior Executive, **IAC and Expedia, Inc.**
- Alison Lewis, CMO, **Johnson & Johnson**
- Michael E. Kassan, Chairman and CEO, **MediaLink**
- Wenda Harris Millard, President and COO, **MediaLink**
- Linda Yaccarino, Chairman of Advertising Sales & Client Partnerships, **NBCUniversal**
- Roel de Vries, Corporate Vice President, Global Head of Marketing, Communications and Brand Strategy, **Nissan Motor Corp.**





Louise Keely,
EVP, Global Retail Practice Leader
Nielsen

Ben Miller
VP Product Development
Sinclair Digital Group

10 PREMIER STORYTELLER SESSIONS

These unique sessions explored the relationship between brands, agencies, media and the influence of technology.

BBC Earth

BBC Worldwide: Charlotte Jones, Executive Producer BBC Earth Productions

Facebook

Facebook: Boz, VP, Advertising and Business Platform

Sony Pictures Motion Picture Group:

Josh Greenstein, President of Worldwide Marketing & Distribution

Google

Google: Margo Georgiadis, President of Americas

Universal Pictures: Josh Goldstine, President of Worldwide Marketing

AT&T: Fiona Carter, Chief Brand Officer

Hulu and Live Nation

Live Nation Entertainment: Kevin Chernett, Executive Vice President – Global Partnerships and Content Distribution

Hulu: Noah Heller, VP of Emerging Technology

Nielsen

Nielsen: Louise Keely, EVP, Global Retail Practice Leader

Twitter

Twitter: Leslie Berland, CMO

iCrossing, a Hearst Company

Bridgestone: Giacomo Bertaina, Vice President, Global Digital Enablement Center

iCrossing: Mike Parker, President, US

Whirlpool Corp.: Niels Aillaud, Head of Digital Center of Excellence

Quaker/Pepsico: Jessica Spaulding, Director of Marketing

Spotify

GroupM: Cary Tilds, Chief Innovation Officer

Spotify: Alex Underwood, VP, Head of Global Agency and Partnerships

Wordsworth and Booth: Tony Mennuto, President

Nestlé S.A.: Peter Blackshaw, Vice President of Digital and Social Media

Turner

Turner: Otto Bell, VP & Group Creative Director, Courageous

Verizon Digital Media Services

Verizon Digital Media Services: Ralf Jacob, President

Newsy: Blake Sabatinelli, General Manager

Sinclair Digital Group: Ben Miller, VP Product Development



MEDIALINK



PARTNER SESSIONS



UNITED TALENT
AGENCY



From the latest in digital trends and ad tech to content monetization and inventive new distribution platforms, C Space was the stage for conversation and capitalization.

200 unique brands provided thought leadership on the changing world of advertising, content, entertainment and marketing.

CES MEDIA COVERAGE

- Garnered **59,969** media mentions across print, online radio and TV in January alone
- More than **69 billion** potential media impressions in January alone
- Exclusive coverage from **Bloomberg, Forbes, New York Times, The Wall Street Journal** and more

C SPACE MEDIA COVERAGE

C Space had **89** unique articles and **2.38 billion** potential impressions

CES deployed 9 press releases related to C Space, generating:

- **280,985** Page views
- **68,929** Social Impressions
- **1,269** Social Engagements
- **31,862** Email unique opens
- **54,086** CES.tech page views

COVERAGE FROM THE INDUSTRY'S LEADERS

The screenshot shows a news article from campaign magazine. The headline reads "CES 2017: A glimpse into the future of marketing". The article discusses how CES is a crucial bellwether for anything new or hot in consumer culture right now. It features a photo of a small underwater drone. Below the main article, there's a sidebar with a "tubefilter" advertisement for "BERT VON'S DVD" and another for "Spectrum". At the bottom, there's a section titled "Insights: With CES Looming, What 2017 Gadget Will Change Entertainment?" featuring a photo of a woman on a vintage television screen.

The screenshot shows a news article from Variety. The headline is "CES Ambassador Aisha Tyler on How Tech Is Changing Entertainment". The article features a photo of Aisha Tyler at the Creative Arts Emmys. Below the article, there's a sidebar with a "tubefilter" advertisement for "Spectrum" and another for "Carnival". At the bottom, there's a section titled "How CES is evolving and why this matters for marketers" featuring a photo of a blue and white robot.

The screenshot shows a news article from Adweek. The headline is "Why CES is a Key Incubator for Marketing Execs". The article discusses what happens to brands in Vegas when they stay in Vegas. Below the article, there's a sidebar with a "tubefilter" advertisement for "Carnival" and another for "SNEAKY BIG". At the bottom, there's a section titled "How CES is evolving and why this matters for marketers" featuring a photo of a blue and white robot.

CES 2017 DIGITAL INFLUENCE

- **4,620,716** views of videos posted by CES during CES
 - **211,901** views of C Space promotional video
- **1.33 million** views of Snapchat's CES Live Story
- **17,233 million** Twitter impressions
- **998,799** mentions of #CES2017 and @CES
- Average of **9,340 tweets/hour** during CES
- **493.7 million** Instagram Impressions
- **66,695 views** of C Space Participants page on CES.tech (Oct. 1-Jan. 22)
- **65K+** downloads of CES App

SOCIAL MEDIA REACH

C Space will reach the masses through CES' powerful following on our social media channels:

217K+ likes on the CES Facebook page

226K+ followers of CES Twitter

31K+ subscribers to CES YouTube Channel

55K+ followers of CES Instagram

360K+ sessions and 615K+ page views of the CTA Blog



SPACE AT CES 2018

A Look Forward



C SPACE PROGRAM AT ARIA

The C Space experience starts a day before CES officially opens:

Opening Reception (By Invitation Only)

Monday, Jan. 8 4-7 PM

C Space Exhibits & Conference Sessions

Monday, Jan. 8 2-5PM

Tuesday, Jan. 9 9 AM-5 PM

Wednesday, Jan. 10 9 AM-5 PM

Thursday, Jan. 11 9AM-2 PM

MARKETING OVERVIEW

CES provides brands direct access to the most creative business leaders, decisions makers, and influencers responsible for disruptive technologies and innovation worldwide. We target the right message to your audience.

The Reach:

- **300K+** professionals comprising our CES 2018 registrants, CES 2017 verified attendees, loyal CES customers, prospects and more
- **33K+** professionals from the advertising, content, entertainment and marketing communities
- **10,000+** senior level executives, including those in these targeted industries
- **7,000+** global media

Why CES Is the Most Important Marketing Event Of the Year

8 Reasons You Need to Be in Vegas This January

CES celebrates its 50th anniversary this year, and with age comes wisdom—in the form of intelligence that can change how brands and advertisers think about their customers.

The truth is, CES is as much an advertising event as it is one dedicated to the latest in consumer technology. New technologies change the way consumers interact with the world around them and with each other. Which is why CES presents an enormous opportunity for brands to add value to their overall customer experience. It's not about finding the next big thing, but about how that thing is going to change the future of brand marketing.

Taking place January 5–8 in Las Vegas, this year's CES will have expanded activities for marketers and advertisers. C Space—its program for content, creators and brands—highlights technology's influence for advertising and entertainment executives. It's the place where news from the exhibit floor gets curated through a marketing filter so you can understand how these new technologies will impact your business and your customers.

How important is CES to marketers? Consider some of these facts and figures. Last year CES attracted over 165,000 attendees, had more than 3,800 exhibiting companies, and some 6,500 media representatives covered the show floor. Through the C Space program, 92 percent of the Interbrand 100 leading brands were represented, with more than 22,000 people from the advertising and marketing communities and more than 23,000 from the entertainment and content

communities. That's quite a showing, and 2017 should be even bigger.

