

CES® 2020 INNOVATION AWARDS HONOREE PACKET



Congratulations on the prestigious honor of being selected as an Innovation Awards honoree. Your product showcased innovative features and now joins the special group of other products given this honor.

This packet includes:

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I. AWARD BENEFITS

MEDIA REVEAL

Innovation Award honorees are revealed to the media based on the following schedule. Your reveal date is based on the country of incorporation and announcement date selected in your application.

- **October 17, 2019:** Honorees from Denmark, Estonia, Finland, Germany, Netherlands, Belgium, Norway, Sweden and United Kingdom will be revealed at [CES Unveiled Amsterdam](#)
- **October 22, 2019:** Honorees from France will be revealed at [CES Unveiled Paris](#)
- **November 7, 2019:** All other honorees will be revealed at [CES Unveiled New York](#) and listed on the [Innovation Awards Honoree page](#)
- **January 5, 2020:** Those that selected to have their product embargoed will have their product revealed through listing on [CES.tech](#)

OFFICIAL CES WEBSITE

Honorees will be listed on the Innovations Awards page on [CES.tech](#) starting November 7, 2019. Your product name, company name and product description will be listed, as entered in your application. If you selected in your application to have your product embargoed, your product will be listed starting January 5, 2020.

LOGO USAGE

The coveted Innovations Award Honoree logo is available for your use for placement on your product packaging, website and other promotion materials. [Download the honoree logo here](#) and see the logo usage guidelines on page 6 of this packet. Please note that the logo may ONLY be used in reference to the product that won the award. The logo may not be altered in any way, except to resize it, in which case the aspect ratio must be maintained.

i3 LISTING

Honorees will have their company and product name, as entered in your application, listed in the January issue of *It Is Innovation (i3)* magazine, CTA's flagship magazine with exposure to more than 58,000+ readers and on-site at CES 2020.

INNOVATION AWARDS SHOWCASE

If you are an official CES 2020 exhibitor, you may display your winning product at the Innovation Awards Showcase at the Sands/Venetian, one of the most popular destinations at the show. This is optional but recommended as it is a highly-trafficked area and provides optimal product exposure.

If you are interested in displaying your product in the Innovation Awards Showcase at CES 2020, please refer to the "How To Participate" section on page 4.

TROPHY

We are pleased to present you with a trophy to display your prestigious award in your CES 2020 exhibit space and back at your home office. Trophies are available for pickup on-site at the Innovation Awards Showcase in the Venetian Ballroom at the Sands/Venetian, Monday, January 6-Thursday, January 9 from 9 AM-6 PM or Friday, January 10 from 9 AM-2 PM.



Consumer
Technology
Association™

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If you are unable to pick up your trophy, we will reach out to you after the show and make arrangements to ship it to you at your expense.

If you would like a duplicate of your trophy, you may purchase one through our official trophy provider, Crown Awards. Online orders are accepted [here](#).

II. ADDITIONAL OPPORTUNITIES

PROMOTE YOUR AWARD-WINNING BRAND IN *i3* MAGAZINE

It Is Innovation (i3), CTA's flagship magazine, is featuring a special section in its January issue to showcase CES 2020 Innovations Award Honorees.

CTA's *i3* focuses on innovation in technology, policy and business as well as the entrepreneurs and startups who grow the industry. The publication also supports CTA's policy initiatives on Capitol Hill. Readers include the professionals that design, manufacture, buy, distribute and analyze products and trends for the \$400 billion consumer tech industry.

Along with your product listing in *i3*'s CES 2020 Innovation Awards section, gain even more exposure to our 58,000+ readers by highlighting your product. More than 20,000 additional issues of *i3* will be onsite at CES including distribution at the 2020 Innovations Showcase. There are several options available:

- **Innovation Award Honorees**
 - Highlight your award-winning product and company name with URL on the Honorees listing. (\$250)
 - Showcase your product with a 50-word description and company logo or product photo on the Innovation Award Honoree pages. Includes highlighted company listing with URL. (\$499)
- **Advertise**
 - Promote your company and award-winning product with a full- or half-page ad in *i3* Magazine. (Discounted pricing available)

For these options or to learn about other opportunities contact Eric Schwartz eschwartz@CTA.tech. The deadline to reserve space is Friday, November 15, 2019.

