

# CES 2018

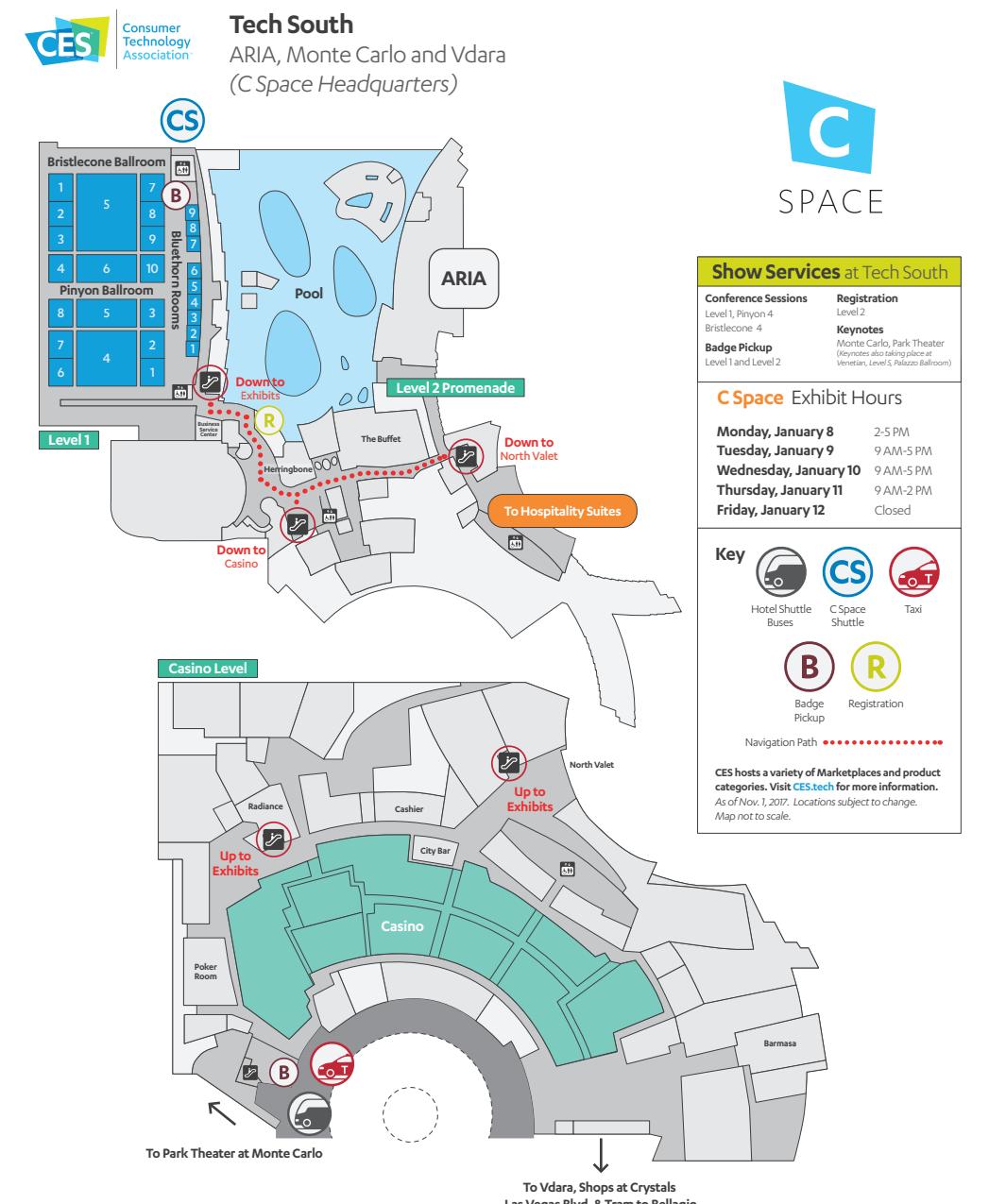