Still wondering if CES is for you? Here are eight reasons why you should be booking your trip to Las Vegas this January:

1. SET THE TONE OF 2017

For the ad industry, CES has become the way to kick off the year and set the tone for how the latest technology will transform the business. For many, it has become more important than Spring's annual TV upfronts and Fall's Advertising Week. Why? It's the place to discover what's next and an opportunity to pinpoint the shifts that are going to impact their media buys and creative executions over the coming 12 months.

2. IDENTIFY THE TECHNOLOGIES THAT WILL TAKE HOLD

Most marketers have an inkling of what technologies will be on display at CES. Expect to see a bevy of new connected devices—wearables, smart home, car tech and media streaming devices. Look for much discussion around virtual reality and AI-driven virtual assistants. Travel the show floor—either on your own or via an official show floor tour—to get a feel for where consumer technology is heading. That wow factor is a big part of what you'll take away from CES.

3. DETERMINE WHAT THE IMPACT OF THOSE TECHNOLOGIES WILL BE FOR BRANDS

It's one thing to see all the new technologies. It's another to dive in deeper and determine



how these developments will impact brands. It's important to remember that while the show is about technology, it is also about consumers. It's a way to see both the devices that will take hold and how they can rapidly change the way consumers behave. That's why major brands—who you probably don't associate with groundbreaking technology—make CES a key part of their marketing planning. Some examples? A major CPG brand has been sending marketers to CES to meet startups, gain new ideas and even make strategic investments. A top snack brand came up with innovative personalized packaging after discussions it had on the Vegas show floor.

4. REMEMBER IT'S A BIG DATA WORLD

Top performing brands know that success today is all about marrying the art of marketing with the science of data. Big Data is really the quiet star of CES. The convergence of household gadgets and networks into the Internet of Things, the use of sensors and wearables that create

MARKETING MIX

C Space reaches our influential network through:

- Online and Mobile Advertising
- Video
- Native Content
- Branded Content
- Ad retargeting
- Social Media
- CES App
- Podcast ads
- Email Promotions
- CES.tech
- Print ads
- ARIA Marquee signage

AMPLIFIED REACH

Our message is amplified through promotions with major media outlets and strategic partners.

AD AGE
ADWEEK
CAMPAIGN
CHIEF MARKETER
DIGIDAY
FACEBOOK
FAST COMPANY
HOLLYWOOD REPORTER
LINKEDIN
MEDIALINK
SAG-AFTRA
SHELLY PALMER INNOVATION
SERIES
VARIETY
VENTUREBEAT

THOUGHT LEADERSHIP

Provide insight, expertise and advice as an influencer and major decision maker. From our premier Storyteller stage and content-rich partner sessions to our C Space Studio, C Space programming expects to cover the technology reshaping the industry, including virtual and augmented reality.



Shaquille O'Neal, Four-Time NBA Champion



Boz, VP, Advertising and Business Platform, Facebook

OPPORTUNITIES TO PARTICIPATE

Activate your brand through custom opportunities with meeting rooms and hospitality suites, exhibit space, VIP events and sponsored experiences, branding and promotional opportunities and thought leadership.

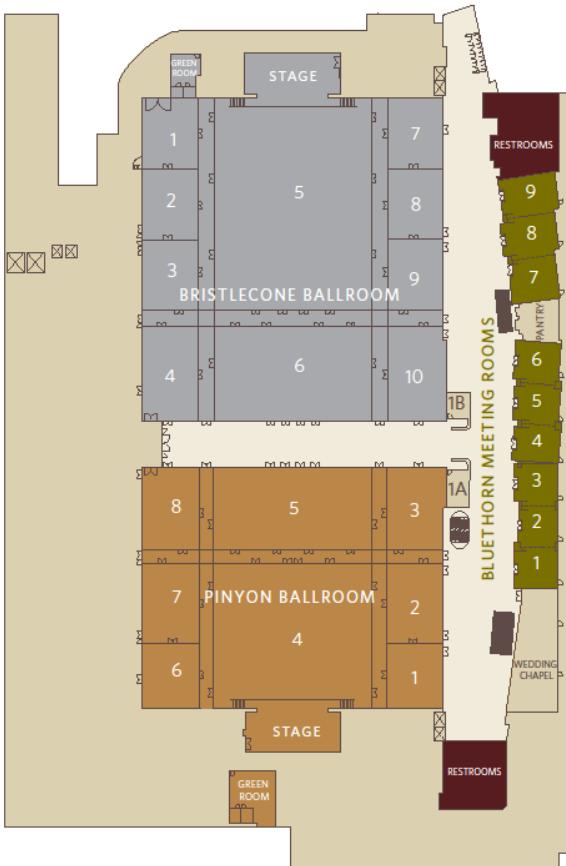
ARIA MEETING ROOM OPTIONS

Meeting space is available at the ARIA, January 7-12, 2018, within the Bluethorn, Bristlecone and Pinyon ballrooms.

- Bluethorn (754 NSF – 990 NSF)
- Bristlecone (1989 NSF – 2,652 NSF)
- Pinyon (1,794 NSF – 2,262 NSF)

For a more intimate setting, private ballroom space available upon request

LEVEL 1



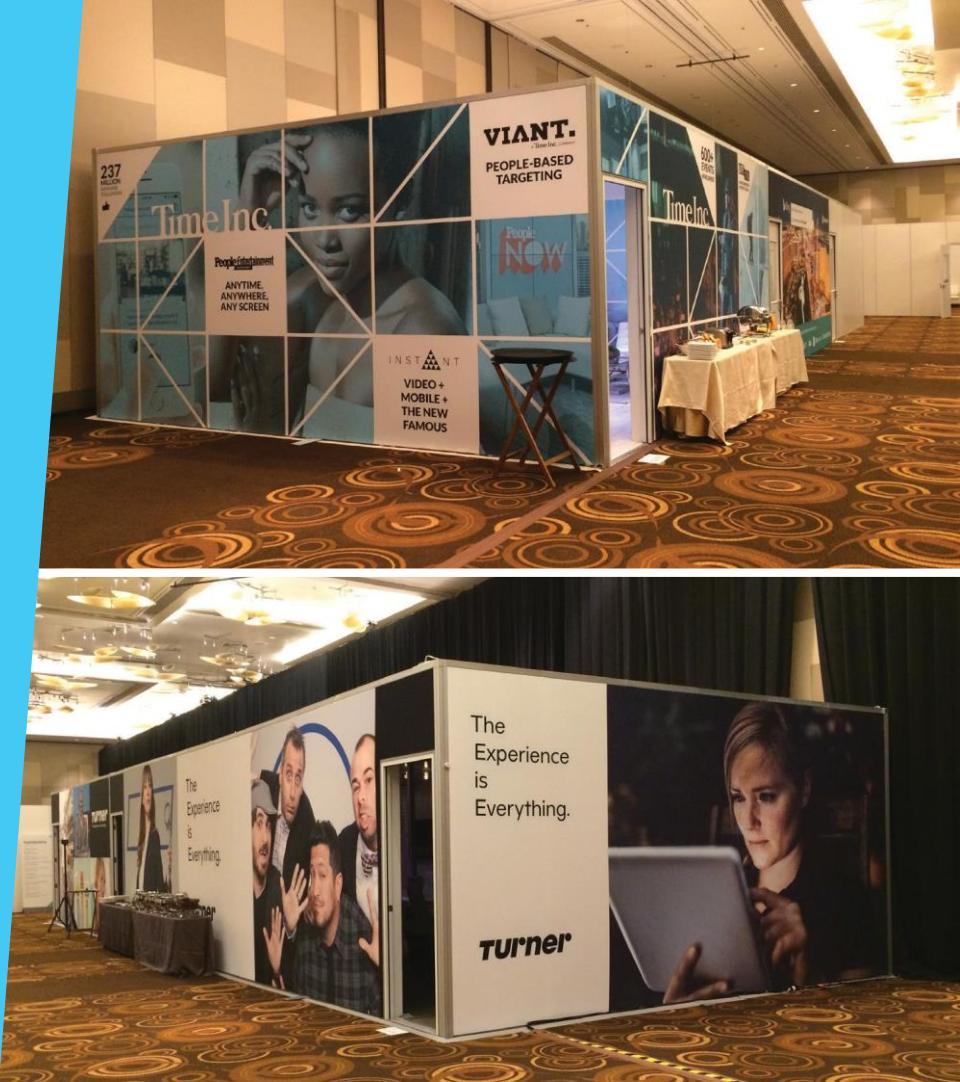
BUNGALOW MEETING ROOMS AT ARIA

Allow us to do the heavy-lifting. Select any of our turnkey meeting room options to customize a design most conducive to your space and needs.