CES UNVEILED LAS VEGAS

[CES Unveiled Las Vegas](#) is the official media event of CES, welcoming more than 1,500 media and industry analysts from more than 160 countries. As an Innovation Awards honoree, this is a valuable opportunity to stand out and break your news early to media touting the best CES has to offer.

For more information, contact CESunveiled@CTA.tech.

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EXHIBIT AT CES

As the world's gathering place for all who thrive on the business of consumer technology, [exhibiting at CES 2020](#) will provide unmatched opportunities to meet and connect with industry colleagues. With more than 2.9 million net square feet of exhibits, meeting space and hospitality suites, we have many options for you to join this global business event.

For more information, contact a [sales representative](#) today.

III. HOW TO PARTICIPATE IN THE INNOVATION AWARDS SHOWCASE AT CES 2020

As an official CES 2020 exhibitor, you may display your award-winning product at the Innovation Awards Showcase at the Sands/Venetian, January 7-10, 2020. If you are not an exhibitor but interested in becoming one, please contact a [sales representative](#) today.

NOTIFICATION TO PARTICIPATE

If you plan to display your product in the Innovation Awards Showcase, you must complete the [Innovation Awards Product Inventory Form](#) below by December 13, 2019 in order to participate. Inventory forms received after December 13, 2019 cannot be guaranteed placement in the showcase.

[Innovation Awards Product Inventory Form](#)

SHIP YOUR PRODUCT

You may ship your product directly to Las Vegas in advance or drop it off in person. If you choose to ship your product, all shipments must be received in advance to the **Freeman warehouse between Monday, November 11, 2019 and Thursday, January 2, 2020**. Note: The Freeman warehouse will be closed December 24-25, 2019, in observance of Christmas and January 1, 2020, in observance of New Year's Day.

Use the shipping labels on page 8 of this document and attach to the outside of your package to ensure they are sorted with the Innovation Awards shipments when they arrive at the Freeman warehouse. These labels are in addition to the mail service's labels including FedEx, DHL, UPS or any other express mail service you use.

Freeman will store and deliver your shipment to the Innovation Awards staff who will record delivery, secure it and place your product in the display showcase during installation.

DROP OFF YOUR PRODUCT

If you do not ship your product in advance, you may drop it off at the Innovation Awards Showcase in the Venetian Ballroom at the Sands/Venetian on **Monday, January 6, 2020 from 9 AM–5 PM**. You will be required to sign-in the product for security and tracking purposes. It is your responsibility to have your product delivered within this timeframe. CES will not be held responsible for any product not delivered.

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PRODUCT PLACEMENT

The Innovation Awards staff will place your product, along with a product description card using the description entered on your application, in the display area. Products will be placed based on their size in secured display units.

The showcase can accommodate products of any size, but we ask that you send only the winning product sample. No marketing materials will be included in the display. Note: The Innovation Awards Showcase is a display area only. Company representatives are not permitted to stand by their product and discuss or demonstrate features.

Please note that we must receive a [Product Inventory Form](#) by December 13, 2019, in order to place your product in the display showcases. After this date, we cannot guarantee placement in the showcase.

PRODUCT RETURN – OUTBOUND SHIPPING

Due to the lengthy on-site pickup process, you are strongly encouraged to have Innovation Awards staff ship your product back via Freeman Exhibit Transportation according to the information you provide on the [Product Inventory Form](#).

Shipping rates listed below are for domestic mainland U.S. shipments only. For international rates, contact Brynn Knickmeyer at Freeman Exhibit Transportation at exhibit.transportation@freemanco.com.

