



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA[®]

2013 Exhibitor PR Kit

International CES[®] | January 8-11, 2013 | CESweb.org | Las Vegas, Nevada

Table of Contents

In this 2013 International CES® Public Relations Kit you will find everything your company needs to know about maximizing its CES media coverage. We are committed to helping you take full advantage of the following 2013 CES PR opportunities. Inside you will find:

What to Keep in Mind

• Publicity Tips	1
• Important Deadlines.....	2
• Key Contacts	3
• Exhibitor PR Contact Information.....	4
• Exhibitor PR Checklist.....	5

What to Take Advantage of

• Exhibitor Press Conferences	6
• Pre-Registered Media List.....	7
• Regional Media Outreach Campaign	7
• CES Media Tours.....	9
• CES Unveiled	9
• Help Us Help You.....	11
• Social Media and Guest Blogging	11
• Hot Product Submissions	11
• Digital Answer Man Tour	12
• 30 Second Press Pitch Video	12
• Exhibitor Press Kits	12
• Paperless Press Kit Preparation and Distribution	12
• Mobile App Press Kit	12
• Press Kit Tips	12
• Distribution	13
• Online Press Center	13
• Celebrity Appearance / Special Events	14
• 2013 International CES Awards.....	14

Tools to Use

• PR Writing Samples	16
Press Release	
Blog Post	
Tweet	
Facebook Post	
YouTube Video Post	
Flickr Photo Post	
• Press Conference Dos and Don'ts.....	20

On-site Resources to Note

• Press Rooms and Digital Media Center	21
• Onsite Interview Rooms	21

Forms to Finalize

• Press Conference Reservation Request Form.....	22
• Special Event/Celebrity Appearance Form	23

What to Keep in Mind

Publicity Tips

More than 5,000 media are expected to attend the 2013 International CES, generating unprecedented coverage via newspaper and magazine articles, television and radio reports, online stories and up to the second social media posts. Follow these tips to garner the publicity your company deserves.

1) Media Positioning - The International CES defines innovation. Develop press materials that capture this innovative spirit and reflect how your company is on the cutting-edge of forward thinking.

2) Announce New Products at the International CES - Debut new products at the show to generate global publicity. Consider a CES exhibitor press conference to showcase your latest innovations.

3) Name Drop CES - Use your exhibitor status in your announcements and benefit from CES branding. Don't forget to list your 2013 CES booth number and venue so media can find you at the show.

4) Use Social Media - The International CES has an abundance of social media tools available to its exhibitors. Make sure you take advantage of our outreach, to peak interest and increase your outreach and coverage.

5) Use the Web - Post releases via our Online Media Center or on your own URL.

6) Media Materials - CES is the hotspot for the consumer electronics industry, with more than 20,000 anticipated product launches. Make sure your press kit materials stand out from the competition.

7) Exhibitor Profile - Update your exhibitor profile to identify PR reps that will be available for media interviews.

8) Think TV - Make your pitches visually appealing and be practiced and prepared to present to television journalists. CESTV coverage increases annually, with more programs reporting directly from the show floor every year.

9) Tell Your Local Media - Announce to local media that you'll be at the 2013 International CES. Local newspapers will be interested in your upcoming announcements. For maximum coverage, participate in our Regional Media Outreach Campaign (details following).

10) International CES Promotions - We want to keep your company's name in front of industry decision makers. CEA promotes the CE industry and CES all year long. Contact Liz Tardif at 401-849-9300 or ltardif@CE.org for promotion assistance.

11) Host a Celebrity or Special Event - Want the media to flock to your booth? Special events and/or celebrity appearances do the trick. If you've got something special planned, let us know!

12) Take Advantage of CEA's Hot Products List - Let CEA staff know what you will be unveiling at CES so we can help publicize it to media. We'll even sign a non-disclosure agreement. Email hotproducts@CE.org.

