

discover tomorrow's opportunities



THE GLOBAL STAGE FOR INNOVATION



Las Vegas Convention and World Trade Center (LVCC) | Las Vegas Hotel & Casino (LVH) | The Venetian
Tuesday, January 7-Friday, January 10, 2014 | Las Vegas, Nevada | CESweb.org

some people choose to change the future. others choose to stay home.

Over four days in January, those who shape the future gather in Las Vegas for the International CES®. Here, brands, markets and economies are built in what's far more than a tradeshow. And in 2014, there's more opportunity than ever to get in front of those who matter.

Enclosed you will find the most detailed information available on opportunities to participate in the 2014 International CES—from traditional booth space, to branding power to non-traditional showcases. You'll discover the flexibility of CES and the power it has to boost your bottom line.

You'll also discover the strength of the International CES comes not just from the exhibitors, but the association

behind it. The Consumer Electronics Association (CEA)®, owner and producer of the International CES, boasts a membership of more than 2,000 companies of all sizes, spanning the full spectrum of the CE industry. Appreciating the support from the industry, CEA is pleased to offer members a robust benefit package, with amplified incentives for our exhibiting members.

Whether you're an industry giant or an adventurous startup, the following pages will be your guide to a world of wonder and invention for 2014.

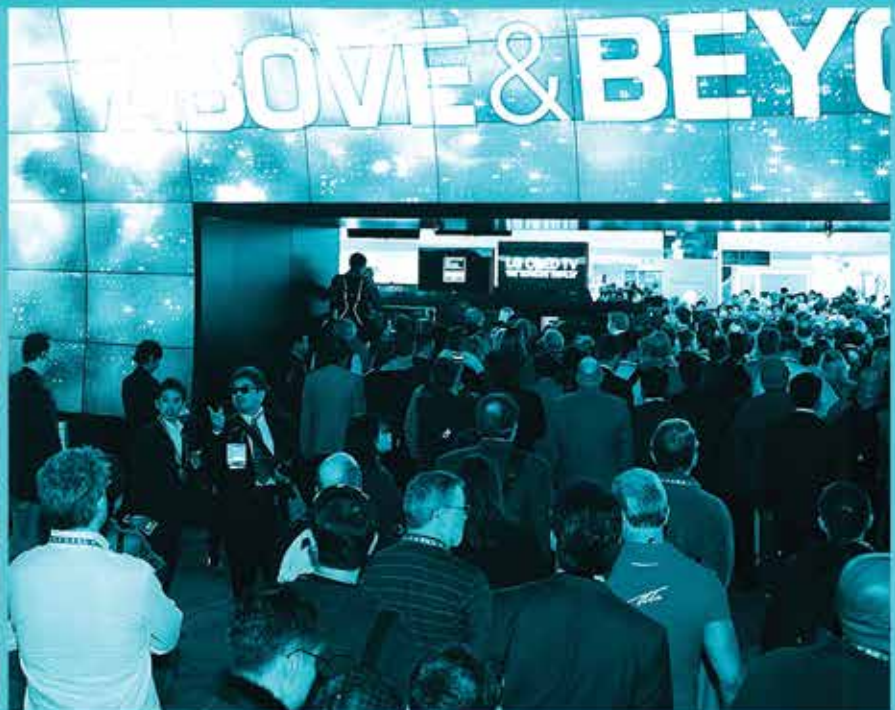
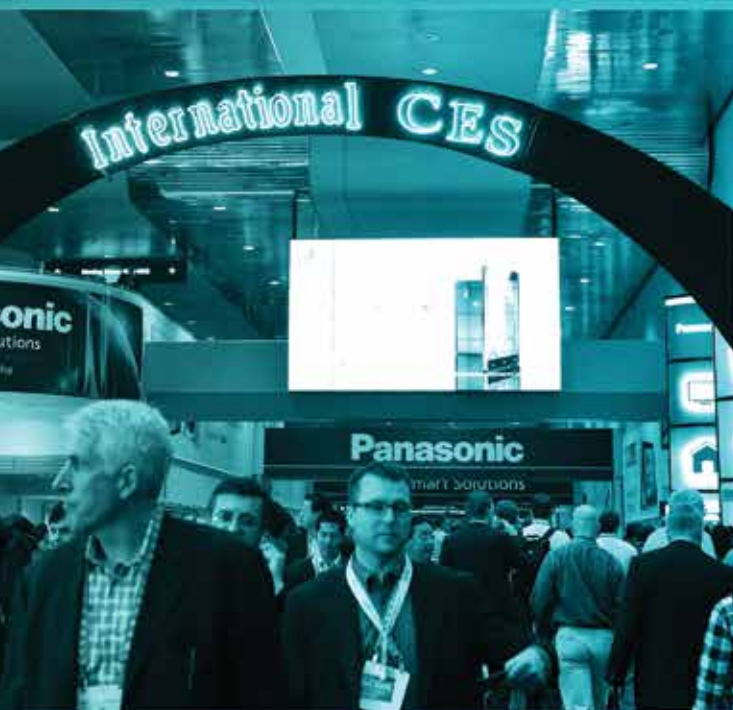




