

First Timer ResourCES GUIDEBOOK



THE GLOBAL STAGE FOR INNOVATION



Tuesday, January 10–Friday, January 13, 2012
Las Vegas, Nevada | CESweb.org

As you're planning and packing for the 2012 International CES®, there's plenty of ResourCES to help ensure you have a successful show.

Refer to this **First-Timer ResourCES Guidebook** to find invaluable tips – for attendees, by attendees! Through social media, International CES alumni gave advice on what they think you should pack, experience, keep handy and MORE for your first show!

Table of Contents

Click on one of the subjects below to learn more – or simply scroll down!

[Best Piece of Advice](#)

[What to Wear](#)

[Eat and Drink](#)

[Must Haves](#)

[Traveling Around](#)

[Schedule Suggestions](#)

[Take Note – from CES](#)

**The information presented in this booklet was provided by International CES alumni through our official social media outlets*

BEST Piece of Advice

- Invest in a really good pair of walking shoes and don't be afraid to take breaks and stay hydrated.
- Bring your charger(s)!
- Hand Sanitizer and bring a swag bag you can sling over your shoulder to leave your hands free.
- Get there early for parking!
- Bring a card reader for your various memory cards.
- My advice - after a couple of decades of covering the event - plan to knock off/leave the area at 3PM. Plan your evening events carefully, no more than two, and get a good night's sleep.
- Comfortable shoes (broken in already, not brand new). Bring a short extension cord and an AC outlet multiplier. What few outlets you find for your charger will already be in use or jammed with chargers so that you can't fit your charger in without the cord. Even if you're always fully charged, you may be a hero to someone else. Also consider bringing a Wi-Fi access point.
- Stay at a hotel within walking distance of the Convention Center so you don't have to waste time on a bus or waste money on a rental car; bring some ChapStik; make your appointments geographically close so you're not running all over the place; join CEA so you can go to the VIP luncheons and lounges; dress for business - save the shorts and t-shirt for the room; the Steakhouse at Circus Circus is surprisingly good; and be careful with off-site appointments, the transit to and from these wastes a lot of time.
- Check-in and get your badge the day before at one of the check-in tables inside of one of the many hotels. It is a lot faster than trying to check-in at the LVCC on the first day.
- Prioritize your "must see" vendors/booths and hit any others of interest that are on the way/nearby. There is too much to see and not enough time. And bring a healthy dose of patience/tolerance.....crowds & lines & general chaos everywhere.

WHAT to Wear

- Dress upscale casual. Jeans and a nice dress shirt. Coat is sometimes useful since it gets cold in Vegas during the winter.
- Dress well, but put on extremely comfortable shoes. Nobody will notice your shoes, but that doesn't mean you should otherwise dress like a bozo...
- I remember my first time attending. Went in business attire without the jacket. Next day I'd gone shopping for some Merrell slip-ons, nice pair of pants and button down collar. Basically think of it as casual day at work but you're representing your company on an international stage. You likely don't want to look like a scrub but you will be spending TONS of hours on your feet and networking so find the balance that works for you.
- Business casual will be a good idea. Some people look like they just woke up that's not how you want to represent your business.
- Comfortable shoes but the vendors will not take you as seriously in a polo shirt. If your just there to see all the new stuff business casual is fine but for face to face meetings with your vendors the better you dress the more respect you will get. (Personal experience speaking here).

EAT and Drink Lots

- A 5-hour energy will do you wonders!
- Coffee all day!
- We'll be bringing snacks and staying uber hydrated, not to mention our Superfood smoothies in morning.
- Hit the big all you can eat buffet in the morning before heading out. You can also take some snacks in your backpack.
- Bring your own lunch if you can.
- Pack a bag with granola bars, fruit, and water. That way, if you don't have enough time to stop for lunch, you're not dead on your feet. You also save money, because we all know Convention food is pricey. Whatever you do, make sure you eat breakfast in some shape or form.
- I would suggest making contacts before the show and planning dinners for optimum networking opportunities. Leave a couple of nights open for new contacts!
- Can't go wrong with a dinner and show. You could find ones that serve dinner during the show and kill two birds with one stone since time is limited. Book early!