Important Deadlines

Ongoing

- Enter your PR contacts directly into your Exhibitor Profile
- Complete your entire 2013 International CES Directory listing
- Select preshow and on-site sponsorship opportunities
- Confirm on-site advertising, while supplies last
- Schedule your exhibitor press conference
- Submit your company's electronic press kit to our Online Media Center

August 2012

August 13

- Innovations 2013 Design and Engineering Awards Call for Entries opens

August 29

- Early-bird discount deadline for 2013 Innovations Design and Engineering Awards

September 2012

September 14

- 2013 Innovations Design and Engineering Awards Call for Entries closes

September 28

- Ad close date for *CE Vision*'s November/December issue. Includes bonus distribution at the Pre-CES New York Press Preview

October 2012

October 5

- 2013 International CES Official Show Directory Updates/Company Logos deadline (print edition)

October 12

- Last day to include your company logo in the *Official International CES Directory* (print edition)

October 25

- 2013 International CES Preshow Planner ad and tab sponsorships close

October 29

- CES Unveiled STOCKHOLM

October 31

- Deadline for CES Unveiled NEW YORK exhibitor listing for the NY program guide

November 2012

November 1

- 2013 International CES Preshow Planner ad and tab materials due

November 2

- CES Unveiled NEW YORK Exhibitor Tabletop reservation deadline

November 12

- CES New York Press Preview featuring CES Unveiled NEW YORK
- 2013 International CES Digital Imaging Pre-show Planner ad and tab sponsorships close

November 14

- 2013 International CES Directory tab ad close

November 15

- CES London Press Preview featuring CES Unveiled LONDON
- 2013 International CES Digital Imaging Pre-show Planner ad and tab materials due
- 2013 International CES Directory tab ad materials due
- 30 second video pitch due to PRcontacts@ CE.org

November 20

- Regional Media Outreach Campaign deadline

November 21

- 2013 International CES Directory ad close

November 22

- 2013 CES Daily ad close

November 26

- 2013 International CES Show Guide ad and tab closes

November 28

- 2013 International CES Directory ad materials due

November 29

- 2013 International CES Show Guide ad and tab materials due

November 30

- Deadline for CES Unveiled LAS VEGAS exhibitor editorial for the Vegas program guide
- Ad close date for the CES issue of *It is Innovation's (i3)* January/February issue. Includes bonus distribution at the International CES and exclusive distribution to key VIP areas at the show.
- CE Hall of Fame nomination deadline
- 2013 CES Daily ad materials due

December 2012

December 3

- *Digital Imaging/Photography Daily* ad space close

December 12

- *Digital Imaging/Photography Daily* ad materials due

January 2013

January 1

- CES Unveiled LAS VEGAS Exhibitor Tabletop Reservation deadline

January 5

- Electronic press kit deadline (all kits must be delivered to the press room)

January 6

- CES Unveiled LAS VEGAS, the official press event of the International CES

Key Contacts

International CES Exhibitor Public Relations

Krista Silano

Communications Coordinator, Event PR
703-907-4331
ksilano@CE.org
CES Exhibitor public relations activities

Tara Dunion

Sr. Director, Event Communications
703-907-7419
tdunion@CE.org
CES communications and press relations

Allison Fried

Manager, International Communications
703-907-7603
afried@CE.org
CES Exhibitor public relations activities

Hot Products

Jim Barry

CEA's Digital Answer Man
Contact: Steve Kidera
skidera@CE.org
703-907-4358

Jim and Steve collect information and hot new products from exhibitors to discuss with media before, during and after CES.

Speaking Opportunities

The 2013 CES Call for Speakers is closed. However, if you would like to be put on a back-up list in case of speaker cancellations, please utilize our Speaker Ready Room management tool. Back-up applicants will be notified only in cases where a speaking opportunity is available.

