



Publicity Tips

At the 2008 International CES, expect live broadcasts from all the major networks and cable channels. Look for more than 4,500 journalists generating an unprecedented number of newspaper and magazine articles, television and radio reports and online stories. Follow these tips to garner the publicity you deserve.

1) Media Positioning

The International CES defines innovation. Develop press materials that capture that innovative spirit and reflect how your company's brand or products portray forward thinking.

2) Announce New Products at the International CES

Debut your new products at the show to generate extensive global publicity, including television coverage. Will your product be the hot talk of the show? Use CES' official press events, CES Unveiled in New York City and Las Vegas, to showcase your latest innovations.

3) Name Drop: The International CES

Use your exhibitor status in your announcements and benefit from CES branding. List your CES booth number so media can find you.

4) Use the Web

Post your releases on Virtual Press Office and Business Wire through www.CESweb.org for maximum exposure!

5) Press/Analyst Materials

CES continues to be the showcase for the consumer technology industry, with the most anticipated product launches and OEM deals. Make sure your materials stand out from the competition.

6) New Product Listing and Contact Details

Update your exhibitor directory listing by **October 19, 2007** using your SmartBooth Entry Portal. List announcements and product launches you plan to make,

identify which company reps will be available for interviews. Make it easy for reporters to find your booth.

7) Think TV

Be prepared to present your products to television journalists. Television coverage of the International CES increases annually, with more programs reporting directly from the show floor. Make your presentation visually interesting and be prepared to do television interviews.

8) Tell Your Local Media

Announce to your local media that you'll be at the 2008 International CES. Local newspapers and business publications are likely to be interested in your CES exhibit plans. For maximum coverage, consider participating in our Regional Media Outreach campaign.

9) Call the International CES for Help

The International CES wants to keep your company's name in front of key industry decision makers. CEA promotes the consumer technology industry and the International CES all year long through industry-specific events and international media tours. Contact Wendy Hudak at (678) 457-4867 or whudak@CEA.org for promotion assistance.

10) Host a Special Event or a Celebrity

Want the media to flock to your booth? There's no better way to draw attention to your product than with a special event or celebrity appearance. If you've got something special planned, fill out our celebrity appearance form and let us know.