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the
show

CES by the numbers*

1,920,000

NET SQUARE FEET OF EXHIBIT SPACE

20,000+

NEW PRODUCT ANNOUNCEMENTS

152,759

ATTENDEES

3,200+

EXHIBITORS

2,759

FINANCIAL
PROFESSIONALS

6,369

MEDIA

36,206

INTERNATIONAL
ATTENDEES

150+

COUNTRIES

13

MEMBERS OF
THE UNITED STATES
SENATE AND HOUSE
OF REPRESENTATIVES

6

STATE ELECTED OFFICIALS
+ OFFICIALS FROM

3

OF THE TOP FEDERAL
GOVERNMENT AGENCIES

5

OFFICIALS OF THE
FEDERAL COMMUNICATIONS
COMMISSION

**Figures base on official audit numbers of the 2013 International CES®, as of May 10, 2013.*



The 2014 International CES®

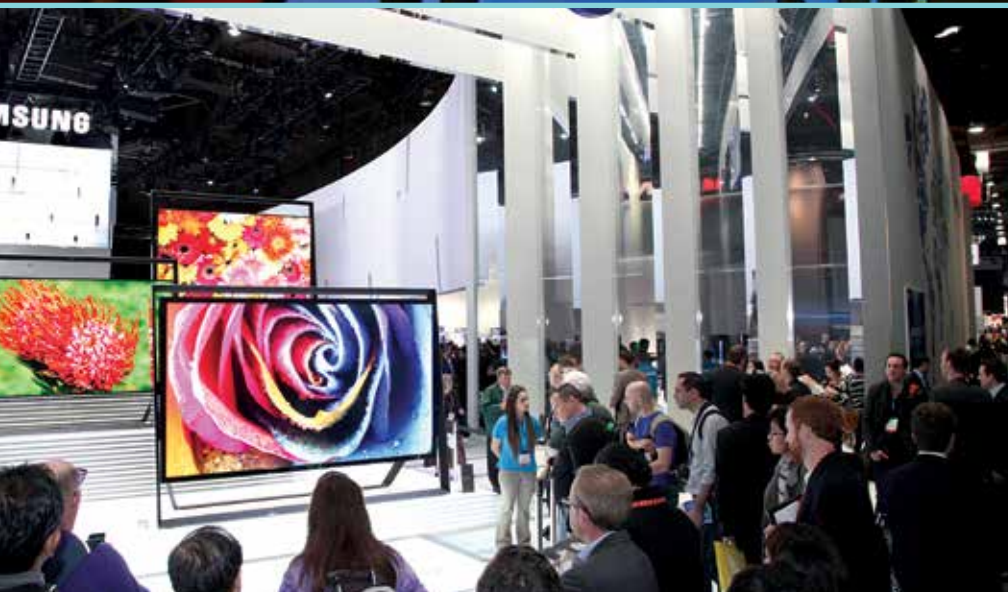
With more than four decades of success, the International CES reaches across global markets, connects the industry and enables consumer electronics (CE) innovations to grow and thrive. CES is where innovation does business.