Digital/Social Media Marketing

Sean Parker

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

Promotional Opportunities and Advertising

Tira Gordon

Sr. Account Executive
703-907-4324
tgordon@CE.org

Liz Tardif

On-Site Advertising Manager
401-849-9300
ltardif@CE.org

CES Unveiled

Roz Artis

Manager, Creative Strategies and Programs
703-907-7432
rartis@CE.org

Brandon Moffitt

Manager, CES Projects
703-907-5288
bmoffitt@CE.org

CEA's Vision Magazine is Relaunching at CES as *It Is Innovation* (i3)

It Is Innovation (i3), showcases innovation in technology, policy, business and engineering in the consumer technology industry. It celebrates the entrepreneurial spirit in inventions and start-ups, the ideas, strategies and leadership skills that exemplify the industry and looks at what advances are in the pipeline. As the official magazine of the Consumer Electronics Association (CEA)®, the producer of the International CES®, *It Is Innovation* has a huge worldwide reach but it also gets unrivaled and exclusive distribution of 20,000 extra copies on the CES show floor. i3 will be distributed at CES Unveiled, the Innovations Showcase, in every press bag at the press rooms and blogger lounges, at the opening keynote, exhibitor booths, the Grand Lobby, CEA member lounges and VIP buyers - your ad in i3 puts you in front of the top CES attendees at the show.

Readers include the professionals that design, manufacture, buy, distribute and analyze products and trends for this \$206 billion industry. Average Circulation: 64,000+ includes average print circulation of more than 19,000 and average digital circulation of more than 44,500 (June 2012 BPA Circulation Statement) plus 70,000 bonus digital distribution (publisher's own data). Don't miss out on our Jan/Feb International CES issue. To learn about our 2013 charter offers, contact Dan Cole: dcole@CE.org.

Editorial, Cindy Stevens

Sr. Director of Publications
703-907-7609
cstevens@CE.org

Advertising, Dan Cole

Vice President, Sales & Business Development
703-907-7987
dcole@CE.org

CES Daily, produced by *TWICE*

Advertising Contacts:

East

Steve Nesbitt
508-380-1939
snesbitt@nbmedia.com

Midwest/West Coast:

Tony Monteleone
917-281-4742
tmonteleone@nbmedia.com

International CES Preshow Planner, Digital Imaging/Photography Preshow Planner, Show Guide & Directory

Mid-West and West Coast Advertising

Rick Albuck
215-238-5215
rickalbuck@napco.com

East Coast Advertising

Bernard Schneyer
215-266-4109
bschneyer@napco.com

President, Consumer Technology Publishing Group (CTPG)

Eric Schwartz
215-238-5420
eschwartz@napco.com

CES Digital Imaging/Photography Daily

Advertising Contacts:

Alan Levine

Photo Industry Reporter, Publisher
516-364-0503
alevine@photoreporter.com

Exhibitor PR Contact Information

The 2013 International CES is about more than just your booth. 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 Exhibitor Profile. 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.

Also, to assist your public relations staff with your CES investment, we send out a monthly Exhibitor PR Newsletter from August through December to the contacts listed. The newsletter 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

EXHIBITOR PR CHECKLIST FOR THE 2013 International CES®

**To maximize your company's media exposure at the 2013® International CES,
make sure to check off as many of our Exhibitor PR opportunities as possible.**

- Update your exhibitor PR contact information - *Immediately*
- Schedule an exhibitor press conference – *Immediately*
- Participate in CES Unveiled events –
*STOCKHOLM Monday, October 29, 2012, NEW YORK Monday, November 12, 2012,
LONDON Thursday, November 15 and LAS VEGAS Sunday, January 6, 2013*
- Create your 30 second pitch video – *Deadline November 15*
- Take advantage of the Regional Media Outreach Campaign –
Deadline November 20
- Advertise in the January/February issue of *CE Vision* with bonus distribution
at CES – *Deadline November 30*
- Pitch CES media using our Pre Registered Media List – *Available December 1*
Enter CES Hot Products – *Deadline December 21*
Create your CES exhibitor press kit – *Deadline December 28*
 - Make sure your kit makes it to the CES press rooms –
Ship to deliver between January 2-6, 2013
- Be involved with the CES media tours - *Ongoing*
- Guest blog on CEA's Digital Dialogue - *Ongoing*
- Be part of the Digital Answer Man Tour - *Ongoing*
- Host a special event or celebrity appearance - *Ongoing*
- Take advantage of various CES awards programs - *Ongoing*

Questions? Contact CES Public Relations Specialist, Allison Fried, at afried@CE.org or 703-907-7603

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), servicedesk@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.