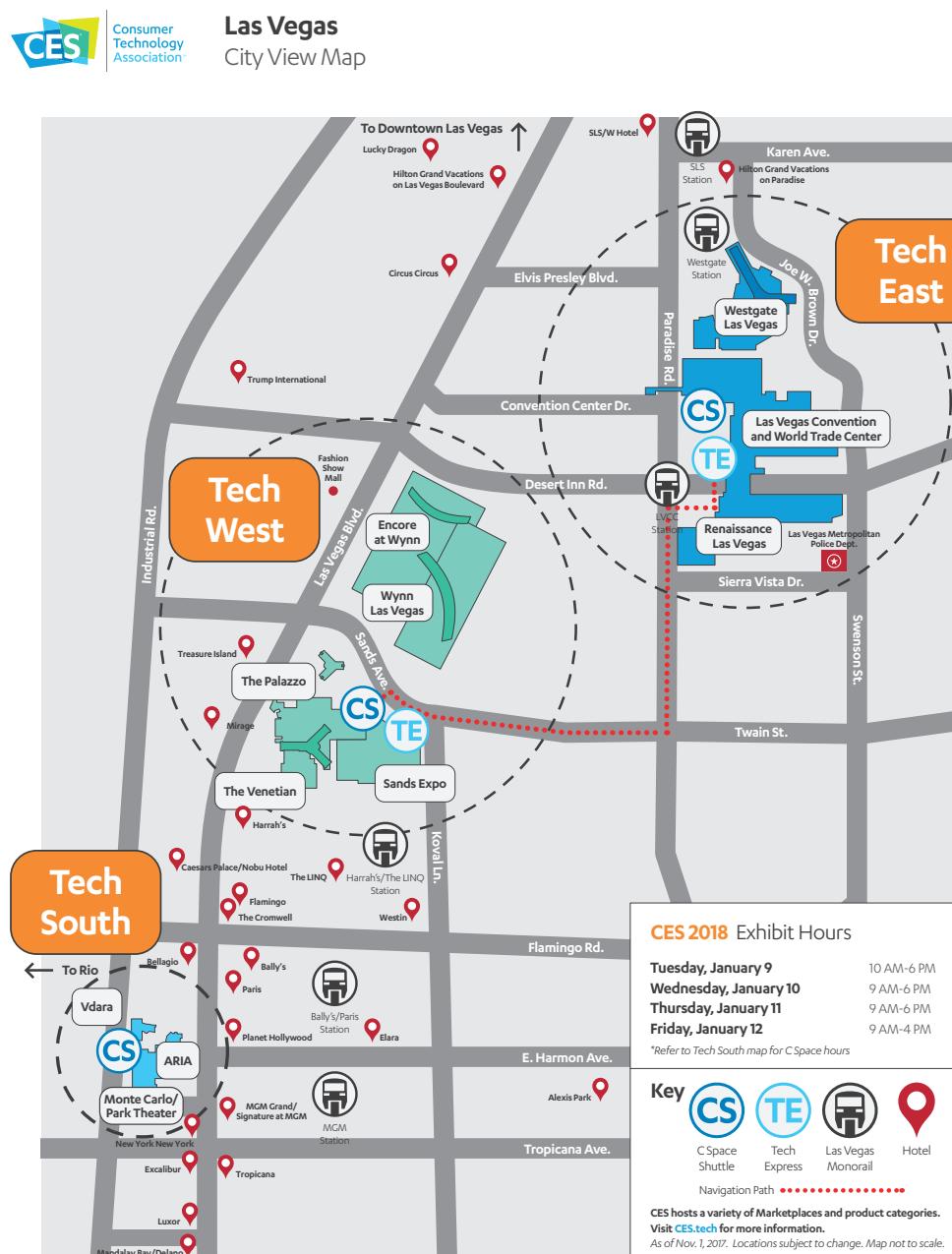
YOUR PERSONAL  
SURVIVAL GUIDE TO CES