Outbound shipments 1-100 lbs. to mainland U.S. destination			
Shipment weight	Rate	Next day	2 nd Day
1-50 lbs.	\$77	Call for quote	Call for quote
51-100 lbs.	\$144	Call for quote	Call for quote

For additional information, please call +1 800-995-3579 or exhibit.transportation@freemanco.com.

PRODUCT RETURN – PICKUP AT SHOWCASE

At the close of the show, you may pick up your product in person at the Innovation Awards Showcase on Friday, January 10, 2020 from 5-7 PM. You will be required to provide proof of ownership (business card or show badge) and complete a property release form. Starting at 7 PM on January 10, product pickup closes, and your product will be shipped back via Freeman Exhibit Transportation at your expense.

PRODUCT RETURN – DONATE/DISCARD

If you would like to have your product donated to a local Las Vegas charity along with other exhibitor-donated products or discarded after CES, please select your preference on the [Product Inventory Form](#).

CONTACT

For further assistance please contact the Innovation Awards Team at InnovationAwards@CTA.tech.

CES Innovation Awards

Honorees are encouraged to display their CES 2020 Innovation Awards logo in their advertisements, consumer product literature and other forms of promotion and public relations relating to the honored product. Always produce the logo in its entirety and approved identity colors. The logo is never to appear in any other format or color with any portion of the logo screened back to any ink percentages less than 100%.

Terms

The official name for the program is CES 2020 Innovation Awards. On first reference, use the full name, and on subsequent mentions use Innovation Awards.

Logos and Standards

Innovation Awards logos can only be reproduced in 4-color process or black and white only. Any Innovation Awards logo placed on advertising or promotional materials must be used as a whole and readable; please do not alter the logo. When using materials that have a solid, dark-colored background that will make the logo appear to blend into the art, please add a 1 pt. white or black rule (line) around the logo.

Logo usage

When citing the award in advertising, on the product's packaging and website, promotional material, or publicity concerning your company or business, the following language is required: "The CES Innovation Awards are based upon descriptive materials submitted to the judges. CTA did not verify the accuracy of any submission or of any claims made and did not test the item to which the award was given." As an Innovation Awards honoree, you understand your product, service or technology has not been endorsed by CTA. You are required not to cite the award or use the logo in any way that states or implies that: (a) your product was actually tested or its scientific principles were validated as part of the competition; (b) the logo or award is confirmation of the safety and efficacy of the device or of any claims made concerning the product or service or technology; or (c) any other product (family or series), service or technology other than the product specifically selected for this award is a recipient of this award status.

Innovation Awards Honorees:

When referring to your award designation, please refer to your product or company as an Innovation Awards Honoree.



AWARD ELEMENTS

The awards identity consists of three parts:

- CES logo
- Program identification
- Event year

Always use all of these elements together. An electronic version of the logo is available to honorees upon request at InnovationAwards@CTA.tech.

COLOR PALETTE

Event Year



CMYK 75 / 20 / 0 / 0
Pantone 299 C

Green Gradient



CMYK 87 / 15 / 70 / 20
Pantone 7693 C



CMYK 60 / 0 / 0 / 0
Pantone 2985 C

Silver Gradient



CMYK 0 / 0 / 0 / 30
Pantone Cool Gray 4C



CMYK 0 / 0 / 0 / 5
Pantone Cool Gray 1C

F R E E M A N

R U S H

DO NOT DELAY

RECEIVING DATE BEGINS: NOVEMBER 11, 2019

DEADLINE DATE IS: JANUARY 2, 2020

TO: _____
EXHIBITOR NAME

C/O FREEMAN
6675 WEST SUNSET ROAD
LAS VEGAS, NV 89118

**WAREHOUSE
INNOVATION HONOREES**

CES 2020

BOOTH #: VENETIAN, LEVEL 2, BALLROOM E/F

NUMBER _____ OF _____ PIECES

F R E E M A N

R U S H

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