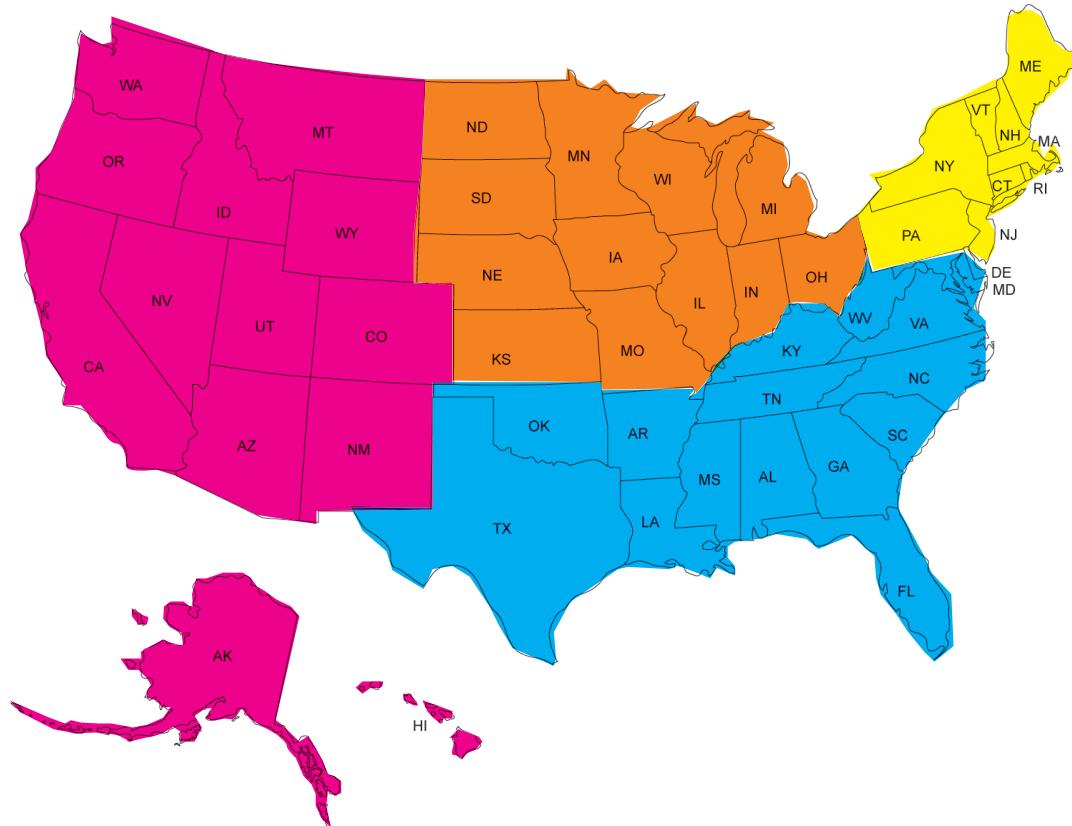
How are the press events publicized?

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	New Hampshire
Maine	Rhode Island
Massachusetts	Vermont

Middle Atlantic

New Jersey
New York
Pennsylvania

Midwest:

East North Central

Indiana	Ohio
Illinois	Wisconsin
Michigan	

West North Central

Iowa	Nebraska
Kansas	N. Dakota
Minnesota	S. Dakota
Missouri	

South:

South Atlantic

Delaware	N. Carolina
D.C.	S. Carolina
Florida	Virginia
Georgia	West Virginia
Maryland	

East South Central

Alabama
Kentucky
Mississippi
Tennessee

West South Central

Arkansas
Louisiana
Oklahoma
Texas

West:

Mountain

Arizona	Montana
Colorado	Utah
Idaho	Nevada
New Mexico	Wyoming

Pacific

Alaska
California
Hawaii
Oregon

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 tradeshow@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 Opens	August 13, 2012
Early-bird Discount Deadline.....	August 29, 2012
Final Entry Deadline	September 14, 2012
Innovations Judging.....	September 24-October 5, 2012
Entrants Notified	October 15, 2012
Innovations Honorees Announced	November 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!

