

CES[®] 2016

**Publication &
Allied Association
Barter Manual**



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA[®]

**Wednesday, January 6 – Saturday, January 9, 2016
Las Vegas, NV, USA
CESweb.org**

Welcome to CES[®] 2016!

Dear Valued Publications and Trade Associations,

To those of you who are new to the CES Publication and Allied Association Barter Program, welcome! For those of you returning for another year with CES, it is wonderful to have you back. CES 2016 is gearing up to be another groundbreaking year and we look forward to working with you in preparation for it.

To make sure things run as smoothly as possible for CES 2016, please use this Publication and Allied Association Barter Manual to guide you through the barter process. Enclosed is all the information you will need, from guidelines and order forms to shipping labels and helpful hints. **Be sure to pay close attention to all deadlines outlined in this manual as they are essential to the fulfillment of your barter benefits and failure to meet them will result in delays or the loss of a benefit.** Even if you are a returning partner, there are updated deadlines and new developments to consider for this year.

Our goal is to ensure you have all of the information and resources you need to make your CES 2016 experience a success. If you have any questions regarding your barter, or this manual, please feel free to contact me for further assistance. If you have exhibit space at CES, please also refer to the [CES Exhibitor Manual](#) (available August 1) for your specific exhibit venue.

We'd also like to extend our sincere thanks for your interest, dedication and support for the CES.

We look forward to working with you during CES 2016!



Keep an eye out for this “Important” tag for must-read information.

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Key Dates and Deadlines

Action Item	Due Date
<input type="checkbox"/> Return original copy of signed Exhibit Space Contract <i>(Only for those with an exhibit space)</i>	As soon as contract is signed
<input type="checkbox"/> Registration opens	July 8
<input type="checkbox"/> Last day to provide your company logo for the printed <i>Official Show Directory</i> to your publication barter contact <i>(Only for those with an exhibit space)</i>	October 1
<input type="checkbox"/> Last chance to log on to CESweb.org and complete your exhibitor listing to be included in the printed <i>Official Show Directory</i> <i>(Only for those with an exhibit space)</i>	October 8
<input type="checkbox"/> Last day to return completed publication bin order form <i>(If a publication bin form is not returned by this date, partner forfeits distribution benefit of publications on-site)</i>	November 20
<input type="checkbox"/> Last day to e-mail an image of your on-site publication(s) cover(s) to your publication barter contact	December 18
<input type="checkbox"/> Last day to return completed freight tracking form	December 18
<input type="checkbox"/> Last day for publications to arrive on-site for opening day distribution in publication bins	NOON January 3, 2016
<input type="checkbox"/> Publication bins filled and ready for distribution	NOON January 5, 2016
<input type="checkbox"/> Exhibit space set up and ready for move-in	January 5, 2016
<input type="checkbox"/> CES 2016®	Wednesday, January 6- Saturday, January 9

Please take note of all of these key dates and deadlines

Las Vegas Convention and World Trade Center, South Hall Kiosks

Kiosks are located in the LVCC on the exhibit floor in the Allied Association and Publication Lounge.



Kiosk Package

- Silver metal and white PVC panels (100% recyclable)
- Latte carpet (25% recycled content, 100% recyclable)
- (1) arm light
- (1) white header w/ company name and TechZone logo
- (1) standard flat literature rack
- (2) stools (42"H- black fabric)
- (1) wastebasket
- (1) 500 watt electrical outlet (150 watts are used by the arm lights at the top of the booth). An extension cord with 350 watts of power is available for exhibitor use
- Nightly vacuuming

Booth Graphics

Exhibitors may attach graphics to panels. However, all graphics must be either laminated or mounted to a backing such as foam core. Exhibitors must provide their own Velcro or double-sided tape. Please refer to the exact dimensions of the kiosk walls above before any graphics are created, as the dimensions of the walls are slightly different than those of standard signage.

Exhibitors also have the option to have Freeman produce their booth graphics. If you'd like more information, please contact CESturnkey@freemanco.com.

Electrical, Internet and Extras

Furniture and electrical requests not listed in your barter agreement must be ordered through Freeman, the official general services contractor of CES. In addition, all Internet needs must be ordered through Cox Communications. All additional orders are the sole responsibility of, and directly billed to the partner. More information can be found at in your [LVCC Exhibitor Manual](#) (available August 1).