Every year CES draws in attendees from around the globe ready to do business. They're senior-level executives, key decision-makers and all looking to develop new business partnerships.* An astounding 78 percent of attendees represent *Fortune 100* companies. The top 100 CE retailers and top federal, state regulatory officials also flock to Las Vegas for their innovation immersion. A myriad of representatives from more than 500 educational institutions around the world are also found in attendance.

Discover more attendee demographics and profiles within the *2013 International CES Audit Report*.

**Information and figures based on the 2013 International CES Audit Report.*

The report is conducted by VERIS, a third party consulting auditor, and verified according to IAEE standards at the conclusion of each show. These standards are the most stringent and comprehensive for tradeshow and event auditing; the IAEE seal assures the attendee data reported has been fully vetted and verified. The audit provides real numbers for all the categories that count: who attended and their decision-making power, broken down by industry, sector and market. Information on the media, government representatives and international delegations is also included.



2014 CES Exhibiting Opportunities

Whatever your marketing strategy dictates, the International CES has options and flexibility to meet your needs. From traditional booth space to meeting rooms, suites or outdoor showcases, a solution can easily be created to suit your needs and style.

OPEN EXHIBIT SPACE

Traditional exhibit space is available throughout the halls of the Las Vegas Convention and World Trade Center (LVCC)/ the Las Vegas Hotel & Casino (LVH) and The Venetian. Discover the options for footprints ranging from a gem kiosk to a 10x10 and up. Options are also available to work with your team to create a custom booth design or choose a low-cost turnkey (finished) booth package.

The official CES venues are divided into product market categories to ensure no company is overlooked. Your booth's hall location will be determined by the product category your product or service represents.



We revel in the flexibility of our exhibit space options and as an official CES exhibitor, you'll receive the power and support of the International CES and CEA brands, regardless of the shape, size or form you take on-site.



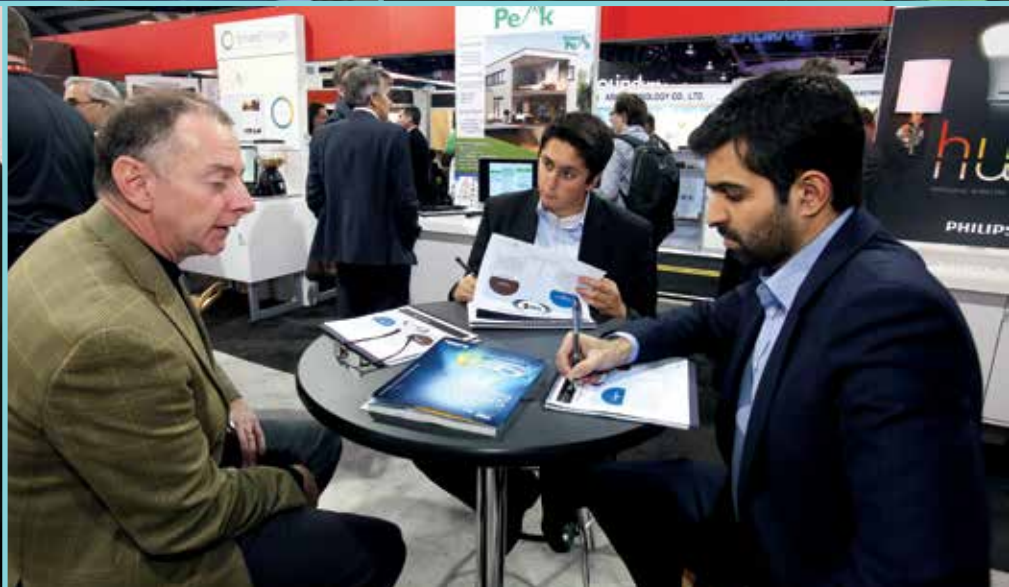
TECHZONES

Looking for more of a community setting? Participate in one of 20 CES TechZones—themed areas featuring hot products, technologies, solutions and more. Again, you can opt to work with your team to create a custom booth design or select a turnkey package. As an exhibitor in one of our TechZones, you'll receive all the benefits as a traditional booth space exhibitor, as well as amplified marketing to attendees promoting the TechZone.