The Technology & Engineering Emmy Awards

Since 1948, the National Academy of Television Arts and Sciences (NATAS) has presented the Emmy® Awards for Outstanding Achievement in Engineering/Technical Development. The Awards will be presented at the International CES for the seventh year in a row.

Awards are presented to an individual, company, or to a scientific or technical organization for developments and/or standardization involved in engineering technologies which 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.

The International Academy of Web Television Awards

The red carpet rolls out at the 2013 CES, thanks to the International Academy of Web Television (IAWTV) Awards. The IAWTV Awards is the first award show within the industry to be presented by content creators for content creators.

From studio content producers to YouTube celebrities, those successfully creating entertainment for digital platforms are celebrated via 33 categories honoring web series and talent, both in front of the camera and behind the scenes.

More information regarding CES awards programs will be available in early fall. For the most up-to-date information, including deadlines and new programs, visit www.CESweb.org/Awards.

Tools to Use

Sample Press Release

FOR IMMEDIATE RELEASE

Contact: Jane Doe

Company Representative

Phone: 123-456-7890

On-Site Phone: 456-789-0123

jdoe@exhibitor.com

www.exhibitor.com

- Headline should be informative and grab the reader's attention.
- The dateline should include date and location (Las Vegas, if being released during show).
- Avoid clichés and jargon that people outside the industry will not understand.
- Be concise and use proper grammar.

Sample 2013 International CES Press Release

COMPANY X INTRODUCES NEW PRODUCT AT 2013 INTERNATIONAL CES

Las Vegas, Nevada, January XX, 2013 – Company X today introduced new product B that will enhance product Y. Company X, located in CES booth #, is demonstrating the product and its expanded current line throughout the 2013 International CES.

- Start with the news and get to specifics further down.
- The first two sentences are the most important. Be sure to add in your CES booth number.
- Make sure to include who, what, when, where, how and why. The second paragraph can continue to describe the product and/or include a quote about the product or service from a company executive.
- Quotes are helpful.
- Keep them short.

The third paragraph can be used to include unique and/or interesting details about the new product. If appropriate, price and availability can be mentioned in this paragraph.

The last paragraph should always be a description of your company and its capabilities. For example: Company Z, a Virginia-based company, focuses on delivering...

End the release with ### centered at the bottom of the page. If a release continues on to another page, the word "more" should be centered at the end of each page.

Other tips:

- Deal with the facts.
- Do not make the release sound like a sales pitch.
- Keep it simple.
- Think and write like a reporter.
- Make sure the piece can stand on its own and does not need further background.
- Bullet points clearly display information.
- Leave white space – Clutter is not good.

Sample Blog Post

This blog post is written in a conversational & journalist tone of voice that expresses an educational message about an experience for our audience. Note that the post is filled with visually representative photos from the experience pulling the reader through the copy.

Blog Post

Where Is Consumer Technology Heading?

BY: RICK KOWALSKI 13 JUNE 2012

We can help you answer that.

Three times a year, the CEA Market Research team draws together industry executives, analysts, marketers, and researchers and devotes an entire day to unleashing its latest findings. At Research Summit, we give you our unique perspective on what we have learned from our primary research studies, our CE MarketMetrics data program, and from our 2,300 corporate members across the entire supply chain. We hold Research Summit at CES in the winter, Industry Forum in the fall, and last but not least, at CE Week, which occurs on June 26th in New York City.

We have a great lineup this time around. The day will start off with Shawn DuBravac's *Mid-Year Update* on the state of the economy and the impact it will have on the CE industry in the second half of the year. Next up, CEA's Steve Koenig will pry *Inside the Mind of Today's Consumer*, offering a glimpse of what will resonate with shoppers in the coming year.

In the afternoon, Steven Baker of NPD and Peter Weedfield of Gen One Ventures will discuss the state of consumer tech retailing in light of trends in showrooming, stores-within-stores, and e-commerce. Ross Miller from The Verge will head up a panel on mobile commerce with a discussion on how in-store and online commerce are being affected by the proliferations of smartphones and tablets.