Exhibit Space Contract

Important

All exhibitors are required to complete a CES 2016 Exhibit Space Contract before we can officially reserve a booth space. Please complete and return your contract as soon as it's signed and finalized.

Move-In Date

Kiosks will be set up and ready for move-in by 8 AM on Tuesday, January 5, 2016.

Standard Booths

If you are not located in the Allied Association and Publication Lounge, you will receive a standard booth and furnishings as part of your barter agreement. Standard booths are 10 ft. x 10 ft. or larger depending on the terms of your agreement. The booths are located throughout the LVCC's North, Central and South Halls, The Venetian or the Sands Expo.

Booth Furnishings

The following furnishings come with your booth (subject to change based on terms of agreement):

- Standard carpeting
- Pipe and drape backdrop
- One (1) standard eight-foot counter top, draped black or two (2) standard four-foot counter tops, draped black
- Two (2) standard counter-high stools
- One (1) waste basket
- One (1) company identification sign (7" x 44") - The name on your identification sign will be the same company name as you listed on your Exhibit Space Contract.

Electrical, Internet and Extras

Furniture, electrical, Internet and any additional items not listed in your barter agreement must be ordered directly by the publication or trade association. These items will also be billed directly to the publication/association. All furniture and electrical requests must be made through Freeman, the official general services contractor of CES.

If you are exhibiting in the LVCC, all Internet needs must be ordered through Cox Communications. All additional orders are the sole responsibility of, and directly billed to the partner. More information can be found in your [LVCC Exhibitor Manual](#) (available August 1).

If you are exhibiting in The Venetian/Sands, all electrical, Internet and cleaning requirements must be ordered through Specialized Event Services (SES), the exclusive provider of these services at The Venetian. All additional orders are the sole responsibility of, and directly billed to the partner. More information can be found in your [CES Venetian Exhibitor Manual](#) (available August 1).

Important

Exhibit Space Contract

All exhibitors are **required** to complete a CES 2016 Exhibit Space Contract before we can officially reserve a booth space for you. If you selected a booth space during CES 2016 exhibit space selection process in January 2015, please email a copy of your Exhibit Space Contract to PubProgram@CE.org and include your company name and booth number. If you are receiving a new booth, please complete and return your exhibit space contract as soon as it is signed and finalized.

Move-In Date

Standard booths will be set up and ready for move-in by 8 AM on Monday, January 4, 2016, unless you are notified otherwise.

Important

Exhibit Space Selection for CES 2017®

If you have a standard booth and plan on continuing your participation in the barter program for CES 2017, you **must** select a booth space during your assigned Exhibit Space Selection time at CES 2016. (Selection times will be provided in December.) It is **imperative** that a representative from your company attend this selection time in order to get a booth space for next year. We will **not** be able to accommodate a space for you after the close of CES 2016. (Please see more details in the "Helpful Notes and Tips" section of this manual.)

Publication Bin Distribution On-Site

As part of your barter contract with CES, you may be entitled to have your publications distributed throughout CES in a number of publication bins. All publications will be placed in the appropriate bins from Tuesday, January 5 through Saturday, January 9, 2016.

There are six (6) locations where you can distribute:

- LVCC, Grand Patio (outside of the North Hall/Grand Lobby near the shuttle buses)
- LVCC, South Hall Patio (outside of the South Hall 1 entrance near the shuttle buses)
- LVCC, South Hall 3 Lobby (upper level, next to escalators)
- Westgate on either side of the Breezeway entrances
- The Venetian, Venetian Ballroom Foyer, Level 2
- Sands Expo

Placard Signs

Each publication bin will have a small placard sign on the top of it. On your Publication Bin Order Form (page 9), you can select what you would like your sign to say. Space is limited to your company name, magazine name, or a combination of the two. Please keep in mind these signs are rather small (8 1/2" x 11"), and a great deal of text will be difficult to read.