Package 1 with single wall branding

Package 2 with double wall branding

Call for pricing



HOSPITALITY SUITE OPTIONS

A premier selection of luxury suites are available at the ARIA and Vdara properties.

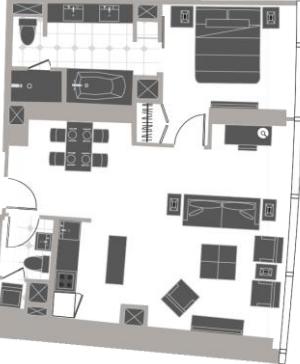
Suite participants receive all standard C Space and CES exhibitor benefits, including promotion through dedicated marketing efforts to the C Space audience.



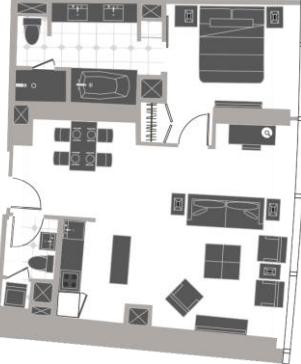
ARIA SUITES

- Minimum five (5) night stay from January 7-12, 2017
- Prices listed are for the duration of the minimum night stay
- Additional nights may be secured, if available, at additional cost
- Suite options include:
 - Corner Suites (920 NSF)
 - Aria Sky Suites (1,050 NSF)
 - 1 Bedroom Penthouse Suites (1,465 NSF)
 - 2 Bedroom Penthouse Suites (2,060 NSF)
 - Executive Hospitality Suite (2,000 NSF)
- Actual suite numbers will be assigned at check-in.

ONE BEDROOM PENTHOUSE



TWO BEDROOM PENTHOUSE



HOSPITALITY SUITE OPTIONS



VDARA SUITES

- Minimum five (5) night stay from January 7-12, 2017
- Prices listed are for the duration of the minimum night stay
- Additional nights may be secured, if available, at additional cost
- Suite options include:
 - 1 Bedroom Penthouse Suites (885 NSF)
 - 2 Bedroom Penthouse Suites (1,316 NSF)
 - Hospitality Suite (1,648 NSF)
- Actual suite numbers will be assigned at check-in.

The C Space Experience

Secure open exhibit space for your nontraditional experience.



SPONSORED ACTIVATIONS

Because brand recognition matters and you know that best.



SPACE SHOWCASE

Welcome to the C Space Showcase

A place designed for audiences to learn what's today and discover what will be tomorrow.

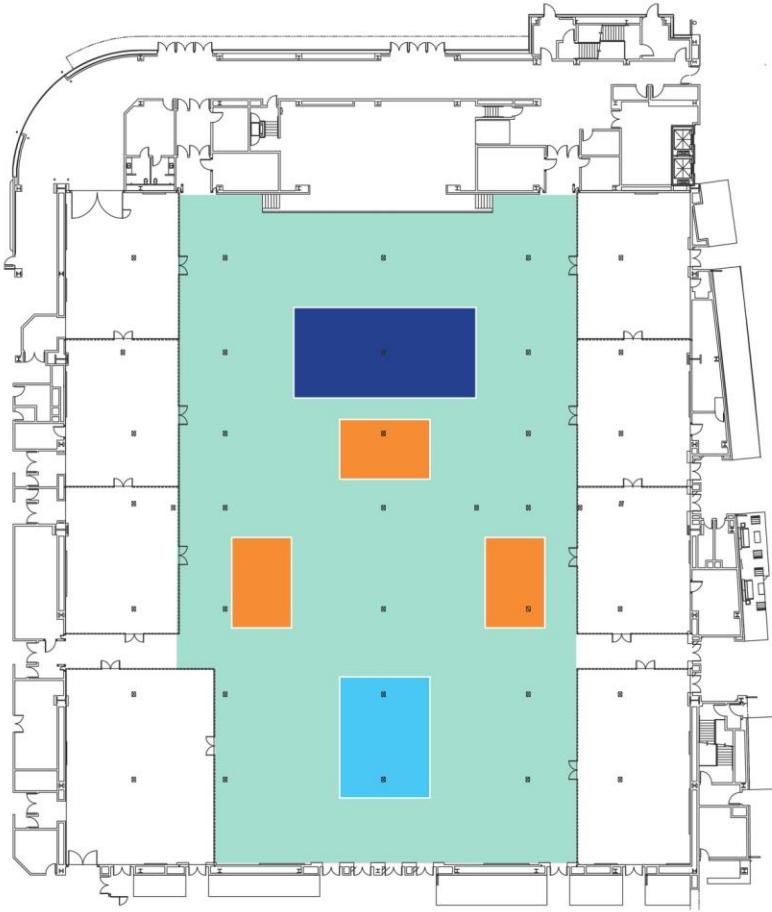
A place built for audiences to rest, recharge and connect whenever for wherever they need it.

A place for them to play in ways that only C Space can offer.

Designed with both the needs of our partners and the wants of our audiences in mind, the C Space Showcase presents new opportunities of engagement.

The C Space Showcase

- C Space Showcase
- Maze of Createology
- Relax | Recharge | Connect
- Game Center



Each Package Includes:

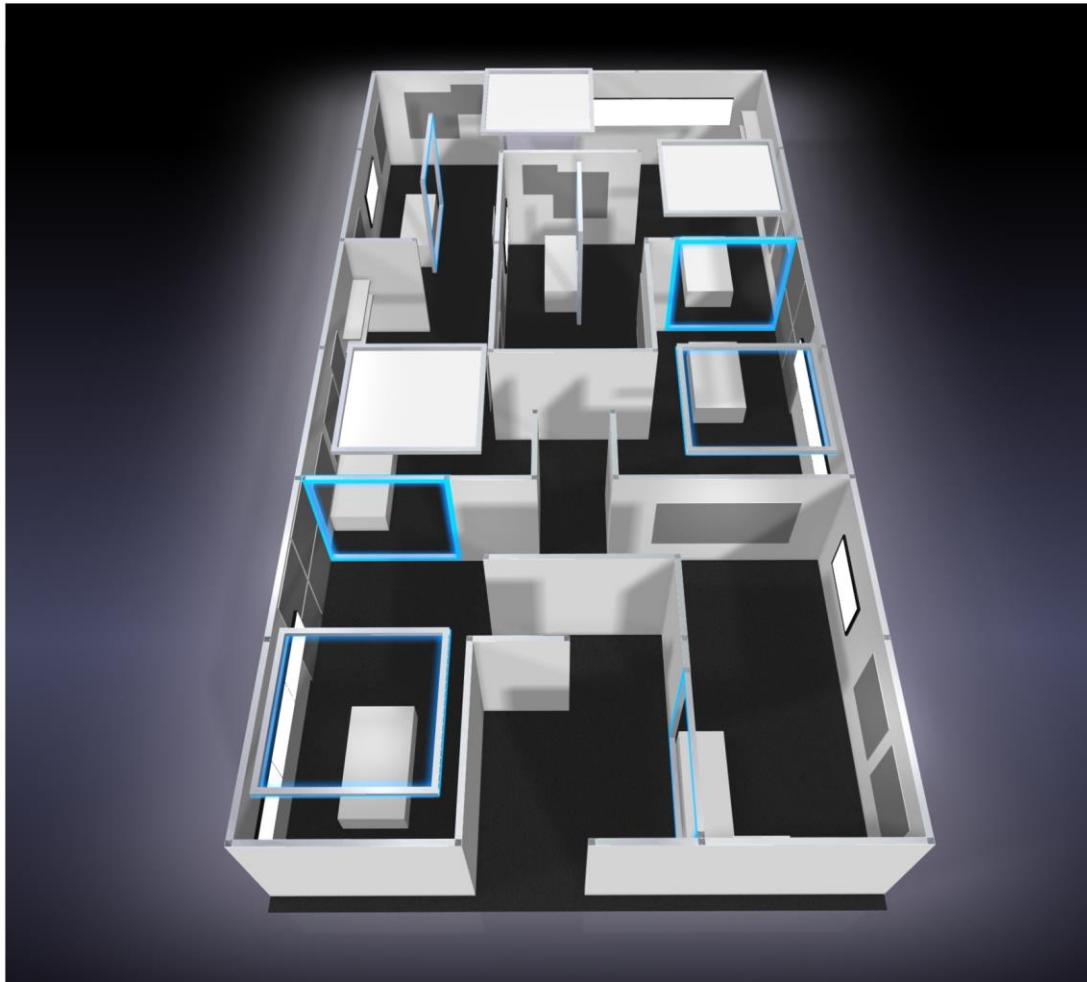
- Exhibit Space
- Flooring (custom Printed Carpet)
- Structures
- Smart Panels
- Graphics
- Fabric Solutions
- AV Equipment & Labor
 - Video Equipment
 - Computer Equipment
 - Lighting Equipment
 - AV Labor
- Accessories
- Furnishings
- Electrical
- Transportation
- Booth Cleaning
- Estimated install & dismantle Labor
- Hanging Sign Labor
- Rigging Equipment and Labor
- Booth Cleaning (TBD)



