



Consumer  
Technology  
Association®

# CES<sup>®</sup> 2023

## DIGITAL ACTIVATION PROSPECTUS

# CES® 2023 WILL TAKE PLACE IN LAS VEGAS NV & DIGITALLY

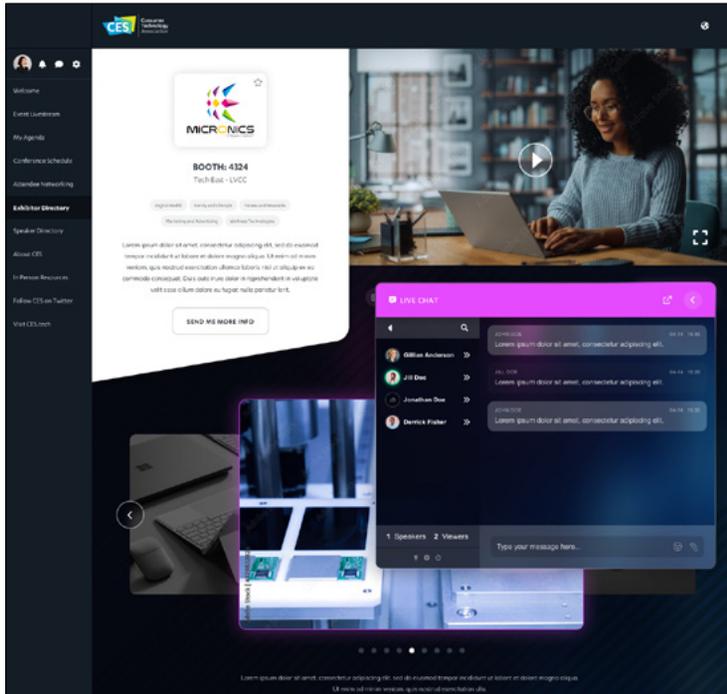
The Consumer Technology Association (CTA)® will convene the tech industry in Las Vegas and digitally at CES 2023, giving a global audience access to major brands and startups, as well as the world's most-influential leaders and industry advocates. CES is where the biggest brands do business and meet new partners, and the sharpest innovators hit the stage.

Based on feedback from our customers, the CES 2023 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 an engaging digital format.

**LIVE from Las Vegas and On Demand.** CES 2023 will be a global broadcast event taking place Jan 5-8, 2023. All keynotes and select conference programming will be live streamed from Las Vegas to the CES digital venue. Audiences can engage with exhibitors through February 28, 2023.

**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 digital venue and mobile app. Attendees can instantly chat, message and create a video meeting so you can present your 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 2023 DIGITAL ACTIVATION

## 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.

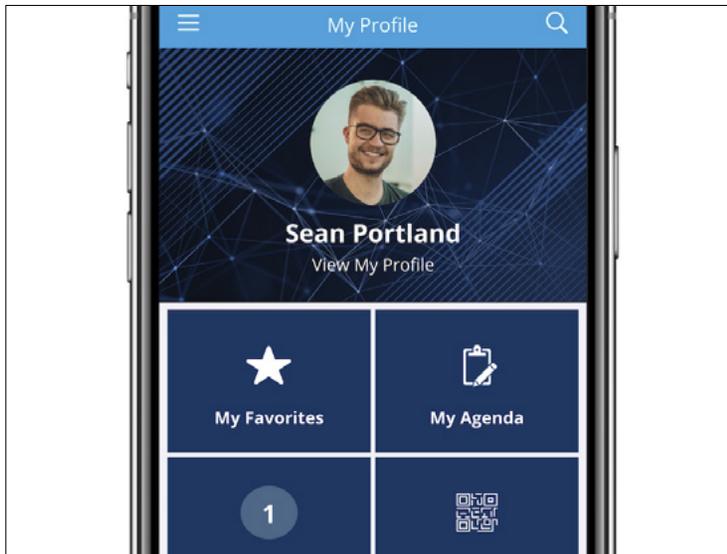
## Plan Virtual Meetings to Drive Participation