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# CES 101

## THE GLOBAL STAGE FOR INNOVATION

With 11 official venues, CES 2018 spans 2.5 million net square feet of exhibit space and features 24 product categories and more than 20 Marketplaces. Don't forget your comfortable shoes as you will find you rack up the miles/ kilometres over the day.... To help you navigate, venues are grouped into three geographical areas: Tech East, Tech West and Tech South.



Click here to download the CES maps and transport guide

# NAVIGATING CES

## KEY THEMES AT TECH EAST

Tech East: Las Vegas Convention and World Trade Centre, Westgate, Renaissance.

Where innovations in audio, drones, gaming, augmented and virtual reality, vehicle technology, video, wireless devices, wireless services, digital imaging/photography or anything “i” come to market. It’s also home to many international exhibitors.

SMART CITIES

AUTOMOTIVE

3D PRINTING

DRONES

GAMING & VR/AR

A.I.

E-COMMERCE

DESIGN & SOURCE



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# NAVIGATING CES

## KEY THEMES AT TECH WEST

Tech West: Sands Expo, The Venetian, The Palazzo, Wynn Las Vegas and Encore at Wynn.

Features the innovative power behind the industry's emerging technology, including revolutions in fitness and health, the Internet of Things, wearables, smart home, sensors and other high-growth technologies changing the world. It's also home to Eureka Park, the startup community at CES.

SPORTS ZONE

FITNESS & TECH

SMART HOME

HEALTH & WELLNESS

EUREKA PARK

WEARABLES

SLEEP TECH

FAMILY & KIDS



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# NAVIGATING CES

## KEY THEMES AT TECH SOUTH

Tech South: ARIA, Park MGM, Vdara and Monte Carlo.

The CES epicentre for the advertising, content, marketing and entertainment communities, hosting a variety of C Space activities, including conference sessions, networking events, exhibits and hospitality suites.

ARIA - C SPACE STORYTELLERS STAGE



MONTE CARLO - KEYNOTES AT PARK THEATRE



# What's On

OUR SELECTION OF SOME  
OF THE MOST ANTICIPATED  
TALKS FROM KEY THOUGHT  
LEADERS IN THE  
CONSUMER TECHNOLOGY  
INDUSTRY

# Mon 8th Jan

[Click here for  
the full CES  
agenda](#)

Time	Title	Venue
11:30 - 12:30	Connected Devices, Connected Everything: Hear from industry leaders who will discuss the value of connected devices	Tech East, LVCC, North Hall, N261
15:30 - 16:30	The Augmented Reality experience	Tech East, LVCC, North Hall, N258
18:30 - 19:30	Intel Keynote Address: How Data is shaping innovation of the future by CEO Brian Krzanich	Tech South Monte Carlo Park Theatre

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# Tues 9th Jan

Click here for  
the full CES  
agenda

Time	Title	Venue
09:00 - 10:00	Ford Keynote - CEO Jim Hackett	Tech West, The Venetian, Palazzo Ballroom
10:00 - 18:00	Innovation Awards Showcase	Tech West, The Venetian, Ballroom E/F
09:30 - 10:15	The Future is Female: A Next Gen Approach to Connecting with Female Consumers	Tech South, ARIA, Level 1, Bristlecone 4
10:00 - 10:30	C Space Storytellers: Facebook fireside chat	Tech South, Aria, Pinyon Ballroom
10:15 - 11:15	Understanding AR and VR content challenges	Tech East, LVCC Upper Level, N262
10:15 - 10:45	Moving the Smart Home beyond early adopters	Tech West, The Venetian, Level 4, Marcello Booth
10:45 - 12:00	Voice Control: Improving the Smart Home Experience	Tech West, The Venetian, Level 4, Marcello Booth
13:30 - 14:30	Panel: Alexa, What is the impact of AI on advertising?	Tech South, Aria, Bristlecone 4
13:30 - 14:15	Energy consumption and distribution in smart cities	Tech East, Westgate Pavilion 9
13:30 - 14:30	Huawei Keynote - CEO Richard Yu	Tech South, Aria, Bristlecone 4
14:30 - 15:30	C Space Storytellers: IBM Panel	Tech South, Aria, Pinyon Ballroom
22:00 - 01:00	CES Opening Party	Tech East, Cesar Palace