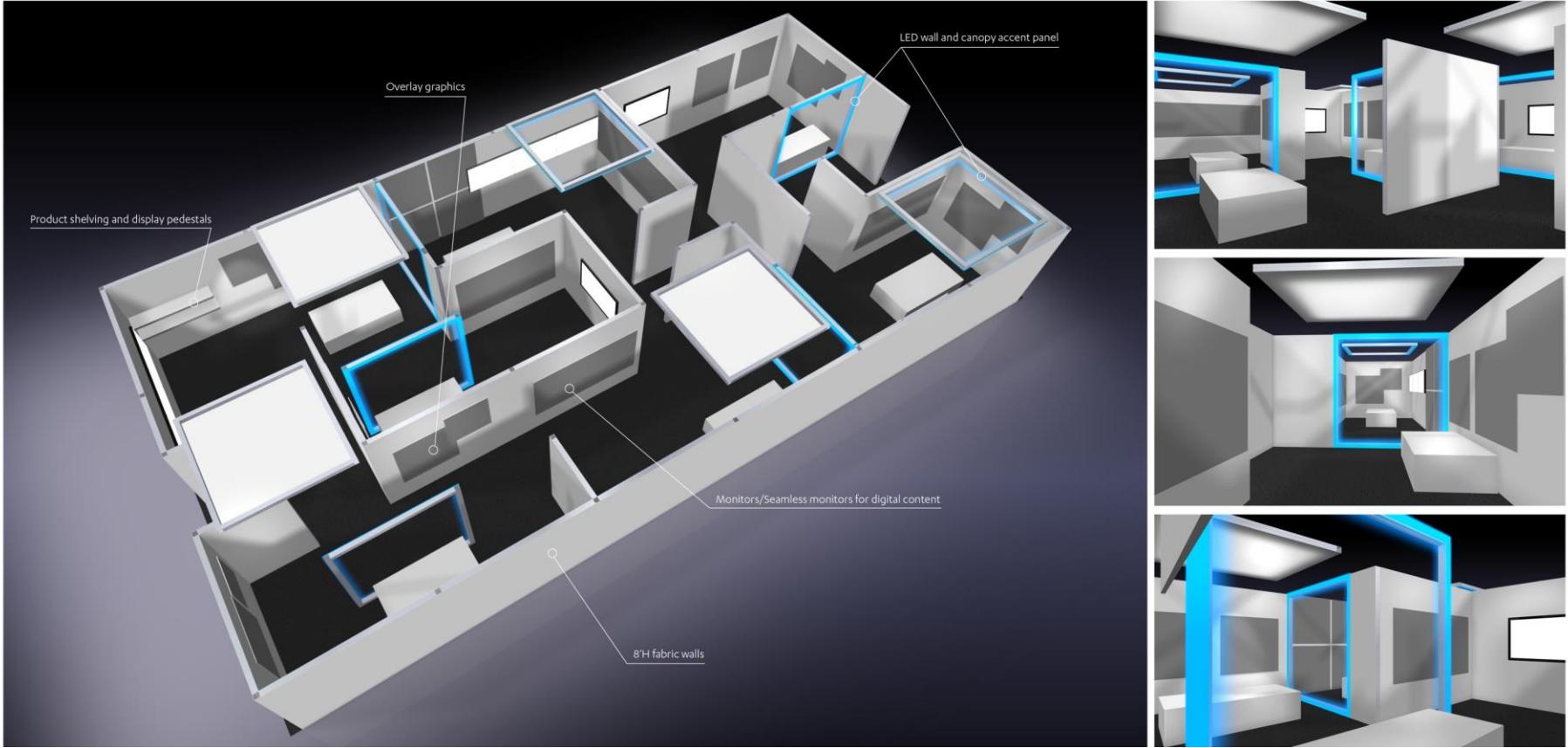


THE MAZE OF **CREATEOLOGY**

Let's create an exploratory environment that gives agencies the flexibility to showcase content in a variety of ways that will encourage discovery among visitors.



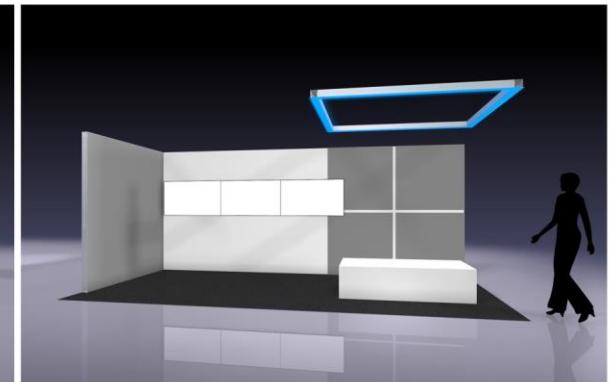
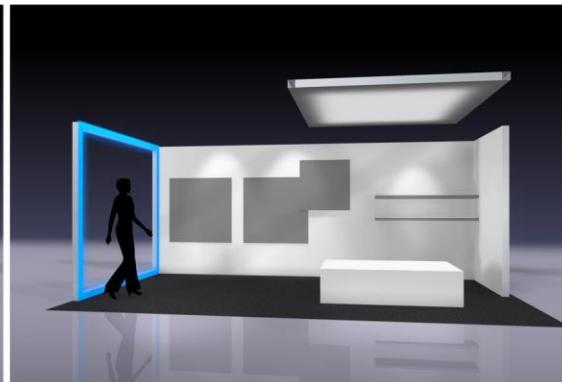
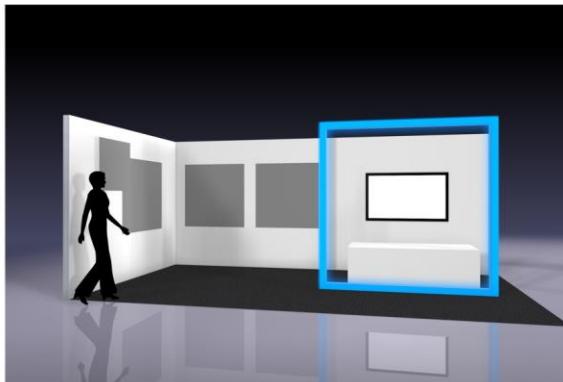
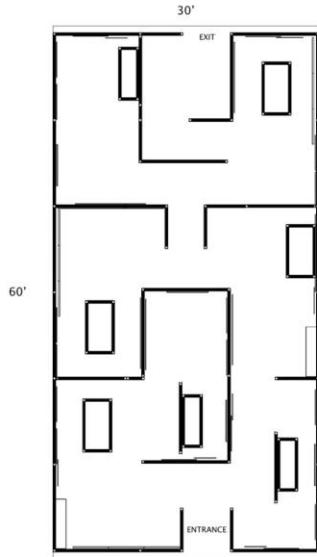
THE MAZE OF CREATEOLOGY