LVCC, Grand Patio

Arrival / Distribution of Magazines

In order to get your magazines distributed on time in the appropriate location, we are requiring that your publications be checked in at the Freeman marshalling yard at CES 2016 **no later than 12 noon on Saturday, January 2, 2016.**

All publications arriving by 12 noon on Sunday will be distributed beginning Tuesday, January 5, the official Press Day of CES. Publications arriving after 12 noon on Sunday, January 3 or on Monday, January 4 will not be distributed until Tuesday or Wednesday.

Please see the "Shipments to CES" section for more information on publication delivery and shipment information.



The Venetian

Quantity of Publications for Distribution

As CES continues to grow, so does our barter program. Thus, while you are entitled to have a number of pub bins (specified in your contract) throughout the show floor, these bins are limited in number. Due to the finite number of bins, we request that each publication send approximately 2,000 magazines PER BIN for the duration of the show. Please note: As part of the barter, you are entitled to 3,000 lbs of complimentary drayage. If you are unable to send 2,000 magazines, you may be limited to only one publication bin. Once your publications run out, we will replace your bin with Official CES Show Publications.

Upon Depletion of Supply

Keep in mind that we are expecting more than 150,000 attendees at CES 2016.

Should your magazines run out before the close of CES, we will pull the specific publication placard sign from the relevant bins and replace them with an official CES show publication placard. At that point, the bins will be restocked with one of our official CES publications.

Important

Sample of Publication Cover(s)

In order to assist the publication crew on-site, we will need to provide them with the cover design of each publication you are distributing so they will be able to recognize your publication shipment when it arrives in Las Vegas.

Please e-mail us a PDF/JPEG/GIF of the cover(s) so we can easily recognize your publication on-site. These images will be used only for CES publication distribution purposes, and will not be shared or given to anyone other than the necessary publication distribution staff. Cover images are due on or before **December 18, 2015** to PubProgram@CE.org. Please be sure to include publication name in your email.

Important

Publication Bin Order Form

Publications will be placed in desired locations on a first-come-first-served basis. To select the areas you would like, complete and return your Publication Bin Order Form as soon as possible. Many locations fill up fast. Distribution of publications will not be allowed without completion of order form. Forms will not be accepted after **November 20, 2015**. Publications who do not return the publication bin forms by this date will forfeit their benefit of publication distribution on-site.

- Please use one (1) form **per** magazine.
- Indicate your choice of location and quantity for pub bin(s), based on the information in your barter contract.
- Publications will be distributed in bins Monday, January 4 - Saturday, January 9, 2016.
- At the close of the show, any remaining publications will be collected for recycling.



Publication Bin Order Form

CES® 2016
January 6-9, 2016

***ONE form PER publication**
*All sections must be completed for form to be accepted.

Publication Information

Publication Name: _____

Total Number of Boxes Being Sent: _____

Quantity of Publications Per Box: _____

Pub Bin Information

Name for Publication Bin Placard Sign: _____
(Limited to publication or company name or combination of both. Sign size only 8 1/2"x11".)

Publication Bin Quantity and Location :

- LVCC, Grand Patio _____ Bin(s)
- LVCC, South Hall 1 Patio _____ Bin(s)
- LVCC, South Hall 3 _____ Bin(s)
- Westgate Breezeway _____ Bin(s)
- The Venetian _____ Bin(s)
- Sands _____ Bin(s)

Any Special Instructions: _____

On-Site Contact Information

Should there be any issues/questions on-site, we would like to know who we can contact to resolve the issue.

Contact Name: _____

Telephone to be reached during CES: _____

Email Address: _____

Signature and Date

Your signature signifies you have read and understand the terms set forth in the Publication Bin Distribution section.

Sign: _____ Date: _____

Form must be returned to PubProgram@CE.org no later than November 20.

Official CES Show Directory

All official CES 2016 exhibitors, including those publications/trade associations bartering for an exhibit space at CES, will receive an exclusive listing in both the online and printed CES directories.

CESweb.org hosts all the tools needed to complete your company information for the online CES exhibitor directory as well as the on-site printed *Official CES Show Directory*.