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# Wed 10th Jan

Click here for  
the full CES  
agenda

Time	Title	Venue
09:00 - 10:00	Amazon & Alexa	Tech East, LVCC, Upper Level, N262
09:00 - 18:00	Innovation Awards Showcase	Tech West, The Venetian, Ballroom E/F
09:30 - 10:00	C Space Storytellers: Google panel	Tech South, ARIA, Level 1, Bristlecone 4
10:00 - 11:00	Self driving cars	Tech East, LVCC, Upper Level, N262
10:10 - 10:30	Q&A with Nissan CMO	Tech South, Aria, Bristlecone 4
11:15 - 11:40	Best in brand storytelling	Tech South, Aria, Bristlecone 4
11:30 - 12:00	Automotive with Alexa	Tech East, LVCC, Upper Level, N262
14:00 - 16:00	Integrate Alexa in your product	Tech East, LVCC, Upper Level, N262
14:15 - 15:15	Securing the Smart Home	Tech East, LVCC, North Hall, N256
14:15 - 14:45	C Space Storytellers: Oath	Tech South, ARIA, Level 1, Pinyon Ballroom

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# Thurs 11th Jan

Click here for  
the full CES  
agenda

Time	Title	Venue
09:00 - 18:00	Innovation Awards Showcase	Tech West, The Venetian, Ballroom E/F
10:15 - 11:15	Panel: The future of AI	Tech East, LVCC, North Hall, N258
11:30 - 12:30	Panel: The smartest wearables in the room	Tech West, Venetian, Level 4, Lando Room
14:00 - 16:00	Workshop: Build far-field Alexa-enabled products with Intel	Tech East, LVCC, Upper Level, N262
14:00 - 14:45	What's Happening in VR, AR and Robotics?	Tech West, Sands, Hall G, 50268
16:15 - 17:00	Scaling retail tech vertically and horizontally	Tech West, The Venetian Level 4, Lando Room

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# Fri 12th Jan

Click here for  
the full CES  
agenda

Time	Title	Venue
09:00 - 16:00	Innovation Awards Showcase	Tech West, The Venetian, Ballroom E/F
22:00 - 04:00	CES Closing Party	Tech West, Venetian, Tao Nightclub

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# SURVIVING CES

## THE GOLDEN RULES

### ① DRINK PLENTY OF WATER

Remember that you are in the middle of a desert, stay hydrated!

### ② BOOK IN ADVANCE

Every restaurant, bar and café will be full, make sure to book in advance.

### ③ TIME IS NOT YOUR FRIEND

Going from one location to another at CES can take a long time... CES covers an area 100 times bigger than The White House so leave plenty of time to get to meetings and events.

# THE SOCIAL SCENE

EXPERIENCE VEGAS LIKE A LOCAL

## DINING IN STYLE



Vegas is full of great restaurants and new ones open every day. To get you started here's a list of the ones to keep in mind as you venture on the Las Vegas Strip

[CLICK HERE](#)

## SECRET LAS VEGAS



Think you know Las Vegas? Think again. No matter how many times you've been, there's a hidden Vegas to be discovered. Here's 35 insider tips from the locals on things to see and do

[CLICK HERE](#)

# APPS

DOWNLOAD AND NAVIGATE CES LIKE A PRO

## CES APP



The official app for CES 2018 has everything you need to make the most of your CES experience - the exhibitor list, full conference and event schedule, speaker list and important show information.



## UBER



Definitely a must have if you don't want to risk being stuck waiting in line for a taxi!

## LYFT



Another friend to have in case taxis fail you, Lyft can come to the rescue.



# Enjoy CES!

For any help or advice over  
the week at CES please feel  
free to contact us:



Giulia Vasapolli  
Account Executive  
[giulia.vasapolli@wpp.com](mailto:giulia.vasapolli@wpp.com)

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