OUTDOOR EXHIBIT SPACE

Complement your standard booth space or create a unique footprint front and center of the LVCC. Be as imaginative and innovative in this space as you are with your product – exhibit in the open air or use a canopy, tented or dome structure; build a stage, bring a car, host a happy hour. Whatever fits for you. This space is ideal for exhibitors looking to strengthen their experiential marketing.





CES MEETING PLACE

Need more space than what your booth provides? Want to be part of CES, but a traditional booth isn't what you're looking for? Located in the LVCC, the CES Meeting Place provides a convenient, fully furnished location for exhibitors to meet with clients and potential business partners in a private setting with reduced ambient noise of the bustling show floor. These modular meeting rooms are built right off the show floor, keeping you close to the action but providing you with a more secluded locale to conduct meetings or set up a controlled product display.

MEETING ROOMS

If a private space off the show floor suits your needs more, invest in one of the many meeting rooms available within the LVCC and The Venetian. Various sizes are available

to be transformed into an environment that is most conducive to your meetings or demonstrations. Located off the show floor, you'll control traffic flow and access as you see fit and still receive the benefits of a traditional booth space exhibitor.

BALLROOM SPACE

Want more grandeur? Reserve upscale ballroom space within The Venetian. Also ready to be transformed into a meeting space or demonstration area, these destinations can even host private events with a unique showroom or lounge setup.

SUITES

A great complement to any booth space, or a more upscale private meeting room option, suites are available at The Venetian, LVH, Renaissance, Wynn Las Vegas and Encore at Wynn. Receiving the same benefits as traditional booth space exhibitors, suites can also be customized for your needs.

**Change
the Future**

Brands, markets and economies are built on what's more than a tradeshow floor, it's a window of opportunity. With access to the attendees that stock your products and recognition from the media powerhouses, we put you in front of the people who matter.



2014 CES Branding Opportunities

The International CES delivers more distribution channels than any other industry event. Keep your brand in front of our powerful audience through a variety of sponsorships and promotional opportunities. From an array of advertising, event and award sponsorships, speaking opportunities and more, CES makes it easy for you to build your brand beyond the booth. If you have ideas for something special, call us and we'll help make it happen.

We even supply you with a host of free opportunities, regardless of your shape, size and location.

SPONSORSHIPS

Your name and logo side by side with our name and logo – sounds powerful right? Choose from a variety of on-site attendee materials: official show bags, email stations, CES Mobile App, floor plan and product locator kiosks – or one of the many significant industry events and programs taking place during CES. Whether it's the Leaders in Technology Dinner, International Reception, VIP Buyer, Entertainment Matters or Brand Matters programs, we're more than willing to share the spotlight and branding influence our names hold.

DIRECT MAIL AND ONLINE ADVERTISING

More than four million impressions of electronic direct mail to more than 200,000 unique readers keep International CES attendees up-to-date. Reach CES' community through sponsor spotlights in the *CES Up to the Minute Attendee Newsletter*, dedicated email blasts and attendee postal mailing list rentals.

ONLINE DIRECTORY SPONSORSHIPS

Powered by our partners at Map Your Show (MYS), the online exhibitor directory is the best way for you to stay connected with CES attendees year round. This interactive resource is referenced throughout the year to connect attendees to your products and services before, during and long after CES. It turns your listing into a virtual showroom, generates leads and drives traffic to your booth on-site. A variety of packages are available to help you boost your bottom line and connect you to the movers and shakers you need.