MUST Haves

- Camera and a pen.
- Baby wipes, you'll be shaking a lot of hands and touching a lot of gadgets!
- Business Cards.
- A bag for grabbing freebies.
- Bottle of water and camera. There is too much good stuff and writing takes too much time. Short videos and image galleries are the most effective way of remembering
- Evernote app.
- A Backpack, and be selective, there is so much to see and people are wanting to give you stuff left and right, take only what you need to help you network. Business cards are also important, yes, they can scan you if they paid for the convenience, but old school networking and leaving personal messages on business cards still pays off.
- Wear some comfortable shoes; bring some Gatorade or water too. You may so want to invest in those small battery rechargers for your phone so that you don't have to go searching for a wall outlet in the big halls.
- Water, ibuprofen and comfortable shoes (a backup for ladies - comfy flats that work with the outfit) are a must. By the end of Day 2, walking will feel like torture that you will still happily endure to see the entire show.
- Water, patience, a lightweight backpack, wear comfy shoes and even if it's a little chilly outside leave your jacket behind. You don't want to carry it around with you all day because you won't need it while inside the buildings. I also make sure to have some Aleve for the achy feet and lower back.
- It can't be repeated enough: keep water on you at all times at CES. The weather in Vegas is great in January but it is also very dry. The humidity is so low (less than 30% most of the time) that it actually dries you out even when you are not sweating.
- If you don't want to haul a big backpack around, then I'd suggest a canvas tote bag. Put your name on it and something to recognize it by like some clever button pins or something since lots of other people will have tote bags. If you have a business, get a tote bag custom printed with your business name and website on it. A little free advertising can't hurt.

TRAVELING Around

- Stay in a hotel with Monorail access: Use the monorail. Love the monorail.
- The shuttle is your best friend and since they closed the Sahara some places aren't close enough to walk.
- The past 3 years I've been there, a cab is the best bet for most places - but the CES shuttles are also a plus.
- Walking. Staying at Riviera was great. The hotel may not be as fancy as others down the Strip but it is soooooo convenient. The LVCC and Venetian are in easy walking distance - no need to wait in lines.
- I find the busses affordable and easy to catch. You can get a day pass for a few dollars, and you don't have to walk up and down all of those stairs like you do on the Monorail.
- Monorail, if staying at a hotel with a station. CES shuttle busses usually work pretty well too. A cab as a last resort. (And I rented a car my first CES -- will never make that mistake again! Traffic/parking at the LVCC is insane!).
- Walking mostly, monorail only works if your hotel has a station and not when leaving from the Convention Center station at the end of the day. A car works great at night to drive around the strip (free parking) but don't try to use it to get to the Convention Center.
- Shuttle Buses and walking, if you stay at the hotels closest to your evening activities, the shuttles can save you time and money.

SCHEDULE Suggestions

- I schedule by areas, have appointments every 20 minutes; spend the final day roaming the floor for products that weren't on my list. Between press conferences and appointments, I'm booked solid before Thanksgiving.
- Always start in the main hall and then fan out from there. But I always make sure I make my last stop of the day near the bus loading because my feet will be TIRED!!!

TAKE Note - from CES

- Official CES Venues: the Las Vegas Convention and World Trade Center/the Las Vegas Hilton* and The Venetian. **The Las Vegas Hilton will change its name to LVH (Las Vegas Hotel & Casino) on January 3, 2012. For purposes of the 2012 International CES, we will continue to refer to it as the Las Vegas Hilton.*
- Given the volume of attendees trying to use their mobile devices, cellular service in Las Vegas can sometimes be spotty. Our friends at Verizon and AT&T have offered to enhance their network support, but please be sure to have patience when it comes to connectivity and plan accordingly.