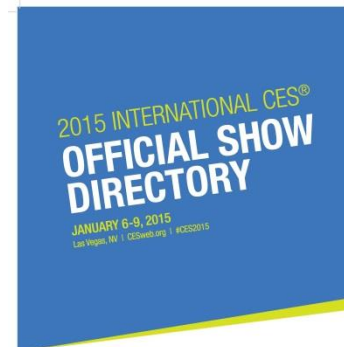
How to Update Your Company Listing

Update your listing by visiting the [Exhibitor Dashboard](#) and using our simple step-by-step process. Once you have logged in, go through the pages to enter the information necessary to let CES help you stay connected with attendees before, during and after the show.

The changes you make will be immediately published in the online CES exhibitor directory. If you don't have your user name and password, it can be obtained by calling Map Your Show at 888-527-8823.

Connect With Attendees

CESweb.org also hosts a web-based search portal and event planner that allows attendees to connect with exhibitors like you before CES even begins. We intelligently match attendees who are searching for the products and services that you list in your exhibitor profile.



Enhanced Listing with Company Logo

As a valued CES publication or trade association partner, you receive an “enhanced” listing in the printed *Official Show Directory*. An enhanced listing includes your company logo. While you personally fill out your company information online as described above, you need to provide send your company logo via email to PubProgram@CE.org for your printed Directory listing by **October 1, 2015**.

When preparing your logo for the printed Directory, you will need to conform to the following specifications:

1. Logo must be supplied as hi-res TIFF files - minimum 300 dpi and at least 3" x 3" in dimension. Logos for these pages must be supplied as 4-color process art if expected to print in 4-color or black only, if expected to print in black. No PMS colors or RGB colors can be accepted).
2. **Logos must be supplied as "print-ready" art, not logos downloaded from the Web.**
3. Web resolution art like GIFs will not reproduce, therefore we cannot accept them.
4. Illustrator files with type (logo with copy above or below) should be saved in Outline (as a piece of art) so fonts are imbedded.
5. Files containing logos or graphics should be supplied as CMYK (not RGB).

Standard Directory Listing

In order to be listed in the [online CES exhibitor directory](#), print *Directory* and to enable attendees to connect with you before the show, you must complete your online directory listing by **October 8, 2015**. Visit CESweb.org today.

Important

Important

Publication Shipments to CES

Publications Going to Publication Bins

All publications being sent for distribution in publication bins on-site at CES must be sent to the CES Publication Tent for distribution and should **not** be part of any exhibit booth shipment. Publications going to the Publication Tent can either be sent in advance to the Freeman Warehouse or direct delivery to CES. Specific delivery dates for each method are below.

- **Advanced Delivery to the Freeman Warehouse (November 17-December 16)**
Ship in advance to the Freeman warehouse for any publication shipment(s) that will arrive between Tuesday, November 17 and Wednesday, December 16. We strongly encourage you to send publications to the Freeman warehouse.
- **Direct Delivery to CES (December 28 until 12 noon on January 3)**
Ship directly to CES show site for any late publication shipment(s) that will arrive between Monday, December 28, 2015 and 12 noon on Sunday, January 3, 2016.

In order to get your magazines distributed on time in the appropriate location, we require that your publications be checked in at the Freeman marshalling yard at CES 2016 **no later than** 12 noon on Saturday, January 2, 2016.

All publications arriving by 12 noon on Saturday will be distributed beginning Tuesday, January 5, the official Press Day of CES. Publications arriving after 12 noon on Saturday, January 2 or on Sunday, January 3 will not be distributed until Tuesday or Wednesday.

The Freeman marshalling yard is located at:

8801 Las Vegas Blvd South
Las Vegas, NV 89123

Important

Please note: The Freeman warehouse and marshalling yard will be CLOSED on the following dates:

- Thursday, November 26, 2015 and Friday, November 27, 2015
- Thursday, December 24, 2015 and Friday, December 25, 2015
- Friday, January 1, 2016

Labels for Publication Shipments

If you are sending magazines for distribution in the publication bins at CES, you will be required to use the official publication labels on your shipments. It is important that you use these labels on each of your boxes as they make it easy to locate among the thousands of boxes that are shipped to CES. Official labels for both Advanced and Direct delivery can be found on the following pages.

In order to be guaranteed unloading on the same day, the drivers must check in at the marshalling yard between 6 AM and 2 PM on published receiving dates.