ON-SITE ADVERTISING

When the doors open on Tuesday, January 7, 2014, have your company's name, brand and products seen first. Choose between any of our front-and-center opportunities to have your brand featured on one or many of our exterior and interior banners; shuttle bus exterior and interior wraps, covers and banners; outdoor promotional space for any custom designs, cars or experiences. Want your product or service to be put to work? Become an official equipment sponsor.

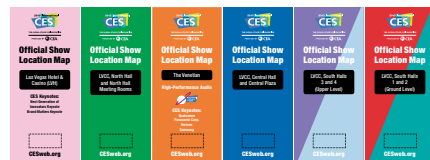
COMPLIMENTARY BRANDING OPPORTUNITIES

Whether you have the money to invest in additional branding opportunities or not, International CES is committed to providing all of our exhibitors with a range of free benefits to build awareness of your company, brand and products out to our attendees. From speaking opportunities to free registration for your key accounts, you're sure to find at least one opportunity that will amplify your exhibiting experience.

PRINT ADVERTISING

International CES partners with the leading trade publications to produce and deliver ground breaking ideas and insightful editorial content all year round, especially during the CE industry's most important event. Reach tech-savvy industry motivators when you promote your brand and your presence at the 2014 International CES within any of these official publications distributed on-site.

- *It Is Innovation (i3)*, the official publication of CEA, owner and producer of CES
- *International CES Preshow Planner*, published in partnership by Consumer Technology Publishing Group (CTPG)
- *International CES Digital Imaging/Photography Preshow Planner*, published in partnership by CTPG
- *International CES Show Directory*, published in partnership by CTPG
- *International CES Show Guide & Conference Brochure*, published in partnership by CTPG
- *International CES Daily*, produced by *TWICE*
- *International CES Entertainment Matters Daily*, produced by *Variety*
- Official CES Show Maps



2014 CES Media Opportunities

Eighty-five percent of all CES exhibitors cite media coverage as one of the most important reasons for attending the show. Besides connecting with the right attendee, it's easy to see why public relations (PR) is oftentimes the highest priority for exhibitors at the International CES. With more than 5,000 members of the media in attendance, we'll get you covered.



CES Unveiled: THE OFFICIAL PRESS EVENT OF THE INTERNATIONAL CES

Jumpstart your media coverage at these incredible events! CES Unveiled: The Official Press Event of the International CES offers exhibitors two opportunities to meet the press, build buzz and stand out two months before the show and two days before the doors open. Plus, get a sneak peek at the product debuts from our Innovations Design and Engineering Award Honorees.

CES Unveiled NEW YORK

Held in conjunction with the Pre-CES New York Press Preview in November, your products are on display in front of more than 300 media in time for the holiday selling season and to jumpstart your CES success. This is your best venue to network with the top media during the crucial weeks leading up to the holidays and the 2014 International CES.

CES Unveiled LAS VEGAS

Be the first to debut the year's hottest products before CES officially begins. CES Unveiled LAS VEGAS is attended by more than 800 media from around the world. A tabletop exhibit is your chance to get critical press attention before the competition arrives in Las Vegas.



International CES Unveiled Events

In 2012 we hosted two international CES events in London, England and Stockholm, Sweden. Both events generated an attendance of more than 170 media combined from across Europe and the UK. In late spring 2013, we'll announce the new international locations that will put you and your products in front of the worldwide media.

PROMOTIONAL MEDIA OPPORTUNITIES

Just as you're able to put your name, branding, products and services in front of CES attendees, we offer the same opportunity for the media. Get the coverage you want by the media that matters most. Sponsorship and branding opportunities range from equipment, bags, gifts, food and more!

COMPLIMENTARY MEDIA OPPORTUNITIES

Again, just as we support you with outreach to our attendees, we also provide benefits to connect with the media, for free. We produce a series of pre-show press releases announcing the latest and greatest enhancements to the show and news from our exhibitors; provide press conference rooms to make major company announcements or demonstrate your products and services; paperless press kit distribution within our press rooms; pre-registered media list and even a PR kit to help you plan and promote your CES experience.

