



CES® 2017 SANDS/VENETIAN EXHIBITORS

On behalf of the CES Operations team, welcome to CES 2017. This welcome letter contains contact information for on-site assistance, key show rules and regulations and other important details about exhibiting at the show.

EXHIBITOR SECURITY GUIDELINES

Exhibitor personnel attending CES will be subject to the same security and safety restrictions and procedures as general attendees with some allowances. Additional details are found on pg. 8 of this document as well as CES.tech/security.

Exhibitors will be subject to metal detection upon entry and may only bring two personal bags, each smaller than 12" x 17" x 6", onto official show premises. Rolling bags and luggage are not permitted and bags will be searched. Beyond this personal bag restriction, exhibitor personnel will be permitted to bring product and display materials, hand-carried or on wheels, onto CES show premises through designated entrances through Wednesday, January 4. This equipment will be subject to search and then tagged as approved for entry.

EMERGENCY CONTACTS

Below is a list of the emergency contacts for the various show venues:

- ARIA: 702-590-7911 or dial 77911 in hotel
- LVCC: 702-892-7400 or dial 7400 in LVCC
- Mandalay Bay: 702-632-7989 or dial "0" in hotel
- Renaissance: 702-784-5700 or dial "0" in hotel
- Sands: 702-733-5195 or dial 75195 in Sands
- Venetian: 702-414-9311 or dial 49311 in hotel
- Westgate: 702-732-5414 or dial 5911 in hotel

All emergencies must be reported to Sands or Venetian Security immediately. **DO NOT dial 911.** Doing so will delay the response by medical personnel who may not be able to find or get to the location of the emergency.

EXHIBITOR HOTLINE

The Exhibitor Hotline is available if you need a quick answer or are looking for someone to help. Call us at 702-691-8600 during show hours on show days and installation and dismantle hours during move-in and move-out.

EXHIBIT HOURS

Thursday, January 5	10 AM–6 PM
Friday, January 6	9 AM–6 PM
Saturday, January 7	9 AM–6 PM
Sunday, January 8	9 AM–4 PM



ON-SITE ASSISTANCE: CES FLOOR MANAGERS, FREEMAN CONCIERGE, SES EXHIBITOR SERVICES

CES has floor managers on-site to provide assistance and act as your primary liaison with all official show vendors. Look for the Floor Manager desk closest to you.

Freeman provides exhibitor support with their Freeman Concierge program. Download the free [Freeman Concierge Elite mobile app](#) to receive alerts and assistance from Freeman via your mobile device and avoid lines at the Exhibitor Service Center.

Specialized Event Services (SES) is here to assist you through their SES Exhibitor Services team. Instead of using the Exhibitor Service Center to troubleshoot your orders, contact your SES Exhibitor Services team member listed below.

Exhibit Hall	CES Floor Manager	CES Floor Manager Desk Location	Freeman Concierge	SES Exhibitor Service Team Member
Sands, Level 1, Hall G, Eureka Park	Michael Baker; 415-850-8220	Next to booth #50000	Virginia Groshans; 702-540-2690	Derek Noriega; 702-908-3295
Sands, Level 1, Hall G, Global Technology and Wireless Devices and Services	Isabella Ferrara; 702-635-5401	Next to booth #50031	Cheryl Barsanti; 702-427-6116	Nathan Perez; 702-239-8862
Sands, Hall A, booth #s 40000-41399	Billie Clark; 407-256-7145	Hall A entrance	Lori Key; 702-306-6116	Scott Sudberry; 702-557-1483
Sands, Hall B, booth #s 41400-43399	Don Capitali; 516-395-4654	Hall B entrance	April Haley; 702-682-8801	Scott Sudberry; 702-557-1483
Sands, Hall C, booth #s 43400-44799	Jennifer Costello; 617-480-1074	Hall C entrance	Monica Skougard; 702-683-5636	Lorraine Kalayanaprapruit; 702-717-8037
Sands, Hall D, booth #s 44800-46999	Pam Pasierb; 606-301-1348	Hall D entrance	Barbara DiGiulio; 702-803-0279	Lorraine Kalayanaprapruit; 702-717-8037
Venetian, Levels 1-2 Meeting Room and Venetian Ballroom Exhibits	Matt Kropp; 847-477-7660	Level 2, Veronese Foyer	Morgan Ruiz; 702-217-4894	Elizabeth Lule; 702-716-6377
Venetian, Levels 3-4 Meeting Room Exhibits	Mike Mantel; 216-409-9402	Level 2, Veronese Foyer	Morgan Ruiz; 702-217-4894	Elizabeth Lule; 702-716-6377