There will be plenty of opportunities to network with these industry experts throughout the day. CEA Research Summit will take place on June 26, 2012, at the Metropolitan Pavilion, 125 West 18th St., New York, NY. For more details, check out the full [agenda](#), email me at rkowalski@ce.org – or register now.

Social Sharing

In addition, the blog has prioritized the social media share buttons below, such as Twitter, Facebook, LinkedIn, Google+



Search Engine Optimization

Using specific key meta tags and meta phrases that are specifically relevant to the content, you can ensure your messages get picked up by search engines and on people's news readers such as Google, etc.

(ie. Mom Bloggers, Mother, Tech Moms)

Sample Tweet

This Tweet from our Twitter handle uses the #CES and #NY Hashtag as well as a URL shortener to a photo to keep the content rich, while educating our followers. It is best practice to engage with your community with Tweets, not using Twitter to re-tweet press releases that are not engaging in tone. Use the hashtag #2013CES for all your CES tweets!

 intICES International CES
Did you know the first #CES began in #NY in 1967? Celebrate our history with "Throw-back Thursdays" on #Facebook <http://on.fb.me/intices>
14 Jul

Sample Facebook Post

When writing posts about CES in Facebook on your page and on ours, we encourage writing posts that reflect a continuing dialogue with our fan base to ensure it can support engagement in a positive way. We have a series of articles each week to ensure fans and enthusiasts know what to expect on certain days, leaving the others open to new and exciting content as it happens.

In addition, we also suggest that you embed your YouTube videos on tabs on your Facebook page, your blog and website for maximum reach and exposure.

The screenshot shows a Facebook post from the page "International CES". The post was made on June 27 at 4:30pm. The content of the post is: "We are happy to announce our first new keynote speaker for the 2013 International CES! Mr. Kazuhiro Tsuga, President of Panasonic Corp, will deliver the opening day keynote address at the 2013 CES!" Below the post, there is a "Like · Comment · Share" button and a link to 5 comments. One comment is visible from "Aaron Sanchez" who says "We at NBC News KCAA are looking forward to covering!! =)" and another from "Paul's TV: The King of Big Screen Awesome!" who says "Awesome!". Both comments were made on June 28 at 5:43pm. At the bottom of the post, there is a "Write a comment..." input field.

Sample YouTube Video Post

When publishing a video on CES, we encourage you to ensure you favorite our channel and link to it, while also using specific tags as noted below to maximize your search engine optimization both on YouTube and otherwise.

In addition, we also suggest that you embed your YouTube videos on tabs on your Facebook page, your blog and website for maximum reach and exposure.

The screenshot shows a YouTube video player for a video titled "2012 Int'l CES: Re-cap with OFFICIAL SHOW STATS" uploaded by "cesonthetube" on Jan 13, 2012. The video has 3,951 views and 0 dislikes. The video content shows the 2012 International CES logo and the text "PRODUCED BY CEA.". Below the video player, there is a description: "Take a look at the highlights and the official statistics of the 2012 International CES".

Sample Flickr Photo Post

We have an official International CES Flickr photo page that we encourage you use as a resource for your material for your media needs.

Please Note: In addition, we also have an official Flickr photo group page that we would like for you to connect with, engage and upload your Flickr photos from CES to. This will allow us to and share this content with the rest of our attendees while building our community in social media.

<http://www.flickr.com/photos/internationalces/>

International CES® photostream [\[link\]](#)

[Sets](#) [Galleries](#) [Tags](#) [People](#) [Map](#) [Archives](#) [Favorites](#) [Profile](#) [\[link\]](#)

[Slideshow](#) [\[link\]](#) [Email](#) [\[link\]](#) [Facebook](#) [\[link\]](#) [Twitter](#) [\[link\]](#) [Share](#) [\[link\]](#)



Gary Shapiro

Gary Shapiro is president and CEO of the Consumer Electronics Association (CEA)®, the U.S. trade...
 All rights reserved
Uploaded on May 30, 2012
0 comments



CEA Marketing Team with Bieber

 All rights reserved
Uploaded on Mar 27, 2012
0 comments



CEA Marketing Team with 50 Cent

 All rights reserved
Uploaded on Mar 27, 2012
0 comments



CEA Executive Staff
1 photo
3 views

2012 PMA@CES
28 photos
45 views

2012 International CES
514 photos, 5 videos
13,521 views

2012 CES Celebrities
63 photos
168 views

2012 CES Unveiled @ New...
15 photos
433 views

CES Historical Archives
10 photos
602 views



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

2013 INTERNATIONAL CES® PRESS CONFERENCE DO'S & DON'TS

Do...