THE MAZE OF CREATEOLOGY

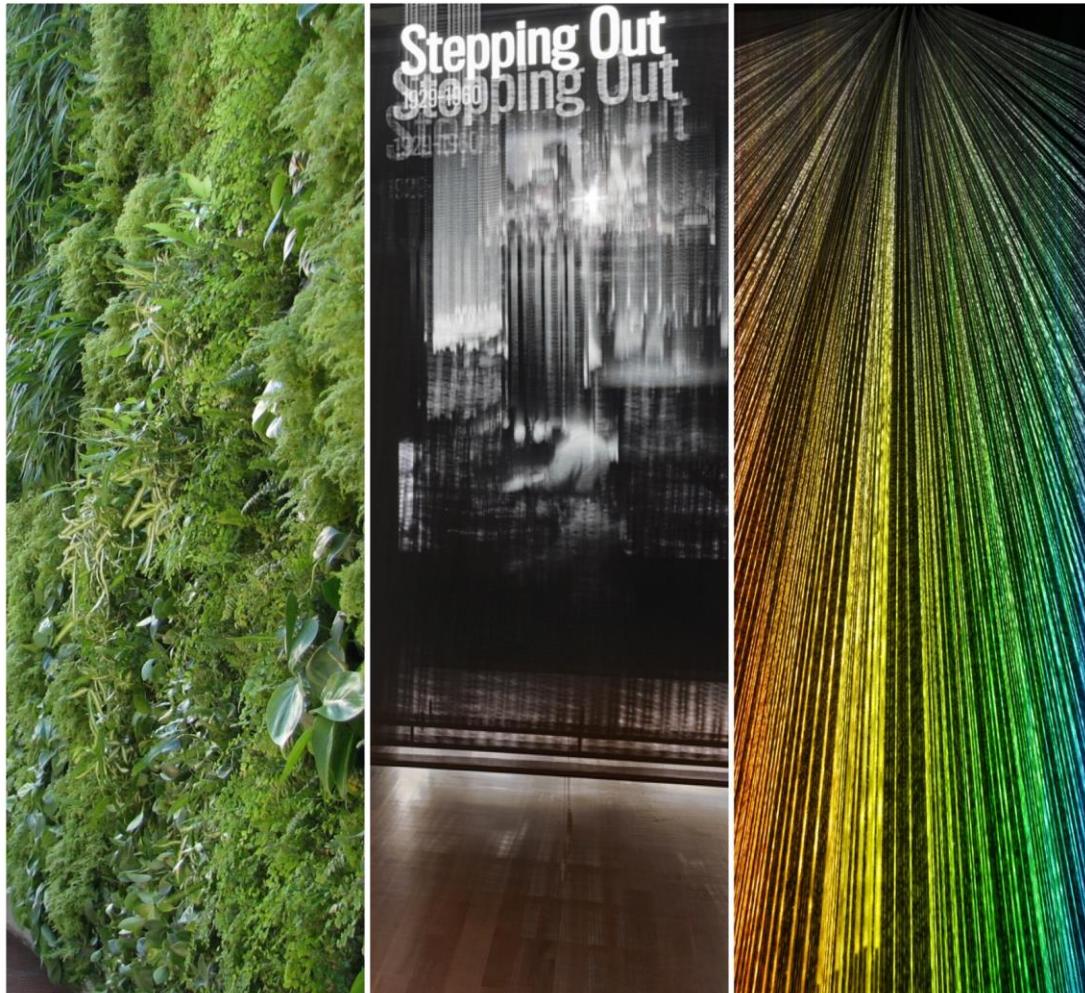
A flexible, curated space, featuring exhibit galleries, installations and entertainment.

- Three modular 10x20 configurations.
- Sponsors can choose from one unit or a combination of multiple units.
- A unified architectural style offers a distinctive, contemporary look and feel.





Let's design a variety of areas within the C Space Showcase that will both encourage and allow our visitors to lounge when they need it, power up when they need it, and meet up when they need it. These areas also offer difference opportunities for partners to showcase their content in unique and interesting ways.



Relax | Recharge | Connect

ZONE 1 - 20' x 30'

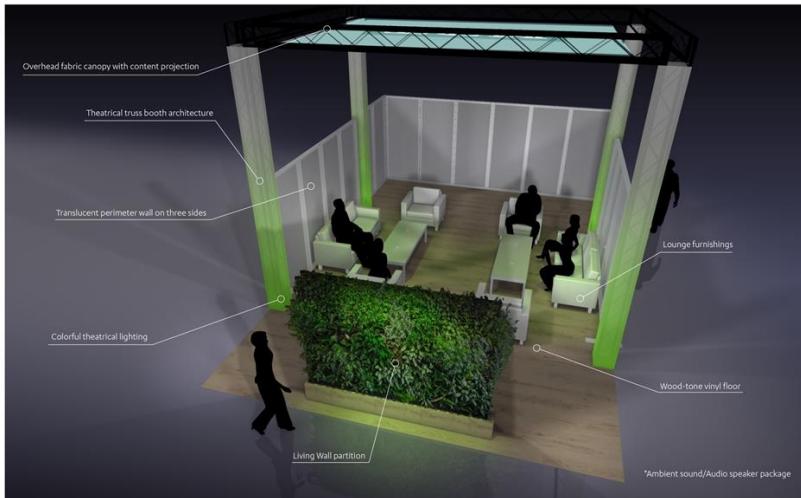
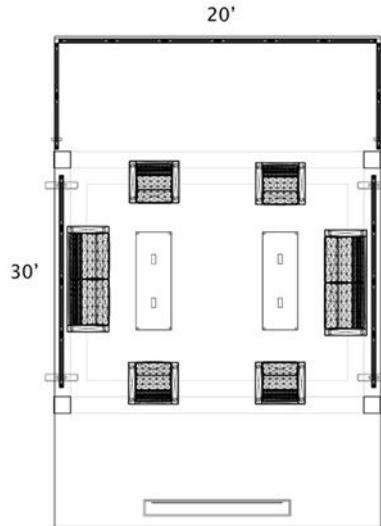