Publications Going to Your Booth

Due to the decline of available space throughout the show, we will **not** be able to store your extra magazines that cannot fit in your booth. **For any magazine that you will be sending to your booth, you will need to use a standard freight label** (found in your [CES Exhibitor Manual](#) (available August 1) and have those magazines sent in a normal shipment directly to your booth. The CES Publication Barter Program will not accommodate special deliveries to booths.

Material Handling / Drayage

Each publisher is allowed up to 3,000 total pounds of publications shipped to show site at no charge. Any publication shipment over 3,000 pounds will be charged directly to the exhibitor by Freeman at prevailing material handling rates.


Important

Official Freight Tracking Form


All partners sending publications for distribution in publication bins will be required to complete and return the included Freight Tracking Form. Should your shipment get lost, or not arrive on the expected date, Freeman will be able to track it based on the information you provide on the Freight Tracking Form.

It's always a good idea for you to bring all the documentation for your shipment with you to Freeman, but providing us with some general information in advance about your shipment will help us better assist you. Without this information, it is nearly impossible to find your packages. (Using the color-coded labels we provide will also help to ensure that your packages arrive at the correct distribution location once at CES.)

Forms must be submitted by **December 18, 2015** to PubProgram@CE.org.



THE GLOBAL STAGE FOR INNOVATION


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CES Publication Tent
c/o Freeman
6675 West Sunset Road
Las Vegas, NV 89118USA


Publication Name:

Publication Name:

ADVANCED DELIVERY
November 17 – December 16



THE GLOBAL STAGE FOR INNOVATION

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CES Publication Tent
c/o Freeman
6675 West Sunset Road
Las Vegas, NV 89118
USA

Publication Name:

Publication Name:

ADVANCED DELIVERY
November 17 – December 16

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THE GLOBAL STAGE FOR INNOVATION


PRODUCED BY  CEA.

CES Publication Tent
c/o Freeman
6675 West Sunset Road
Las Vegas, NV 89118USA


Publication Name:

Publication Name:

ADVANCED DELIVERY
November 17 – December 16



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA.

CES Publication Tent
c/o Freeman
6675 West Sunset Road
Las Vegas, NV 89118USA

Publication Name:


Publication Name:

ADVANCED DELIVERY
November 17 – December 16


↑
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Important

*Please make sure to include the Publication Name on each label.



THE GLOBAL STAGE FOR INNOVATION


PRODUCED BY  CEA.

CES Publication Tent


c/o Freeman
Las Vegas Convention Center
3150 Paradise Road
Las Vegas, NV 89109
USA

Publication Name:

DIRECT DELIVERY
December 28 – January 3



THE GLOBAL STAGE FOR INNOVATION


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CES Publication Tent


c/o Freeman
Las Vegas Convention Center
3150 Paradise Road
Las Vegas, NV 89109
USA

Publication Name:

DIRECT DELIVERY
December 28 – January 3



THE GLOBAL STAGE FOR INNOVATION


PRODUCED BY  CEA.

CES Publication Tent


c/o Freeman
Las Vegas Convention Center
3150 Paradise Road
Las Vegas, NV 89109
USA

Publication Name:

DIRECT DELIVERY
December 28 – January 3



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA.

CES Publication Tent

c/o Freeman
Las Vegas Convention Center
3150 Paradise Road
Las Vegas, NV 89109
USA

Publication Name:

DIRECT DELIVERY
December 28 – January 3

Important *Please make sure to include the Publication Name on each label.



THE GLOBAL STAGE FOR INNOVATION

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CES Freight Tracking Form

CES® 2016

January 6-9, 2016

Freight Pick-Up Information

(Vendor picking-up shipment from your warehouse)

Company/Vendor	
Origin Address	
Origin City, State, Zip, Country	Telephone / Cell Number
Contact	Email Address

Shipment Information

(Publisher sending the shipment)

Publisher	Publication Name
Number of Pieces	Approximate Weight
Carrier / Shipping Company	
Tracking Number 1	Tracking Number 2
General Description	

Arrival Information

Shipment Arrival Date	
Select One <input type="checkbox"/> Advanced Delivery to Freeman warehouse <input type="checkbox"/> Direct Delivery to the Freeman marshaling yard	Special Instructions

Return this form no later than December 20, 2015 to:

PubProgram@CE.org

CES ■ 1919 South Eads Street ■ Arlington, VA 22202 ■ USA

Registering for CES

All partners and trade associations will need to handle registration on their own. Go to CESweb.org/register and follow the instructions.