- ✓ 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 1, 2012
- ✓ Promote the event through targeted press releases, calls and pitches
- ✓ Send invitations to the 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 2013 CES mobile app
- ✓ Feel free to invite press to your booth for more information

Don't...

- ✗ 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 press 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**

On-Site Resources

CES Press Rooms and Digital Media Center

Although exhibitor and public relations representatives are not allowed in the press room, your company's presence is visible through our sponsorship opportunities and our paperless press kit area. The press rooms are where media go to write their stories, conduct interviews, prepare for broadcasts, make telephone calls and relax. This is also where they come to collect your press kits, press event schedules and public relations contact information.

There will be three official CES press rooms for 2013, one in the South Hall Connector of the LVCC, S229, one on level four of The Venetian, Zeno 4601, and one on level two of Mandalay Bay, Lagoon J. We are again offering a Digital Media Center in LVCC, S221 complete with ISDN lines, internet, press interview/podcast rooms and more to help make CES coverage as interactive and dynamic as possible for today's hottest tech reporters.

Sponsorship Opportunities

Put your company name and logo in front of attending press by sponsoring one of the many products and services CES offers the media. Consider sponsoring a press breakfast, lunch, snack or giveaway. For information about CES press sponsorships or to have a package custom designed for your product, contact:

Tira Gordon

Phone: 703-907-4324
tgordon@CE.org

Liz Tardif

Phone: 401-849-9300
ltardif@CE.org

Hours of Operation

Las Vegas Convention Center (LVCC), South Hall Connector, S229 Press Room and Connected Media Center, South Hall Connector, S221 Hours of Operation:

Day	Open	Close
Sunday, January 6, 2013	12 p.m.	7 p.m.
Monday, January 7, 2013.....	7:30 a.m.	7 p.m.
Tuesday, January 8, 2013	8:30 a.m.	6:30 p.m.
Wednesday, January 9, 2013	8:30 a.m.	6:30 p.m.
Thursday, January 10, 2013.....	8:30 a.m.	6:30 p.m.
Friday, January 11, 2013	8:30 a.m.	4:30 p.m.

The Venetian, Level 4, Zeno 4601 Press Room Hours of Operation:

Day	Open	Close
Sunday, January 6, 2013	CLOSED	
Monday, January 7, 2013.....	5 p.m.	9 p.m.
Tuesday, January 8, 2013	7:30 a.m.	6:30 p.m.
Wednesday, January 9, 2013	8:30 a.m.	6:30 p.m.
Thursday, January 10, 2013.....	8:30 a.m.	6:30 p.m.
Friday, January 11, 2013	8:30 a.m.	4:30 p.m.

Mandalay Bay, Level 2, Lagoon J Press Room Hours of Operation:

Day	Open	Close
Sunday, January 6, 2013	12 p.m.	7 p.m.
Monday, January 7, 2013.....	7:30 a.m.	6 p.m.

On Site Interview Rooms

Press and exhibitors can hold interviews in designated interview rooms available in all CES press rooms and the Digital Media Center.

Interview rooms include a conference table for four to six people and a restricted single phone line for credit cards only. Request additional services, such as an Ethernet line or speaker phone, at least 48 hours in advance; these services will be billed back to the exhibitor/company making the request.

The rooms can be reserved for up to one hour at a time by contacting Jamie Lilly at jlilly@CE.org or 703-907-7650.

On-site at CES, the rooms can be reserved by stopping by any of the press rooms and speaking with the receptionist.