COVERAGE FROM THE HEADLINERS

The International CES attracts the top media outlets from around the world. No matter your size, shape or location using any of the opportunities above will get you noticed by:

<i>ABC News</i>	<i>MSNBC.com</i>
<i>Associated Press</i>	<i>NPR</i>
<i>BBC</i>	<i>PC World</i>
<i>CBS Interactive</i>	<i>PC Magazine</i>
<i>CNET</i>	<i>Popular Mechanics</i>
<i>CNN.com</i>	<i>Reuters</i>
<i>Consumer Reports</i>	<i>San Francisco Chronicle</i>
<i>Engadget</i>	<i>The Guardian</i>
<i>Financial Times</i>	<i>The Wall Street Journal</i>
<i>Forbes</i>	<i>TWICE</i>
<i>Fox News</i>	<i>USA Today</i>
<i>Gizmodo</i>	<i>Variety</i>
<i>Los Angeles Times</i>	<i>Wired</i>
<i>Newsweek</i>	



Innovations Design and Engineering Awards

The Innovations Design and Engineering Awards give consumer technology manufacturers and developers an opportunity to have their newest products judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade press. It's the place to see, touch, feel and understand the future of consumer technology. There are 29 award categories in which products can be entered.



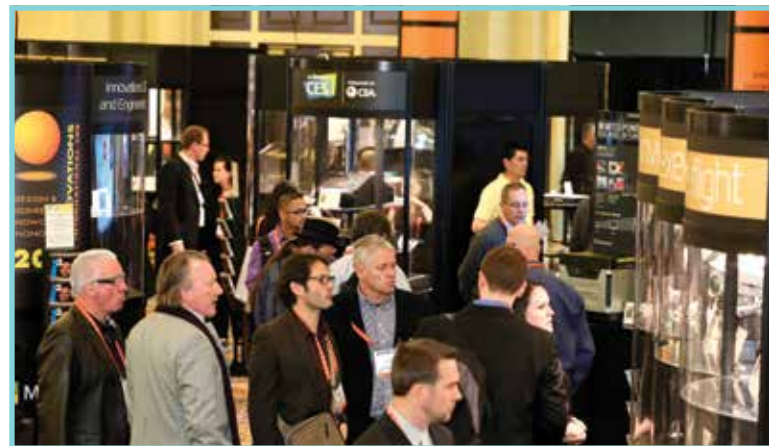
The Best of Innovations designation is awarded to products with the highest judges' scores in each category. CES Innovations Awards entries are judged on overall engineering qualities related to technical specifications and materials, aesthetics and design qualities, the product's intended use and function, unique features and how the design and innovation of the product compares to others in the marketplace.

In addition to being featured in a pre-CES press release, honorees also receive the following:

- Product display in the Innovations Design and Engineering Awards Showcase at the upcoming International CES (for official International CES exhibitors only).
- Best of Innovations Honoree product display at CES Unveiled, the official press event of the International CES.
- Innovations Honorees are often featured on the live radio broadcast of "Into Tomorrow" with Dave Graveline. Host Dave Graveline will interview CEOs, presidents and senior executives from the hottest companies exhibiting at CES, producing three entire programs (nine hours of programming), live from the International CES show floor. This nationally syndicated consumer electronics

radio program launched its 18th season at the 2013 International CES.

- The revered Innovations Design and Engineering award plaque to display in your booth and in your company's trophy case.
- A listing in the Innovations on-site directory (for official International CES Exhibitors only).



- The Innovations icon published next to your company listing in the *Official CES Show Directory* (for official International CES exhibitors only).
- Attention of key industry journalists and retailers who visit the Innovations honoree displays.
- Exposure on the official CES website. The Innovations pages are among the most heavily-trafficked pages on the entire site.
- Opportunity for Best of Innovations honorees to display their product at other CEA events throughout the year.
- Take advantage of advertising opportunities in CEA's *It Is Innovation (i3)* magazine. Innovations honorees receive substantial discounts.