Important

Registration Deadlines and Fees

CES 2016 registration fees will begin on September 1, 2015. In order to avoid any registration fees please register **BEFORE** September 1. A complete list of the registration fees are below.

- Registration fee dates:
 - \$100 through December 20, 2015
 - \$300 December 21, 2015 through January 9, 2016

Publication Partners and Press Room Access

If you are a publication who will NOT have a booth at CES, but would **like to have access to the press room during CES**, you'll need to get a press badge. Go to CESweb.org/register and follow the prompts for "Press/Industry Analyst" registration. (Make sure you select the press/industry analyst option). You will then be put into the press registration process handled by the CES Communications Department.

Exhibiting Press

If you are a publication who will have an exhibit space at CES, you will want to **register as an Exhibiting Press/Analyst**. Follow the same steps as "Publication Partners and Press Room Access." During the registration process, you will need to select "yes" to the question of whether or not you are an exhibitor and provide your booth number. CES will verify this information before approving your registration.

Exhibiting press should use this registration option to get full access to the press room and to the show floor. You will receive a different colored badge than non-exhibiting press and will have access to the press room, press conferences, plus the show floor before and after hours. This allows you more than a standard exhibitor or press badge.

Helpful Notes and Tips

Whether you are a newcomer, or an experienced alumnus, being on-site at CES can be overwhelming. There are a few things that everyone should learn about the show, before being in the midst of it. For this purpose, we've put together some important tips and notes to help you navigate CES.

Important

Exhibit Space Selection

The **MOST IMPORTANT** thing you can do at CES is reserve your booth space for CES 2017. Each publication or trade association partner that receives a standard show floor booth space this year should receive a priority space selection packet in December 2015. In this packet will be a date and time for you to select a booth space for the 2017 CES. This puts the power in your hands to choose your own booth space for next year's show. Even if you get to the Exhibit Space Selection room and there's not a space you love, please select something.

If you don't select a booth during space selection, we may not be able to select a space for you after the show. If you get on-site and are missing, or have not received, your date and time for space selection, please contact PubProgram@CE.org or go to the Exhibit Space Selection room, first thing when you get to CES and request a date and time to select your space for next year.

The Exhibit Space Selection room in the LVCC is located in the South Hall Connector, Room S223. If you can't find it, please ask any CES staff and they will be more than happy to show you the way.

Floor Managers

Floor managers are strategically located around the show floor and should be the first people you contact for assistance. They are able to assist you with anything you need and can correct many common problems such as missing booth furniture, incorrect I.D. signs, etc. They are there to solve any problem you may have with your space.

Patience and Understanding

If a problem arises with either your booth or publication bins, we will do everything we can to resolve the problem in a reasonable time frame. Sometimes things happen, however, that are completely out of our control. For example, use of any trucks or machinery in the LVCC is prohibited during exhibit hours, without exception. This means, should your pub bins in the South 3 Lobby run out at 2:30 PM, we will not be able to get the necessary resources to reload the area onto the property until the close of the show that day. We will make sure, however, that those bins are restocked first thing once the restricted hours are up. We greatly appreciate your patience and understanding in trying to resolve any issues on-site.

Working After Hours

If you need to work late to get your booth set up, you'll need to get a late work pass to work after hours. Be sure to stop by your floor manager's desk by 2:30 PM on the day you will need to stay late to get these passes. Without them, CES Security won't admit you onto the show floor after hours.

Wear Comfortable Shoes

CES covers more than 2.0 million net square feet of exhibit space. With that in mind, it can take about 20 minutes, barring traffic, to walk from the back of the LVCC, South Hall to the opposite end of the LVCC, North Hall. You'd probably be surprised at how many miles you cover walking around the halls during the show. So, be sure to wear comfortable shoes, and leave in plenty of time to make it to any appointments you may have. Even better, use the LVCC Shuttle Loop that circles the LVCC to get you where you want to go quickly. A full shuttle map can be found at CESweb.org/shuttle or in the *Official Show Guide* that you can pick up on-site.