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY CEA®

CES PRESS CONFERENCE RESERVATION

REQUEST FORM

2013 INTERNATIONAL CES
JANUARY 8-11, 2013, LAS VEGAS, NV

To request a reservation time in one of our free press conference rooms, or to host an event in your booth and have it promoted via our official Exhibitor Press Events Schedule, please complete this form and e-mail back to PRcontacts@CE.org or fax to 703-907-8112.

1. Exhibitor Information

Name of exhibiting company as it appears in the CES Directory: _____

PR Contact Name: _____ Title: _____

Street Address: _____

City, State, Country: _____ Zip: _____

Telephone: (_____) _____ Fax: (_____) _____

E-mail Address: _____

2. Event Location – Please Check One

We will try to accommodate your preference, but all requests are for guidance and are not guaranteed. Final reservations will be based on space availability. Eligible exhibitor requests will be handled upon receipt of this request form, on a first-come, first-served, space-available basis.

CES Press Conference Room at Mandalay Bay

Monday, January 7, 2013 Press Day - Complimentary one hour Press Day room reservation in South Seas Ballroom J (2,418 sq. ft) This option is ideal for companies looking to break their news quickly and directly to Press Day media. Exhibitors will be given 15 minutes for set-up, 30 minutes for the event and 15 minutes for tear down. No changes to existing room set will be permitted. Please rank order your top three choices:

8:30 a.m. start 11:30 a.m. start 2:30 p.m. start
 9:30 a.m. start 12:30 p.m. start 3:30 p.m. start
 10:30 a.m. start 1:30 p.m. start 4:30 p.m. start

CES Press Conference Room at the Venetian

Tuesday, January 8, 2013 Complimentary two hour reservation in a Casanova ballroom (1,193 sq. ft.)
 Wednesday, January 9, 2013 Complimentary two hour reservation in a Casanova ballroom (1,193 sq. ft.)

CES Press Conference Room at the LVCC

Tuesday, January 8, 2013 Complimentary two hour reservation in LVCC South Hall Connector room: Either S227 A (approx. 1,100 sq. ft.), S227 B (approx. 1,100 sq. ft.) or S228 (2,792 sq. ft.)
 Wednesday, January 9, 2013 Complimentary two hour reservation in LVCC South Hall Connector room: Either S227 A (approx. 1,100 sq. ft.), S227 B (approx. 1,100 sq. ft.) or S228 (2,792 sq. ft.)

Exhibitor booth or meeting room Facility Location _____ Booth/Room Number _____

Other CES location Facility Location _____ Room Name/Number _____

3. Time Requested – Reservation will begin ½ hour before and end ½ hour after your requested time

1st choice preferred start time _____ 1st choice preferred end time _____
2nd choice preferred start time _____ 2nd choice preferred end time _____
3rd choice preferred start time _____ 3rd choice preferred end time _____

4. Press Event Listing - All press events are listed on the CES Exhibitor Press Events Schedule unless otherwise requested. Please check one of the following:

Please list my event Please list my event as invitation only

CES staff will accept or decline your reservation within 72 hours of receipt and will contact you to make further arrangements. You will receive detailed information regarding vendor contacts in a following Press Conference Agreement Form. If you have any additional questions, please contact e-mail PRcontacts@CE.org.



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

Tuesday, January 8–Friday, January 11, 2013
Las Vegas, Nevada USA

CELEBRITY APPEARANCE/SPECIAL EVENT PROMOTION REQUEST FORM

Please return this form by either **FAX:** 703-907-8112 or **E-mail:** prcontacts@CE.org

EXHIBITOR INFORMATION

Please print or type clearly

Exhibitor Company Name (as listed in the Show Directory)

(we must have a company contact)

First Name

Last Name

Exhibitor PR Contact Name

Exhibitor PR Contact Title

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

SPECIAL EVENT INFORMATION

Please print or type clearly

Type of Event MEDIA RECEPTION CELEBRITY AUTOGRAPH SESSION OTHER (please specify)

Name of Celebrity

Time and Location

Celebrity Publicist/Manager or Event Contact Name

Street Address

City

State

Country

Zip/Postal Code

Phone

Fax

Mobile

E-mail

URL

Is your event invitation only? YES NO

Additional Information