Contact Innovations@CE.org for more information.

**the
association**





The Consumer Electronics Association (CEA)[®]

CEA is your partner for advocacy, research, education and marketing.

The Consumer Electronics Association (CEA)[®] unites more than 2,000 companies within the consumer technology industry. Members tap into valuable and innovative members-only resources: unparalleled market research, networking opportunities with business advocates and leaders, up-to-date educational programs and technical training, exposure in extensive promotional programs and representation from the voice of the industry.

CEA owns and produces the International CES, the world's largest consumer technology tradeshow.

CES unites 150,000 retail buyers, distributors, manufacturers, market analysts, importers, exporters and media from 150 countries. CEA members receive discounted floor space and other benefits when they exhibit.

We keep you in touch with key industry leaders, government representatives, buyers, the media and others through CEA conferences, meetings and online forums. And our united voice before Congress, as well as federal and state agencies, protects your company's business interests.

Become a CEA Member

Whether your company is large or small, established, growing or fresh on the scene, CEA provides practical benefits for your niche such as market research, training, technical standards-setting and savings on essential business services. Most importantly, you'll find a community of passionate individuals who share knowledge and practice. We value your unique perspective and experience.

CEA MEMBERSHIP CATEGORIES

Regular Membership

Is your company a manufacturer or distributor of consumer electronics or related products, or a provider of a technology or service that interoperates with or enhances a CE device? If so, you may reap the benefits of regular membership.

Retailer or Integrator Membership

If you are a retailer, custom integrator or installer or sell CE products online or via showroom directly to the consumer, then you are eligible for retailer or integrator membership.

Associate Membership

Does your company provide business solutions, conduct B2B services, or do business within the CE industry, but not under regular or retailer/integrator membership? If so, we welcome you as an associate member.

International Affiliate Membership

Companies involved in the CE industry without a North American office are invited to join our introductory level international affiliate membership to learn more about the U.S. CE industry.

Startup Membership

If your company is in development of a technology product, service or app that has been introduced into the market within the last year or will be within the next year, you may qualify for discounted Startup membership. Members who join under the startup category will have full regular membership benefits for up to two consecutive years.

Press/Media

CEA does not currently offer a membership category for press or media. Please contact Press@CE.org to find out other options for involvement in CEA.

Have questions on CEA membership?

Contact Denise King at 703-907-7562 or DKing@CE.org.

MEMBERSHIP DIVISIONS AND COUNCILS

The divisions and councils of CEA's membership educate, grow and develop the following segments of the CE industry:

- Accessories
- Audio-Video Retailer
- Automotive Electronics
- Content and Entertainment Council
- Digital Imaging
- Home Audio
- Retailer Council
- Small Business Council
- TechHome
- Video
- Wireless

CEA Events

CEA produces and sponsors a variety of events that educate and connect members throughout the year. From our flagship International CES to the CEA Industry

Forum, we work continuously to grow and shape the future of the CE industry. As a CEA member, you have an exclusive invitation to most of these events:



DMW MUSIC

February 20-21, 2013
New York, NY



CEA
ECONOMIC
RETREAT

CEA ECONOMIC RETREAT

March 8-10, 2013
Viceroy Snowmass
Snowmass, CO



CES ON THE HILL

April 16, 2013
Washington, DC



DIGITAL PATRIOTS DINNER

April 17, 2013
Washington, DC



DMW GAMES

April 18-19, 2013
Los Angeles, CA



CE WEEK

New York City • June 24-28, 2013

CE Week Line Shows and Exhibits

June 26-27, 2013

New York, NY



CEA Industry Forum
Leadership • Technology • Growth

CEA INDUSTRY FORUM

October 20-23, 2013
Los Angeles, CA



CEO SUMMIT

October 23-25, 2013
Ranch Palo Verdes, CA



2014 INTERNATIONAL CES®

January 7-10, 2014
Las Vegas, NV

and
beyond



It Is Innovation (i3)

The inaugural edition of *It Is Innovation (i3)* launched at the 2013 International CES. *i3* showcases innovation in technology, policy and business in the consumer technology industry. It celebrates the entrepreneurial spirit evident in inventions and startups, the ideas, strategies and leadership skills that exemplify the industry and looks at what is coming in the pipeline.