Relax | Recharge | Connect

ZONE 1

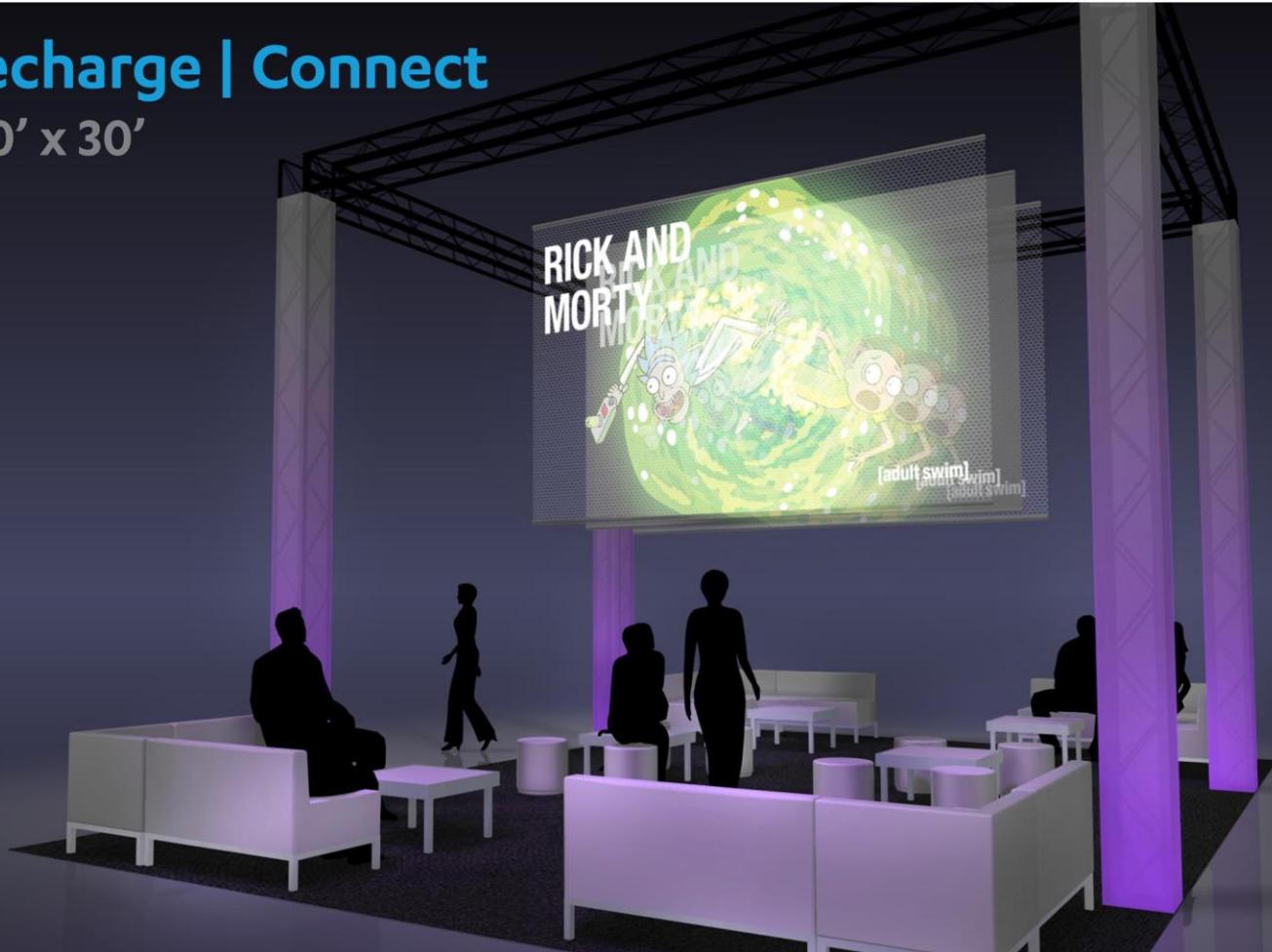
The primary focus of this room will be a projector that will display different types of content on the ceiling.

- Walls will include green elements to encourage relaxation, but also create intrigue and interest.
- Different types of sponsor content will be projected onto the ceiling.
- The Space will include comfortable seating.
- Device Recharge Zones can also be accessed here.



Relax | Recharge | Connect

ZONE 2 - 20' x 30'

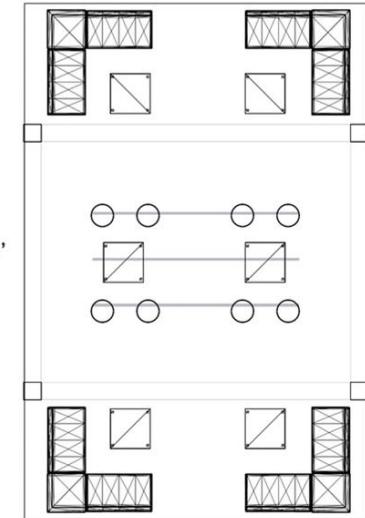


Relax | Recharge | Connect

ZONE 2

This space brings the content to life in a beautifully artistic manner resulting in both the Content and its canvas attracting attendees.

- Walls will be constructed using three layers of soft perforated vinyl sheets.
- Content will be projected onto the sheets, giving the display a layered dimensional feel.
- The space will include comfortable seating.
- Device Recharge Zones can also be accessed here.



Relax | Recharge | Connect

ZONE 3 - 20' x 30'

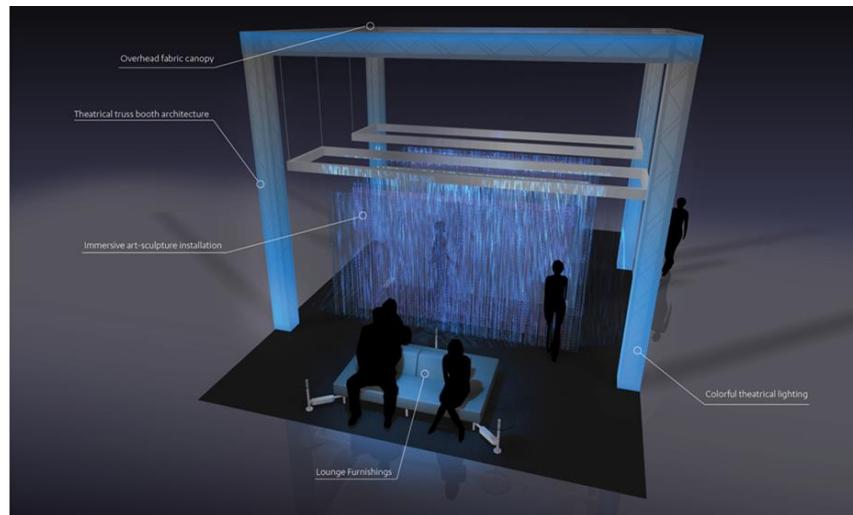
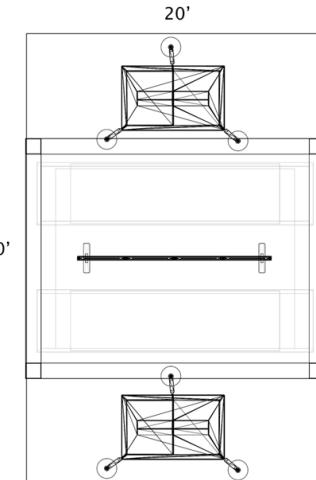


Relax | Recharge | Connect

ZONE 3

Within this room, the structural installation becomes as much of a focal point as the content that is projected on it.