EXHIBITOR SERVICES AND KEY LOCATIONS

Business Centers	Sands, Level 1 Lobby Venetian, Level 2, across from Bellini 2006
Consumer Technology Association Member Lounge	Venetian, Level 2, Venetian Ballroom Venetian Tower, Floor 30, Suite 30-140
Exhibitor Service Centers	Sands, Level 1, Hall G, back of 52000 aisle Sands, Level 2, Hall A, back of 40000 aisle Venetian, Level 3, West Foyer
Lead Retrieval	Venetian, Level 2, Venetian Ballroom Foyer
Registration, Badge Pickup	Sands, Hall G Sands, Level 1 Lobby Venetian, Level 2, Venetian Ballroom Foyer
Security Office	Venetian, Level 3, Murano 3206; 702-691-8602
Show Office	Venetian, Level 3, East Foyer; 702-691-8600

KEYS TO YOUR EXHIBIT MEETING ROOM

Keys to your meeting room(s) can be picked up in the Show Office located on Level 3, East Foyer. Please return these keys at the end of the show.

INSTALLATION SCHEDULE AND CLEAN FLOOR POLICY

Exhibit installation hours are 7 AM–7 PM.

The following Clean Floor Policy will be strictly enforced:

Tuesday, January 3

ASAP Crates should be unpacked and labeled "empty" for removal from the floor as soon as possible.

6 PM All crates must be empty and labeled for removal.

10 PM All crates will be removed from the building regardless of status.

10 PM Visqueen must be removed, rolled and placed in the aisle for removal.

Wednesday, January 4

1 PM Carton, fiber cases and packing material must be empty and labeled for pick-up by Freeman.

1 PM Accessible storage items must have a work order submitted for pickup and be labeled for removal.

3 PM All booths must be completely set including carpet. Work will not be permitted on incomplete exhibits during show hours. Booth space or meeting rooms not occupied by 3 PM will revert to CES.



7 PM All aisles must be 100% clear of product or any other items that may impede setting down aisle carpet.

Wednesday, January 4 is scheduled as a product testing, booth touch-up and rehearsal day.

These procedures are intended to facilitate the convenience of arrival and set-up for the exhibitor and to ensure that CES opens on schedule. In order to facilitate the efficient delivery of your freight, please contain your crates to your room or booth.

BOOTH INSTALLATION AND UNIONS

Exhibitors are permitted to set up their own displays, provided full-time, permanent company employees are used. At the request of union officials, CES Operations may request proof of a booth worker's company affiliation. Note: union jurisdictions prohibit exhibitors from using material handling equipment, such as flatbed carts or dollies/hand-trucks, though hand-carry materials are permitted. Contact CES Operations or Freeman with questions or concerns.

INSTALLATION/DISMANTLE HOURS AND LATE WORK PERMITS

Installation and dismantle hours are 7 AM-7 PM each day. You may obtain late work passes from your floor manager or CES Show Office by 2:30 PM the day the late work is to occur. You will be asked to provide the booth number, approximate number of workers and the name of the supervisor. After 7 PM, you and your booth team must remain in your booth at all times and anyone leaving the exhibit hall will not be able to re-enter until the next day. Additional security will patrol the exhibit halls and check that people have passes and are working in the proper booth. Anyone in violation will be escorted out of the exhibit hall for the remainder of the evening.

ELECTRICAL BLUE BOXES

SES is the exclusive provider of electrical for your exhibit. SES installs a blue box system to ensure exhibitors receive the power they ordered and to help reduce chances of service interruption. If you order a 5 amp/500 watt service that is the fuse you will get with your blue box. If you overload your box, the fuse will blow at your location only; it will not affect the power of adjacent exhibitors who are on the same line or "stringer." If you have questions, contact your SES Exhibitor Services team member.

ACCESS TO YOUR EXHIBIT SPACE FOR YOUR CLIENTS

Please remember: any clients whom you invite to visit your exhibit must have a CES badge. This includes any meetings scheduled before, during or after show hours. Our security guards will not allow access to CES exhibit areas to individuals who do not have a CES badge. Please make sure you convey this information to your clients or customers.

PRODUCT DEMONSTRATIONS AND SOUND RESTRICTIONS

A maximum noise level of 85 dB will be maintained in the suites and meeting rooms. Please be aware that you may have neighboring exhibitors on either side of your exhibit. We ask that you are considerate of this and understand that there may be some noise transfer if several demonstrations are going on at once.



EXHIBITOR-APPOINTED CONTRACTORS (EACs)

EAC workers must display an official EAC wristband in order to access exhibit areas. There is a different color wristband required each day. The EAC Desk is located in the Sands, Level 2 Lobby outside of Hall C. The EAC Desk will open during move-in and move-out beginning at 7 AM and during show hours on show days. Wristbands may be picked up the night before work is to be done. EAC supervisors must pick up and sign for all worker identification.

NO SELLING POLICY

CES policy strictly prohibits over-the-counter sales (i.e.: cash, check, or credit card). Only bona fide business orders for future billing, payment and delivery are permitted. **CES reserves the right to close down booths in violation of this regulation.**

CES show management and representatives from the Clark County Business License office will be walking the show floors on show days looking for exhibitors violating this policy. Should any exhibitors be found in violation of this policy, CES Operations will take the proper steps to shut down the exhibitor's booth immediately. This action will be strictly enforced. Be sure to share this information with those staffing your booth on-site.

INTELLECTUAL PROPERTY REMINDER

- CTA takes any accusations of intellectual property infringement very seriously.
- Generally, infringement occurs when there is copying or using any intellectual property (patent, copyright, trademark, etc.) of someone else without previous written permission.
- While at CES all exhibitors have agreed to:
 - Only promote products where they own the legal intellectual property rights or products where they have written authorization from the legal owner.
 - Only exhibit products where they own the legal intellectual property rights or products where they have written authorization from the legal owner.
 - Never display, promote, or exhibit, products that infringe on someone else's intellectual property rights.
- Please be aware that while exhibiting at CES events people are investigating and distributing notifications of possible infringement claims.
- Please see Section 37 of your signed Exhibitor Space Contract for complete information.

PROCEDURE FOR MERCHANDISE/PRODUCT REMOVAL

Only CES exhibitors are permitted to remove merchandise/product from the show floor during move-in, show days and move-out. Exhibitors wishing to remove merchandise/product must present both a photo ID (driver's license or passport), business card to the security guard upon exiting the show floor. Security guards will cross-check the ID with the exhibitor's badge for verification. Attendees are prohibited from carrying product off the show floor at any time.



BEACON TECHNOLOGY

The CES 2017 App will offer 3D mapping functionality. Beginning January 2, representatives from our beacon and mobile app vendors, Right Round and Eventbase, will be placing beacons all around the show venues and throughout the exhibit space. This will include placement on some booth structures on the show floor. The beacons are the size of a quarter and will not interfere or damage any part of the booths. The beacon technology will allow attendees to navigate the show floor.

This will be a benefit to exhibitors; ensuring attendees get to the booths they want to see, including your booth. If you have any questions or concerns, please contact your floor manager on-site.

BOOTH DONATION PROGRAM

Consider donating your booth materials after CES to save money and time during move-out. Freeman will evaluate, pick up and deliver your unwanted materials, products and supplies to charities such as Habitat for Humanity, Opportunity Village and Teachers Exchange. Simply complete the attached donation form and someone from the Freeman Green Team will stop by your booth.

FREEMAN INVOICE REVIEW

Freeman will deliver your invoice to your booth on Friday, January 6. All exhibitors are encouraged to request a review of your invoice with your Freeman concierge while you are still on-site.

LABOR AT SHOW BREAK

As an additional safety and security measure, **no workers will be permitted on the show floor until one hour after the show closes on Sunday.** This includes all I&D labor, electricians, stagehands, cleaners, vendors and all EAC workers. The only exception you will see is teamster labor to roll the aisle carpet one half hour after the show break.

If you have labor scheduled for 4 PM, adjust the start time so that your labor begins at 5 PM. Freeman will make the adjustment accordingly for their labor, but it is your responsibility to reschedule all other contract labor (EACs, AV companies, etc.).

MOVE-OUT INFORMATION

All exhibitors must keep their display open and manned during the entire show through show break at 4 PM Sunday, January 8. Failure to abide by this rule may result in loss of priority points.

The move-out process is a targeted system which provides you will a clear schedule for when your empties will be returned and when your booth needs to be dismantled, packed and ready for removal. Please consult the Target Freight Move-Out information in the freight section of the exhibitor manual at CES.tech/manual. If you have questions, contact your Freeman Concierge or your CES floor manager.

A separate bulletin will be distributed to exhibitors on Friday, January 6, which will include information on dismantling, empty container returns and much more.



SECURITY

Please note, all meeting rooms are joined by airwall doors that **cannot be locked** and Venetian in-house services may also have access to these rooms. We encourage all exhibitors to hire security for their booths and meeting rooms and remember to secure valuables, particularly during move-in and overnight hours when exhibitor staff are not present.

PARKING

Sands and Venetian exhibitors are welcome to park in The Venetian's or Palazzo's complimentary parking structures. The parking garages will be very busy at the end of each show day. Please plan accordingly.

SHUTTLE SERVICE

A full schedule of our complimentary shuttle service can be found at [CES.tech/travel](https://ces.tech/travel) and includes details on hotel shuttles, the Tech Express, the C Space Shuttle and outbound airport shuttle service.

PERSONAL MOBILITY DEVICES

Personal mobility devices (with or without motors) are not permitted at any CES venue. This includes hoverboards, skateboards, uniwheels and all similar products. Segways are permitted at the LVCC and Sands/Venetian for ADA use only. They are not permitted at any other show venue for any purpose.

Exhibitors or companies who intend on displaying or demonstrating hoverboards at the Sands/Venetian must follow the policies listed in the manual: [CES.tech/manual](https://ces.tech/manual).

NEED TO GRAB A QUICK BITE TO EAT?

At the Sands, there are two food courts in Hall G on Level 1. At the Venetian, there are two food courts which offer quick options. The first is located on Level 3 (Grand Canal Shoppes level) adjacent to the parking garage ramp. The second is located on Level 2 (Casino Level) diagonally from the Grand Lux Café.

RESERVE YOUR SPACE FOR CES 2018

You should have received a packet of information from the CES Sales Team, indicating your CES 2018 exhibit space selection time. Space selection will take place during your scheduled time at the Exhibit Space Selection Office in the Venetian, Level 2, Venetian Ballroom. If you did not receive your packet or have questions about the selection process, please call the Sands Exhibit Space Selection office at 702-691-8604 beginning January 5-8.

ENHANCED SECURITY MEASURES

Following enhanced security procedures at CES 2016, CTA will continue to incorporate vigilant security procedures at CES 2017 with the goal of maintaining the safety of all of our guests while creating as little inconvenience as possible. Please review the following measures:

Bag Restrictions

- Only two bags, each smaller than 12" x 17" x 6", may be brought into official show venues CES exhibitors may receive specific exceptions on bag types and visit CES.tech/security for more information.
- Luggage, including suitcases, may not be brought into official CES show venues. Rolling bags of any size will not be permitted on the show floor, including luggage, carry-ons, laptop and computer bags and rolling luggage carts.

What to Expect On-Site

- Bags will be searched and all attendees will be subject to metal detection screening upon entering show premises.
- Search points are located at specific points to ensure quick and easy access to exhibit halls and reduce the number of times you have to go through security.
- Bag check availability at show venues will be extremely limited. Please keep this in mind if you are bringing your luggage to the show. Please allow extra time for checking and retrieving your luggage.
- While we will be as sensitive to lines and inconvenience as possible, you can expect delays entering show venues.
- Expect more security and law enforcement personnel both inside and outside of show properties. As precautionary measures only, you will see police officers in armored gear and explosive detection dogs throughout various CES facilities.

Helpful Tips

- Avoid bulky clothing.
- Leave bags and luggage at your hotel.
- Limit bags you carry to two and make sure they fit size requirements.
- Use clear, vinyl or mesh bags to expedite bag search process.
- Bags and backpacks with many pockets are not helpful as they slow search times.
- All attendees must have an official CES badge and government-issued photo ID before entering CES show venues. Keep both close by as you enter official show venues.
- Preregistering online and picking up your badge at the airport or hotel is strongly encouraged. A list of badge pickup locations can be found at CES.tech/regschedule.
- Build time into your schedule for screening delays.
- Plan ahead to avoid continuously changing venues. Use the official CES App to help you navigate the show.
- Do not bring luggage to show venue your last day in Las Vegas.
- If you see something suspicious, please use the emergency contact numbers below.



Emergency Contacts

Below is a list of the emergency contacts for the various show venues:

- ARIA: 702-590-7175 or dial 77175 in hotel
- LVCC: 702-892-7400 or dial 7400 in LVCC
- Mandalay Bay: 702-632-7911 or dial "0" in hotel
- Renaissance: 702-784-5700 or dial "0" in hotel
- Sands: 702-733-5195 or dial 75195 in Sands
- Venetian: 702-414-9311 or dial 49311 in hotel
- Westgate: 702-732-5414 or dial 5911 in hotel

Exhibitors

Exhibitor staff will be subject to the same security and safety restrictions and procedures as general show attendees with some allowances. Exhibitors will be permitted to bring product and display material onto show premises, in excess of the two bag restriction, through designated entrances through January 4 and prior to 8 AM January 5-8. Exhibitors must have a fully visible CES exhibitor badge before entering. Security will check CES badges and government-issued photo ID. Exhibitor freight is also subject to search both at the marshalling yard and at show venues. Please contact CESops@CTA.tech with any questions.

SECURITY FAQs

Why is CES implementing these policies?

We strive to make safety a priority across our event to ensure a safe CES for all attendees. We have enhanced our security procedures with the goal of maintaining the safety of our attendees, exhibitors, members of the media and show personnel without creating too much inconvenience to those attending.

Is there a specific threat against CES or safety concern?

There are no known credible threats against CES 2017. We continue to monitor global events as they unfold and remain in communication with the Department of Homeland Security, FBI and local law enforcement officials.

Does your policy allow any bags to be brought into show properties?

We strongly recommend that all CES attendees not bring any type of bag onto show premises. If you must bring a bag, it cannot exceed 12" x 17" x 6." All bags will be subject to search. We recommend carrying clear bags (mesh, plastic, vinyl, etc.). We also discourage the use of bags with multiple pockets as these bags increase search time and slow entrance.

Will exhibitors provide bags to carry informational materials and swag?

Exhibitors will be permitted to distribute bags meeting our show policies. Bags that do not meet our requirements are permitted for use within the venue but cannot be readmitted into the venue once they have been carried out of the secured area.

**May I bring my rolling laptop bag into the show?**

Rolling bags of any type are prohibited in all CES venues, regardless of size, including luggage, carry-ons, laptop and computer bags, etc. Rolling luggage carts also are prohibited even if they fall within the size guidelines.

How do these policies improve safety?

In addition to our standard procedures – which include multiple layers of security inside and around the perimeters of CES premises – we are increasing the presence of security and law enforcement personnel both inside and outside of all show venues. This will include police in armored gear, undercover security agents and explosive detection dogs.

Our bag restrictions and personal screening procedures will help establish a secure perimeter around CES venues. Any prohibited bag inside show venues will be highly visible and quickly resolved.

Our metal detection screening will be similar to what you experience at sporting venues. This will help make it easier for us to isolate anyone that is bringing something suspicious onto show premises.

Clear bags and bags with few pockets can be easily and quickly searched while maximizing the efficiency of entrance into show venues. We want CES to be a safe experience for all.

Will these new policies slow my entry into CES and create long lines?

A standard size bag eliminates the need for bag templates to check bag sizes, making the security staff's job much easier and allowing them to be more efficient and effective. Clear bags and bags with few pockets can be easily and quickly searched to help speed entry into show venues. By abiding by our bag specifications, you can help us move people through checkpoints at a brisk pace.

How many bags can each person bring into show properties?

Each attendee will be limited to two bags.

I have to rush from the show floor to the airport. May I bring my luggage onto the show floor?

Bags of any type larger than 12" x 17" x 6" are prohibited within CES venues. Limited bag check will be available at show venues. Please allow extra time to check and retrieve your bags.

What happens if I arrive at a CES property with a bag that is not permitted?

We suggest that you check your bags at your hotel bell desk before coming to the show. We have extremely limited bag storage at show venues so you should allow extra time to check and retrieve your bags at the show venues.

I have medical equipment that I need to have with me at all times. Will my equipment be allowed into the show even though it exceeds your restrictions?

Security staff will work with CES attendees to accommodate special needs. Please seek a member of the security team or a CES staff member for assistance.