- Position your brand as innovative and as a leader in its category
- Get recognition from top leaders and decision-makers of the entire CE spectrum

i3 readers are the decision-makers driving the industry forward and include the core of the International CES audience – the largest tradeshow in North America and the largest CE tradeshow worldwide. *i3* is the only magazine with circulation that covers the entire CE spectrum:

- | | |
|-----------------------|-----------------|
| • Retailers | • Engineers |
| • Manufacturers | • Policymakers |
| • Content developers | • Technologists |
| • Financial analysts | • Buyers |
| • Venture capitalists | |

i3 is the only CE magazine that:

- Includes international circulation
- Connects with Washington policymakers
- Is distributed at Reagan National, LaGuardia and Logan airports
- Is the official publication of CEA, the industry authority
- Reaches top leaders in the CE industry
- Benefits from a premium and exclusive distribution at the International CES

Contact Dan Cole at 703-907-7987 or dcole@CE.org for more information.



AVERAGE CIRCULATION: 65,000+

Includes average print circulation of more than 17,500 and average digital circulation of more than 47,500.

(Based on December 2012 BPA Circulation Statement)

PLUS 70,000 BONUS DIGITAL DISTRIBUTION

(Based on publisher's own data)

i3 is the only industry publication that will enable you to:

- Increase your visibility before, during and after the International CES

Innovation Movement

CEA launched The Innovation Movement to bring together an engaged community not just of industry professionals and entrepreneurs but of all citizens who believe innovation is critical to American global leadership and economic growth. This grassroots campaign mobilizes Americans in support of public policies – such as international trade, skilled immigration, deficit reduction and broadband deployment – that encourage and advance American business and shore up our economy for future generations.

WHY INNOVATION?

The culture of entrepreneurship and relentless innovation has made America home to the greatest advances in technology. But today, that culture is under threat. Innovation isn't just about technology or even business – it also includes the policies that lawmakers choose to enact that either help the spirit of innovation thrive, or stifle new ideas before they can reach full potential.

THE ISSUES

Internet Radio

Help us save Internet Radio! The bipartisan Internet Radio Fairness Act would end royalty discrimination while driving innovation, jobs and investment. Contact your representatives today, and tell them to co-sponsor the bill so you don't lose Internet radio.

Skilled Immigration Reform

The Innovation Movement supports the Startup Act 2.0, the STEM Jobs Act, Congresswoman Zoe Lofgren's (D-CA) Immigration Driving Entrepreneurship in America (IDEA) Act (H.R.2161) as well as H.R. 43, introduced by Congressman Darrell Issa (R-CA).

Federal Deficit Reduction

Policies that support a free-market economy where entrepreneurship can flourish:

- Congress should encourage capital formation and investment in young companies – not pass laws that favor lawyers and lobbyists over entrepreneurs and their investors.
- Small businesses, entrepreneurs and innovators are bearing an unfair burden as the government saddles them with mounting regulations and their related compliance costs.

Ubiquitous Broadband Deployment

Currently the Federal Communications Commission (FCC) is prohibited from moving independently to make additional spectrum available for innovative uses. Congressional action authorizing the FCC to put more spectrum into the marketplace would spur job creation and investment, while positioning the U.S. to be the leader in the next generation of wireless technologies.

Free Trade

We support policies that encourage a free-market economy where entrepreneurship can flourish.

Join the Movement

Members of the Innovation Movement receive regular updates on key issues and have the opportunity to make their voices heard when lawmakers in Washington entertain proposals that threaten entrepreneurs. Visit **DeclareInnovation.com** today.

Change the Future.

Contact any of our department representatives to get the details on the information that matters most to you.

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