



MommyTech
Cool, Calm and Connected

SUMMIT AND EXHIBIT



What:

MommyTech Summit,
a conference plus 4 days
of exhibition

Where:

2013 International CES
in Las Vegas

When:

Jan 8-11, 2013



What is MommyTech?

Mommy Tech Summit is a lifestyle exhibition and conference that takes place at the 2013 International CES®. Call her a connected mom, a maven mom, or just a multi-tasker, but her mindset is front and center at the focus of this showcase. We look at the newest innovations and tools of the trade from a mom's eye view, and spotlight key trends impacting the \$2.1 trillion Mommy market.

The one-day conference brings together industry speakers and thought leaders to provide a context for the latest statistics and trends for mom-thinking consumer electronics and lifestyle products. The exhibit show floor is a devoted, hands-on experience, with high tech products from cell phone activated door locks to e-luggage tags, from baby monitors to home management systems. You'll learn to think like a mom and how to get on their powerful "gotta have" list.

Why Attend

Our conference series attracts mommy bloggers, product marketers and developers, retail outlets, and service providers who keep up to date on the trends, opportunities, partnerships, business models, and channels that reflect the influence of Moms on the tech industry. Over 1500 attendees came through our conference doors in 2012, and the CES show floor had over 156,000 attendees.

Where We Are

The MommyTech Expo will be located in the front of The Venetian Ballroom adjacent to other lifestyle TechZones including Kids@Play and the HigherEdTECH Summit.

For more information, contact: summitinfo@mommytechsummit.com or call 800-553-2399

www.MommyTechSummit.com • Twitter/[#MommyTechCES](https://twitter.com/MommyTechCES)

The MommyTech Summit and Exhibition is presented by Living in Digital Times, producers of the Kids@Play Summit, Silvers Summit, FitnessTech Summit, Digital Health Summit and HigherEdTECH Summit and Exhibition at the 2013 CES.



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SPONSOR COSTS & BENEFITS

	PLATINUM	GOLD	SILVER	BASIC	POD
Cost	\$36,000	\$24,000	\$12,000	\$10,000	\$7,500
Exhibit Space Size	20 x 30	20 x 20	10 x 20	10 x 10	6' turnkey
Advertising in Program Book	Full Page	Full Page	1/2 Page	Listing	Listing
Size of Banner in Conference Room	8' x 10'	8' x 10'	4' x 5'		
Invites to Networking Party	8	6	4	2	1
Participation on Conference Panel	✓	✓			
Listing in CES Print and Online Directories	✓	✓	✓	✓	✓
Listing on MommyTech Website	✓	✓	✓	✓	✓
Participation at the LIDT Press Conference	✓	✓	✓		
Swag Bag Participation	✓	✓	✓		
Access to Show Floor Meeting Room	✓	✓	✓		
Demo Spots on LIDT Stage on Show Floor	6	4	2	1	

MommyTech Moms 101

American women...

- ...spend about \$5 trillion annually
- ...are the major decision-makers for family electronics—everything from electronic bottle warmers and teched-out strollers to in-car entertainment systems and smart household appliances
- ...spent \$90 billion on gadgets and influenced 61% of all consumer electronics purchases last year
- ...will receive \$1.2 billion of consumer electronics like digital cameras, digital photo frames and video cameras this year on Mother's Day
- ...do more online research before buying, and are more apt to share their findings with friends than any other group.
- ...will control two-thirds of consumer wealth in the United States over the next decade and be the beneficiaries of the largest transference of wealth in our country's history.
- ...have on average 171 contacts in their email or mobile lists



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