Save Time and Money

The CES Hotel Shuttle Buses is by far the most efficient way to get back and forth from your hotel to the LVCC and take the Venetian Express to quickly travel to the Venetian. The CES Shuttle Buses are free to all CES attendees and exhibitors and make continuous runs to and from official CES hotels during morning and afternoon hours, January 6-9, 2016. Whenever possible, we suggest utilizing this complimentary service. Waiting in line for a taxi during CES can take quite a while, will cost you at least \$15-\$20 and you will still be forced to sit in the same traffic as the shuttle buses. Save yourself time and money – jump on one of the CES shuttles.

Another option is to use the Las Vegas Monorail- it is cheap (about \$5 a ride), convenient and saves you from waiting in line for a taxi. The Monorail stops at the following locations:

- Sahara Station
- Westgate Station
- Las Vegas Convention Center Station
- Harrah's / Imperial Palace Station
- Flamingo / Caesars Palace Station
- Bally's & Paris Las Vegas Station
- MGM Grand Station



CESweb.org

Up-to-the-minute, comprehensive information about CES 2016 can always be found on our website, CESweb.org.

Cheat Sheet: CES/CEA Branding Guidelines for CES® 2016

As a valued Partner/Sponsor, please adhere to these guidelines when referring to CES:

- 1) **Editorial items:** When referring to CES 2016, we would prefer that the first reference be stated as “...CES® 2016” and then the show can be listed in any of the following ways after that:
 - CES 2016
 - CES®

- 2) **Use this language when referring to CES 2016:**
 - More than two million net sq. ft. of exhibit space
 - More than 165,000 attendees
 - More than 45,000 international attendees
 - More than 3,600 exhibitors
 - More than 150 countries
 - More than 5,000 press and industry analysts
 - More than 2,500 financial professionals
 - 250 conference sessions and 750 speakers
 - More than 375 startups
 - 20 product categories
 - 20 Marketplaces

CES Topline Messaging

- CES is the world’s gathering place for all who thrive on the business of consumer technologies.
- CES is where business gets done: on the show floor, in and around our conference program, in impromptu connections and in planned meetings and special events.
- Innovation and innovative companies abound at CES.
- CES stands for innovators and the promise and power of technology.
- CES is a platform for all innovators, big or small, who come to CES to take their business to the next level.

- 3) **Date/Schedule:** **Wednesday – Saturday schedule**, January 6-9, 2016

- 4) **Location:** Las Vegas, Nevada, USA

- **CES Tech East** (*Las Vegas Convention Center and World Trade Center (LVCC)/ the Westgate and Renaissance Hotel*): Home to innovative product categories from audio, automotive electronics, video and wireless to all things “i,” and more. Also features international exhibitors.
- **CES Tech West** (*Sands Expo (Sands), The Venetian, Wynn Las Vegas and Encore at Wynn (Wynn/Encore)*): Features leading companies and the newest innovations in lifestyle technologies, including fitness and health, the Internet of Things, sensors and other high-growth technologies changing the way we live, work and play. Also home to the startup community.
- **CES Tech South:** This destination is curated for the marketing, advertising, content and creative communities.

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- 5) **Social Media:** When referring to CES 2016 on social media (Facebook, Twitter, Google+, Instagram, etc.), please use the following:
- Official Website: <http://CESweb.org>
 - Official Hashtag: #CES2016
 - Twitter handle: @IntlCES
 - Tag the CES Facebook page: @CES
 - Tag the CES Google+ page: +CES
 - YouTube Channel: CESOnTheTube
 - Instagram handle: @CESofficial
 - A list of CES social outlets can be found at CESweb.org/social
- 6) **CES logo:** If using the CES logo:
- the logo must not be smaller than 1 inch x 1 inch
 - the logo cannot be skewed or altered in any way
 - A horizontal or vertical version may be used
 - Logo guidelines may be provided

Horizontal version:



Vertical version:

