



Consumer
Technology
Association™

CES® 2022

DIGITAL ACTIVATION PROSPECTUS

CES® 2022 WILL TAKE PLACE IN LAS VEGAS, NV AND DIGITALLY

The Consumer Technology Association (CTA)® will convene the tech industry in Las Vegas and digitally at CES 2022, giving a global audience access to major brands and startups, as well as the world's most-influential leaders and industry advocates. CES is where the biggest brands do business and meet new partners, and the sharpest innovators hit the stage.

Based on feedback from our customers, the CES 2022 digital venue was built for both in-person and all-digital audiences. In January, exhibitors will be able to share the magic of CES with online viewers worldwide, including those unable to travel, in a new engaging digital format.

LIVE from Las Vegas and On Demand. CES 2022 will be a global broadcast event taking place Jan 5-8, 2022. All keynotes and select conference programming will be livestreamed from Las Vegas to the CES digital venue. Audiences can engage with exhibitors through Jan. 31, 2022.

Global impact. A highly targeted, credentialed audience of industry professionals from around the globe including buyers, top-tier media, investors and potential partners delivered to you.

Powerful Planning Tools. As an exhibitor, CTA provides robust ways to engage with your core audiences through our easy-to-use web and mobile apps. Quickly schedule video or in-person meetings and present new innovations with remote Q&A. You can also access your CES digital leads in one place and in real-time via your activation dashboard.

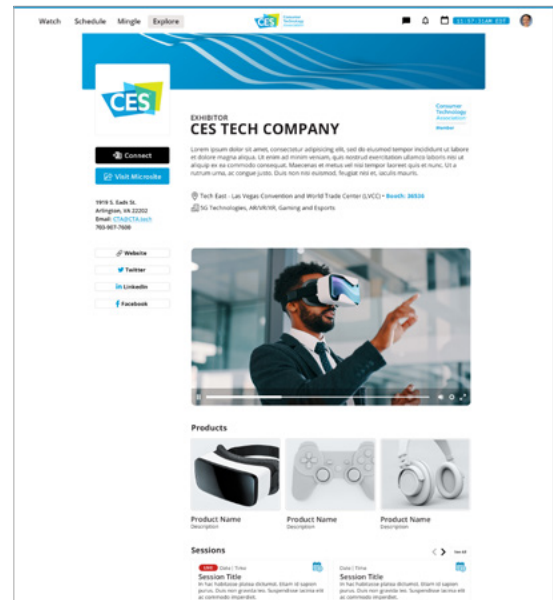
GET THE MOST FROM YOUR CES 2022 DIGITAL ACTIVATION

Both our mobile and desktop apps allow you to make the most of your exhibiting experience at CES. Use this guide to learn about the available options as you set up your company's CES 2022 digital activation and plan meetings with customers and prospects.

Build Your Digital Activation

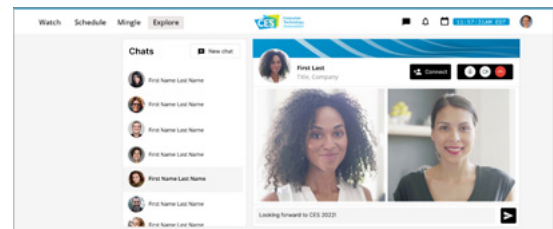
Your exhibitor activation is your company's hub in the CES digital venue. This is where you can promote your brand and the exciting new innovations you're bringing to market. Select who will staff your digital activation so you can engage with attendees and media. Attendees can conveniently link to a map of your physical presence to easily find your booth on-site. If you want to build your own microsite, you can easily highlight and link directly from your digital activation.

If your employees are speaking at conference sessions (CES conference sessions/speakers only) or holding a press conference (media day participants only), these will be highlighted on your activation. Attendees can easily add sessions to their personal schedule which is accessible on both the web and mobile apps.



Plan Virtual Meetings to Drive Participation

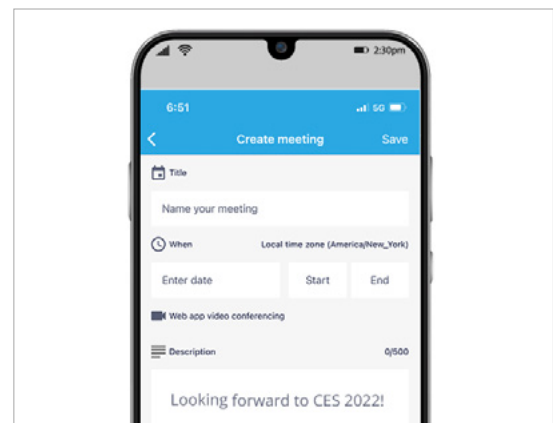
The CES 2022 digital venue offers everyone with the opportunity to schedule video meetings, connect with exhibitors as well as build their agenda so that no one will miss a keynote, conference session or connection with an exhibitor. Promote your digital activation by leveraging all your marketing channels to maximize reach.



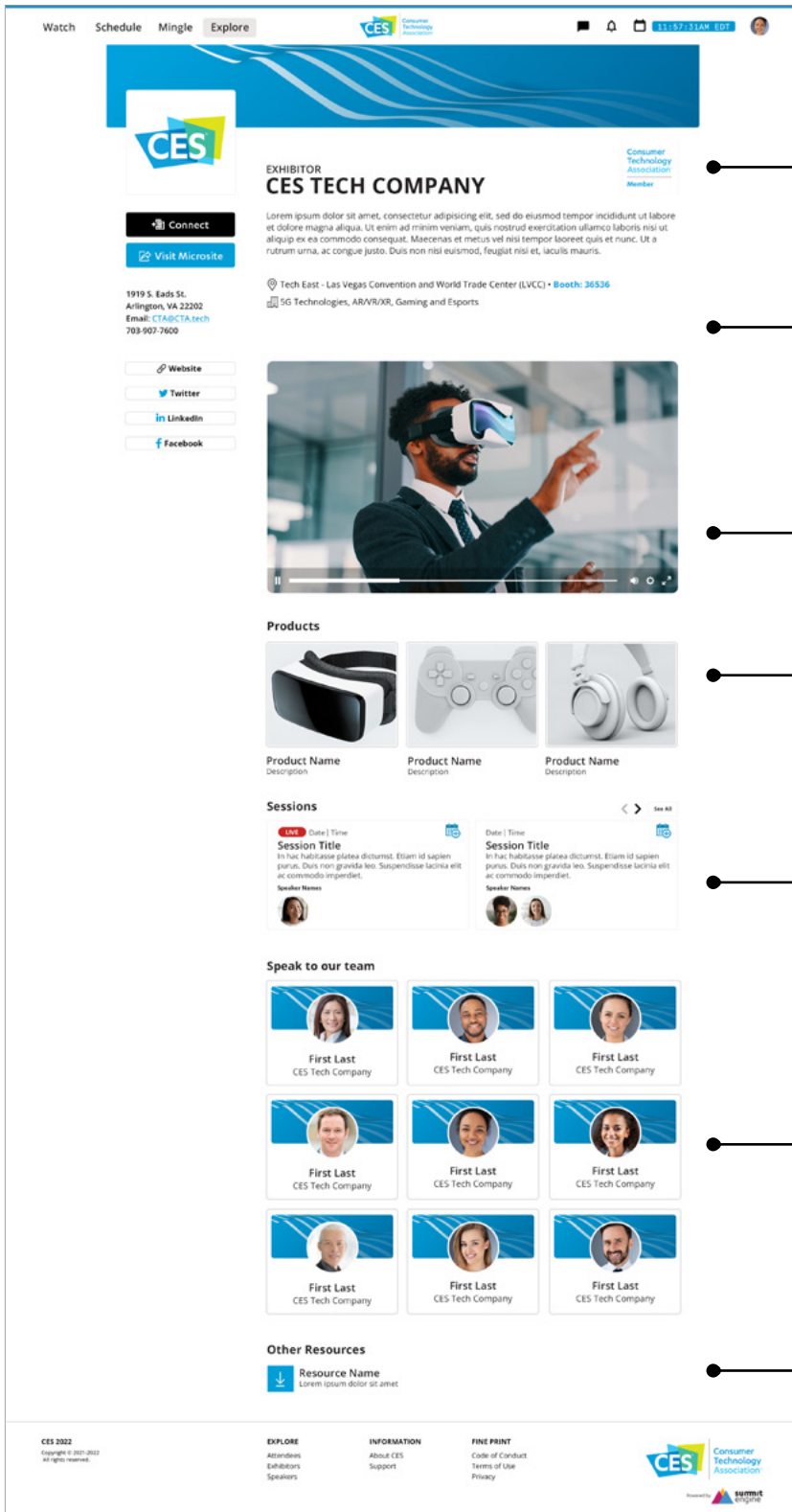
Make Connections Before, During & After CES 2022

Our mobile and web experiences are central to CES 2022. Through these apps, exhibitors can connect with attendees and media. Book both face-to-face and virtual meetings with contacts during and after CES has concluded.

Exhibitors can view leads in real-time. These can be exported, making it simple for your team to follow up after CES 2022.



YOUR DIGITAL ACTIVATION



Branding

Leverage the power of CES. Highlight your logo, and company description. Attendees and media can ask questions, schedule meetings, watch your sessions and view your products. Attendees can connect with your company so your exhibit is listed in one place for them to return and engage with through Jan. 31, 2022.