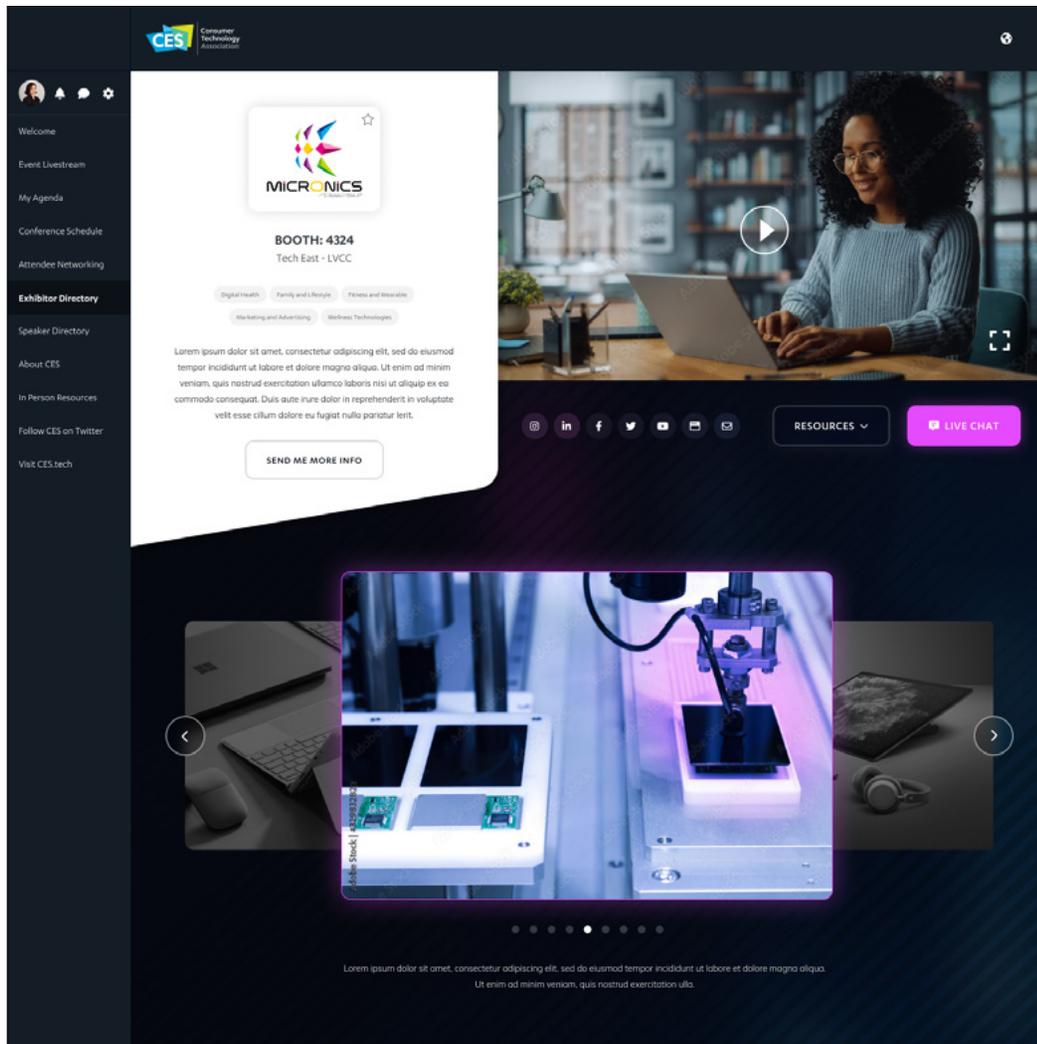
The CES 2023 digital venue offers everyone the opportunity to connect with exhibitors as well as build their agenda so that no one will miss a keynote, conference session or connection with an exhibitor. Promote your digital activation by leveraging all your marketing channels to maximize reach.

## Make Connections Before, During & After CES 2023

Our mobile and digital venue experiences are central to CES 2023. Through these tools, exhibitors can connect with attendees and media as well as network with contacts during and at the conclusion of CES.

Exhibitors can view their digital-exclusive leads in real-time. These can be exported, making it simple for your team to follow up after CES 2023.





# YOUR DIGITAL ACTIVATION

## BRANDING

Leverage the power of CES. Highlight your logo and company description. Attendees and media can make connections, favorite your booth, ask questions and view your products. Also, attendees can connect with your company so your exhibit is listed in one place for them to return and engage with through Feb 28, 2023.

## High impact motion graphics

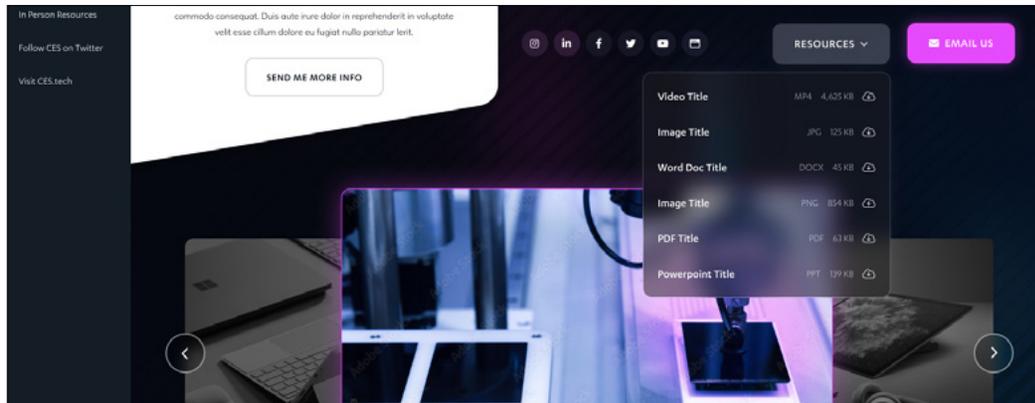
Promote your new product announcements in a highly visual produced way.

## Social media & your digital channels

Add links to your corporate website and social media accounts.

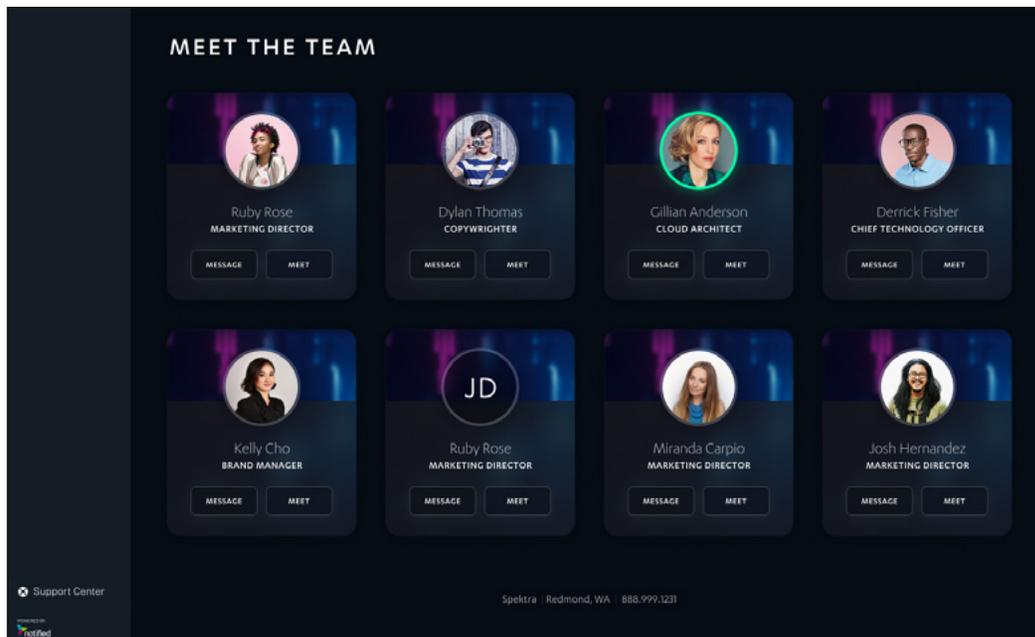
## Product images

Highlight your new innovations announced at CES 2023 for attendees and media to see.



## Supporting material

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



## Event employees

Select up to nine Exhibitor Personnel to staff your digital activation. Staff can engage with attendees and media via text-based chat, messaging or hold instant video meetings.

# DIGITAL ACTIVATION SPECIFICATIONS

| CAPABILITY                               | QUANTITY        | FORMAT   |
|--|-----------------|--|
| Company Listing                          | ✓               |  |
| Company Logo                             | ✓               | <b>Formats accepted:</b> JPG or PNG<br><b>Image Resolution:</b> 600x450 pixels   |
| Product/Company Video                    | 1               | <b>File Type:</b> MP4<br><b>Video Resolution:</b> 1920x1080 pixels<br><i>Videos cannot exceed 30 seconds</i><br><b>Title:</b> 50 character limit (including spaces)<br><b>Description:</b> 180 character limit (including spaces)  |
| Product Images                           | up to 6         | <b>File Type:</b> JPG or PNG<br><b>Image Resolution:</b> 1920x1080 pixels<br><b>Note:</b> Larger images will be resized down to 1920x1080 pixels if provided in 16:9 format only.<br><b>Title:</b> 50 character limit (including spaces)<br><b>Description:</b> 180 character limit (including spaces) |
| Additional Collateral                    | 1               | Adobe PDF  |
| Digital Activation Staff                 | up to 9         | Choose from your registered Exhibitor Personnel  |
| Instant Video/Text Chat                  | ✓               |  |
| Social Media Promotion                   | ✓               |  |
| Real-time Lead Dashboard                 | ✓               |  |
| Connect during CES through Feb. 28, 2023 | ✓               |  |
| Press Conference on Media Day            | Additional Cost |  |

# KEY DATES

|  |  |
|--|--|
| <b>Exhibitors Begin Building Digital Activation:</b> | Nov. 2, 2023   |
| <b>Assign Digital Activation Staff:</b>              | Early November   |
| <b>Mobile App Available to Download:</b>             | Mid-December: Attendees, media connect with exhibitors, build agenda                     |
| <b>Digital Venue Available:</b>                      | Mid-December   |
| <b>Digital Activations Open:</b>                     | Jan. 5, 10 AM PST: Attendees and media can start exploring exhibitor digital activations |
| <b>Digital Venue and Digital Activations Close:</b>  | Feb. 28, 2023, 5 PM PST.   |

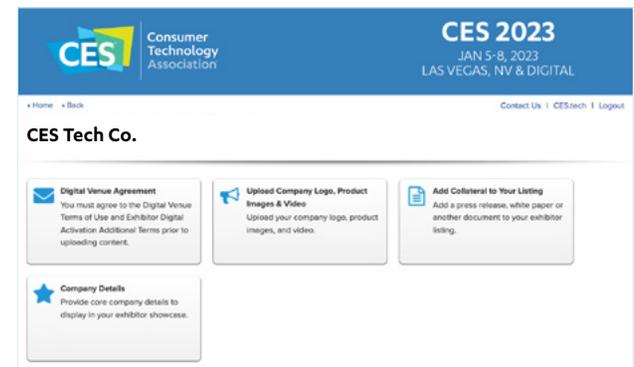
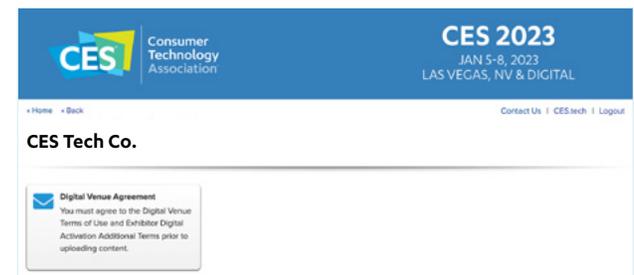
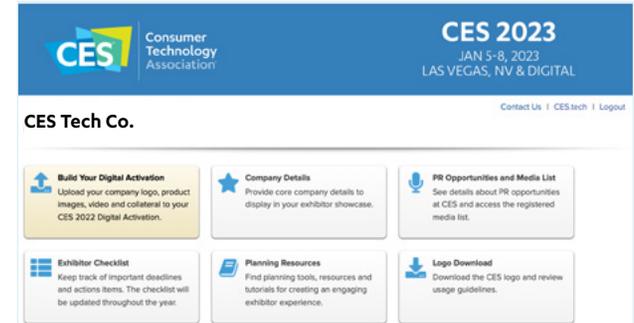
# WHY WAIT? START BUILDING YOUR DIGITAL ACTIVATION TODAY

Follow these simple steps to start building your **CES 2023 Digital Activation**.

1. Login to your CES 2023 Exhibitor Dashboard at <https://ces23.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**.

**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 [ExhibitorSupport@CTA.tech](mailto:ExhibitorSupport@CTA.tech).



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1919 S. Eads Street, Arlington, VA 22202  
703-907-7600 | [CTA.tech](http://CTA.tech)