



**Mommy Tech**  
Cool, Calm and Connected

## SUMMIT AND EXHIBIT



### What:

Mommy Tech Summit,  
a conference plus four days  
of exhibition

### Where:

2012 International CES  
in Las Vegas

### When:

Exhibit: Jan 10-13, 2012



Mommy Tech is a focused lifestyle exhibition and conference embedded within the 2012 International CES®. This premiere event will focus exclusively on the newest innovations and tools of the trade, and spotlight key trends impacting the \$90 billion dollar Mommy market.

This conference and expo will both promote and enlighten product creators, manufacturers, distributors and service providers to the opportunities, partnerships, business models, distribution channels, and standards guidance that reach and influence Mommy spending habits and preferences.

Some of the factors driving the growth in the burgeoning Mommy Market are:

- Moms 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
- Women spent \$90 billion on gadgets and influenced 61% of all consumer electronics purchases
- \$1.2 billion will be spent this Mother's Day on consumer electronics like digital cameras, digital photo frames and video cameras

Empowering moms with technology that helps them juggle priorities, stay connected with their own families and other moms, and savor their multiple roles in life, is the central theme of this exciting new event.

The Mommy Tech Summit will take an in-depth look at the newest products and ideas for the burgeoning mommy market. This one-day conference will bring together industry speakers and thought leaders to provide the latest statistics and trends for consumer electronics and lifestyle products geared for moms and their young families.

The Mommy Tech Expo will be located in the front of the North Hall at the Las Vegas Convention Center—one of the most sought after exhibit locations throughout all of CES in terms of traffic and press visibility. Mommy Tech will be adjacent to other lifestyle TechZones including Kids@Play and Higher Education Tech Summit.

Together, this energetic expo area will attract tens of thousands of attendees who are looking for solutions and products targeted at specific lifestyle markets—making this a must-see attraction at the 2012 CES.

**For more information, contact: [summitinfo@mommytechsummit.com](mailto:summitinfo@mommytechsummit.com) or call 800-553-2399**  
**[www.MommyTechSummit.com](http://www.MommyTechSummit.com) • [Twitter/MommyTechCES](https://twitter.com/MommyTechCES)**

*The Mommy Tech Summit and Exhibition is presented by Living in digital Times, producers of the Kids@Play Summit, the Silvers Summit, the FitnessTech Summit, the Digital Health Summit and the Higher Ed Tech Summit and Exhibition at the 2012 Consumer Electronics Show.*



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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	20x30	20x20	10x20	10x10	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 WRAP Party	10	8	6	4	2
Participation on Panel	✓	✓			
Listing in CES Print and Online Directories	✓	✓	✓	✓	✓
Listing on MommyTech Website	✓	✓	✓	✓	✓
Opportunity to speak at MommyTech Summit	✓	✓	✓		
Participation at the Press Conference	✓	✓	✓		
Swag Bag Participation	✓	✓	✓		
Access to Meeting Room	✓	✓	✓		
Demo Spots on LIDT Stage on Showfloor	8	4	2	1	

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