Social media & your digital channels

Drive attendees and media to your own, custom-built microsite. Add links to your corporate website and social media accounts too. *(Specifications to come in early November)*

High impact motion graphics

Promote your new product announcements in a highly visual produced way.

Product images

Highlight your new innovations announced at CES 2022 for attendees and media to see.

Inspiring content

If your employees are speaking at conference sessions (CES conference sessions/speakers only) or holding a press conference (media day participants only), your sessions will be listed here.

Event employees

Select up to nine Exhibitor Personnel to staff your digital activation. Staff can engage with attendees and media via text-based chat, hold live video meetings, schedule in-person meetings and view your digital leads all with ease.

Supporting material

Reinforce your key messages with product material, press releases or marketing collateral.

DIGITAL ACTIVATION SPECIFICATIONS

CAPABILITY	QUANTITY	FORMAT
Company Listing	✓	
Company Logo	✓	Formats accepted: jpeg/jpg or png Image Resolution: 600x450 pixels
Link to Microsite from CES 2022	✓	Specifications to be provided in early November.
Product/Company Video	1	File Type: MP4 Video Resolution: 1920x1080 pixels <i>Videos cannot exceed 30 seconds</i> Title: 50 character limit (including spaces) Description: 180 character limit (including spaces)
Product Images	up to 6	File Type: JPG or PNG Image Resolution: 1920x1080 pixels Note: Larger images will be resized down to 1920x1080 pixels if provided in 16:9 format only. Title: 50 character limit (including spaces) Description: 180 character limit (including spaces)
Additional Collateral	1	Adobe PDF or Microsoft Word
Appointment Scheduler	✓	
Digital Activation Staff	up to 9	Choose from your registered Exhibitor Personnel
Instant Video/Text Chat	✓	Allows up to 16 people to video chat simultaneously.
Social Media Promotion	✓	
Real-time Lead Dashboard	✓	
Connect during CES through Jan. 31, 2022.	✓	
Press Conference on Media Day	Additional Cost	

KEY DATES

Exhibitors Begin Building Digital Activation:	October 25
Microsite Specifications Distributed:	Early November
Assign Digital Activation Staff:	Early November
Mobile App Available to Download:	Mid-December: Attendees, media connect with exhibitors, build agenda
Digital Venue Opens/Web App Available:	Jan. 3, 3:30 PM PST: Media Days (media and participating exhibitors only) Jan. 4, 6 PM PST: All attendees
Digital Activations Open:	Jan. 5, 10 AM PST: Attendees and media can start exploring exhibitor digital activations
Digital Venue and Digital Activations Close:	Jan. 31, 5 PM PST.

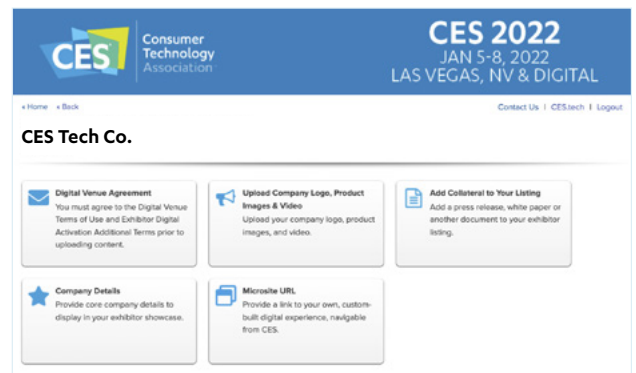
WHY WAIT? START BUILDING YOUR DIGITAL ACTIVATION TODAY

Follow these simple steps to start building your **CES 2022 Digital Activation**.

1. Login to your CES 2022 Exhibitor Dashboard at <https://ces22.exh.mapyourshow.com>.
2. Once logged in, select “Build Your Digital Activation”. This is where you will be uploading assets, adding social media, editing company description and selecting your Product Categories.
3. Next, you will need to agree to the Digital Venue Terms of Use and Exhibitor Digital Activation Additional terms prior to uploading content.
4. From there, you will need to build your digital activation by selecting “Upload Company Logo, Product Images and Video”, “Add Collateral to Your Listing”, “Company Details” and “Microsite URL” (if applicable).

VERY IMPORTANT: Under “Company Details”, make sure you add up to 5 categories associated with your company to help media and attendees find you in the digital venue. This will also determine the filters that users will use in the digital venue.

Questions or Support? For assistance updating your company information or exhibitor activation content, please visit our FAQs at [CES.tech/exhibitorsupport](https://ces.tech/exhibitorsupport) or contact exhibit@CTA.tech.



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1919 S. Eads Street, Arlington, VA 22202
703-907-7600 | CTA.tech