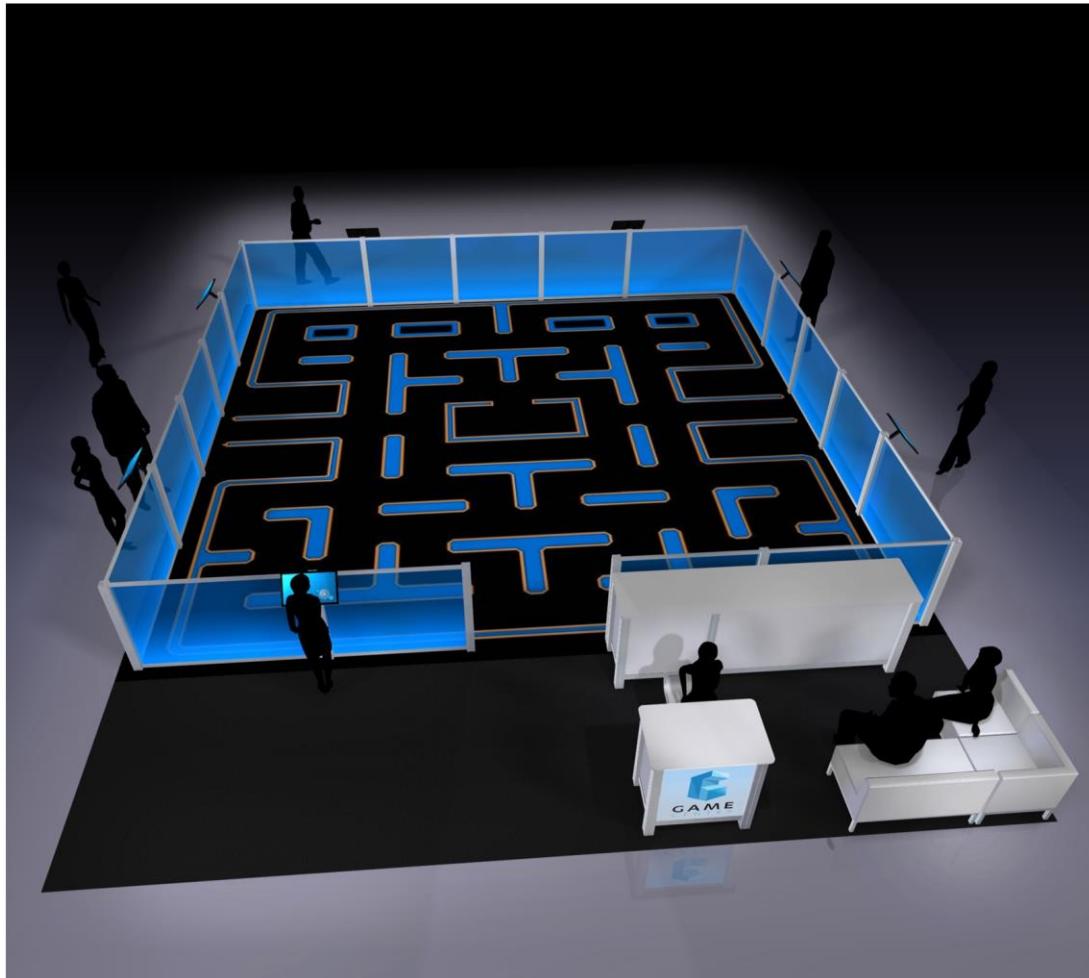
- Mylar walls and a series of strings hanging from the ceiling will create fluid walls that will serve as the canvas for partner content.
- This space will include comfortable seating.
- Device Recharge Zones can also be accessed here.





G A M E C E N T E R

The C Space Game Center is a destination that will attract audiences and allow them to not only “watch” content, but also “play” with the content, interact with it and absorb it.

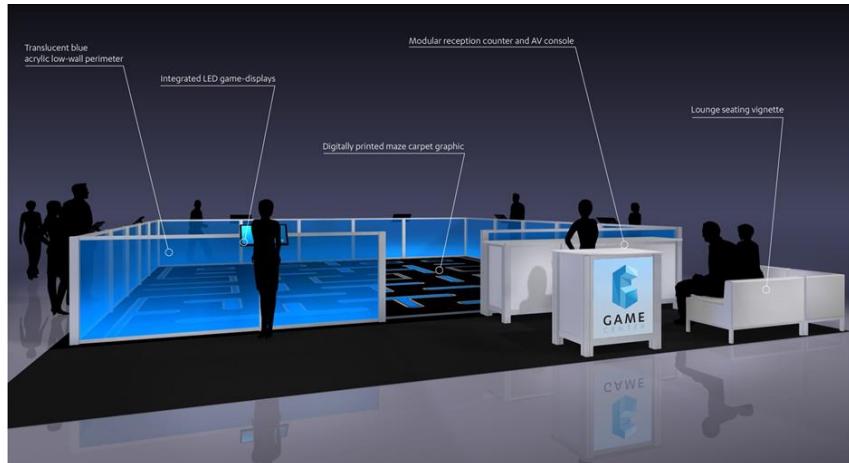
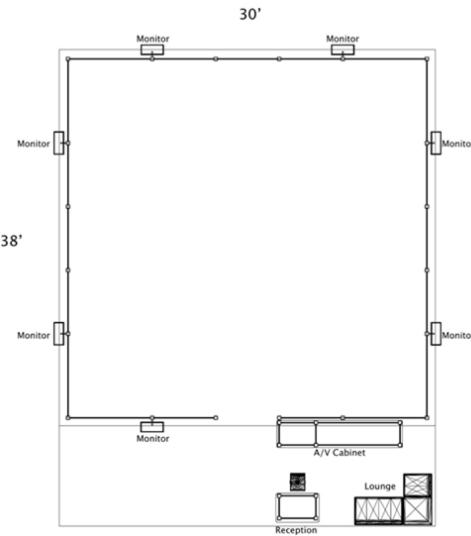




GAMECENTER

How It Works

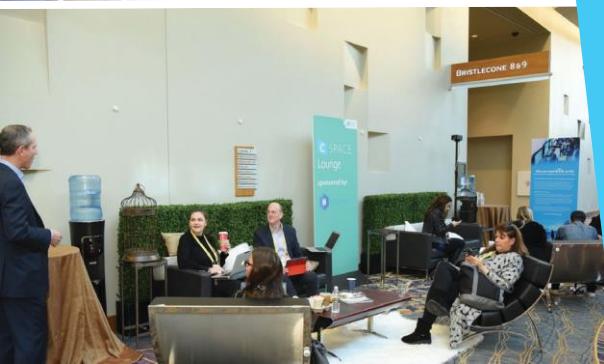
- Using iPads, attendees can play an AR version of Pac-Man via a game board that appears on the screen.
- In addition to eating ghosts, power pellets unlock sponsor content.
- Monitors on the outside of the space share gameplay in real time and build anticipation of other attendees wanting to play.



SIGNAGE & MEDIA

- ARIA Digital Marquee Sign facing the Las Vegas Strip
- C Space Exhibits and Lobby signage
- Transportation Sponsor for the C Space VIP shuttle service*
- Social media and digital marketing packages*
- Designated tour staging area at LVCC and Sands*
- Lounges*

* Call for pricing





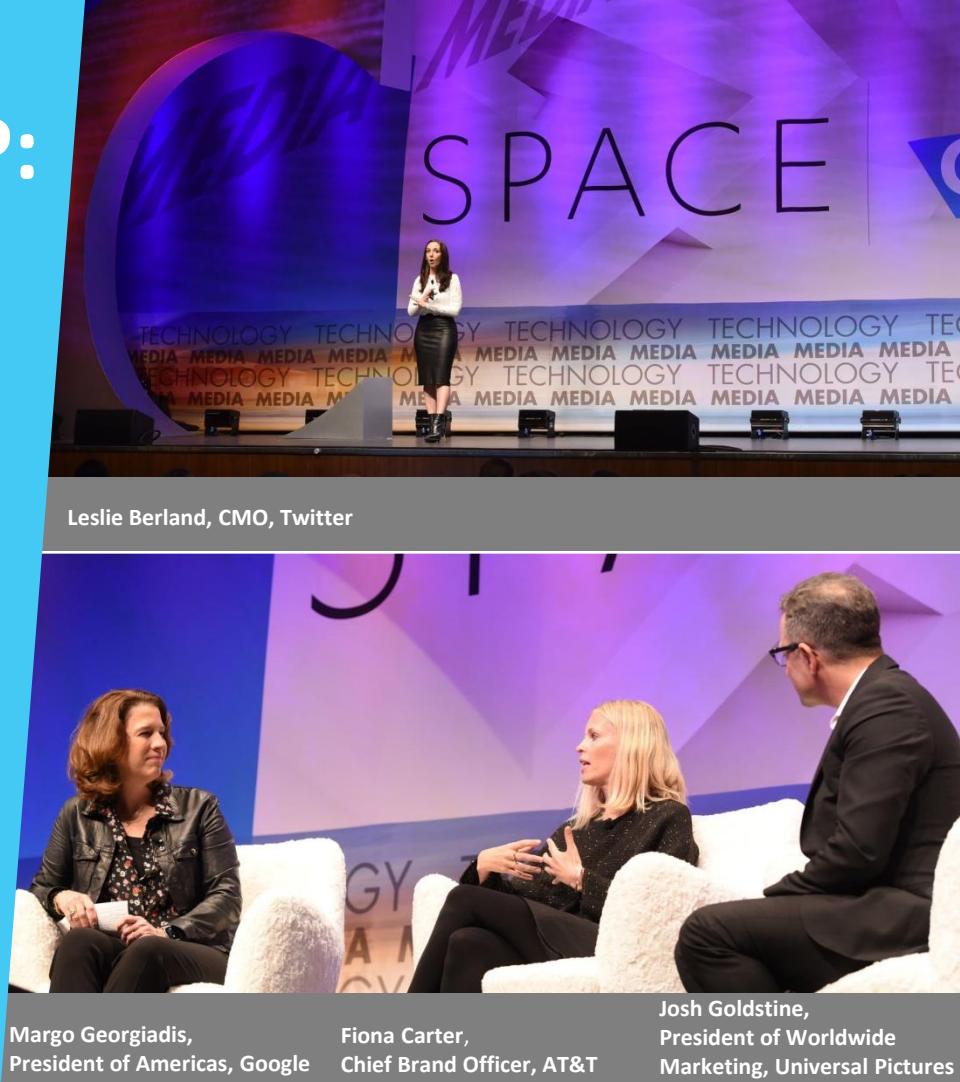
ROOM KEYS

- ARIA Hotel room keys with branded messaging

THOUGHT LEADERSHIP: STORYTELLER STAGE

In 2016, CTA introduced the main “Storyteller Stage” at C Space, to great success. For several days, amazing thought leaders touched on many of the most relevant topics facing the content and marketing industries in front of a packed standing room only crowd. This is an excellent platform for C-Level executives to share their forward thinking ideas.

Limited opportunities available.



Margo Georgiadis,
President of Americas, Google

Fiona Carter,
Chief Brand Officer, AT&T

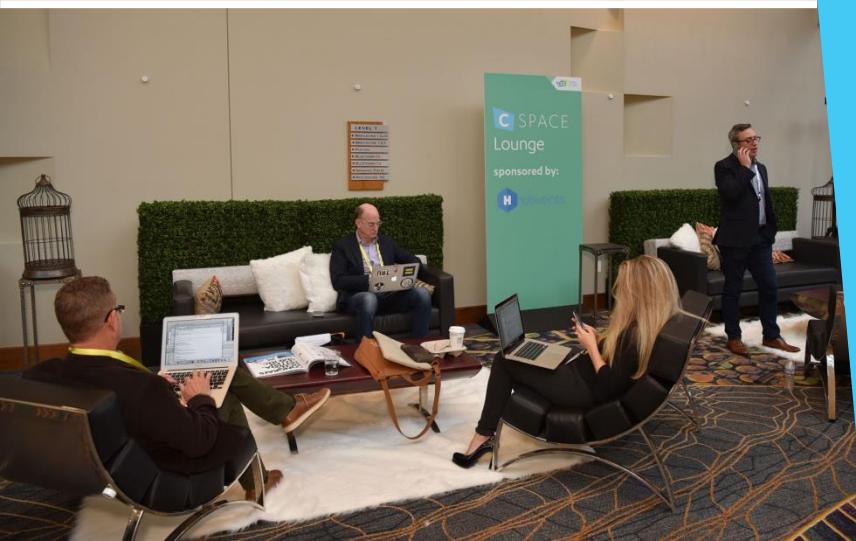
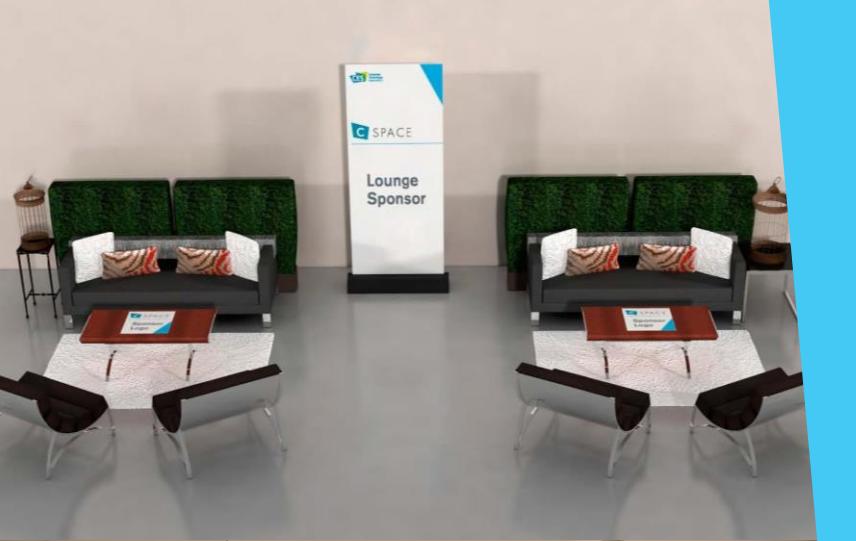
Josh Goldstine,
President of Worldwide
Marketing, Universal Pictures

CO-EVENT PROMOTIONS

Let us help you build awareness and increase invitation-envy.

We'll promote your event, thought leadership panels, or party as official to CES and C Space either invitation-only or open to all attendees.





C SPACE LOUNGES

C Space attracts a vibrant industry crowd, eager to network, but also to – on occasion – sit down to rest, recharge, and catch up on work. There will be three (3) lounges inside C Space, to provide attendees a comfortable solution for all of the above. Sponsors may brand the lounges, as well as present small activations, calls-to-action, and more.

C SPACE SHUTTLES

CTA provides complimentary, direct shuttles connecting attendees between the ARIA Hotel and the Las Vegas Convention Center, and also between the ARIA and the Sands/Venetian Expo Center. Sponsors will have the opportunity to brand.WRAP the shuttles, brand the signage at each pick-up and drop-off location, as well as have video sizzles play on the shuttle screens.

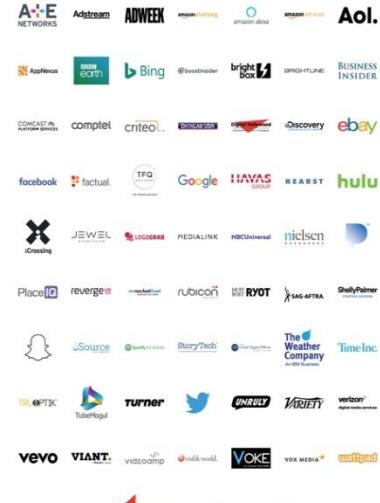
Call for pricing.



C SPACE PARTICIPANT BENEFITS INCLUDE:

- Opportunity to be considered for Thought Leadership
- Company logo and URL on CES.tech/cspace
- Access to the CES 2018 pre-registered media list
- Complimentary Exhibit Badges
- Opportunity to offer your customers and prospects complimentary Exhibit Plus Pass registration to CES (up to 1,000 complimentary invitations)
- Complimentary listing in the printed official show publication(s) and online Exhibitor Directory
- Use of the CES name and logo in your CES-related marketing and exhibit promotions
- Exhibitors receive distribution of their exhibitor profile via Business Wire to registered media and related audiences worldwide
- Opportunity to purchase social media packages, website advertising, email sponsorships and more
- Additional website, app, social media, and on-site exposure available to Thought Leaders, Event Partners and Conference Partners

THANK YOU TO OUR
**C SPACE
PARTICIPANTS**



CES.tech/CSpace

If we've piqued your interest in participating in the world's largest gathering of technology, brands and media, let's find a solution that suits your business objectives. CES is business first and provides the platform to make deals happen.

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