



Consumer  
Technology  
Association®

# CES 2025: BENEFITS OF EXHIBITING

**The following benefits are available to all official CES exhibitors, regardless of exhibit size and location. All opportunities are subject to change at the discretion of the Consumer Technology Association (CTA)®.**

- Five (5) complimentary exhibitor badges for every 100 square feet of exhibit space (minimum 10)
- Opportunity to offer your customers and prospects complimentary registration to CES (up to 1000 complimentary invitations)
- Complimentary listings in the Exhibitor Directory
- Complimentary use of the Exhibitor Dashboard, to generate promotions prior to CES
- Use of the CES logo in your CES-related marketing and exhibit promotions
- Access to exclusive PR Newswire discounts, the official wire and online media kit service for CES
- Access to the CES pre-registered media list
- Opportunity to host a press conference at CES, including Media Days
- Eligible to participate in Unveiled Las Vegas - contact your CES account manager for availability
- Opportunity for CES Innovation Award honorees to display honored product in the Innovation Awards Showcase on-site at CES 2025
- Opportunity to be considered for inclusion in the Official CES Show Floor Tours
- Opportunity for media B-roll to be hosted on CESbroll.com

**The following benefits are available to exhibiting CTA members. Questions or interested in joining contact [membership@cta.tech](mailto:membership@cta.tech) today.**

- Discount on exhibit space
- Member priority points for CES space selection and booth change waiting list
- Discount on CES Innovation Awards entry fee
- VIP luncheon tickets
- Invitation to members-only networking party
- CES Reward – earn 20-40% discount on the cost of membership if you spend at least five times your dues rate on CES exhibit space and sponsorships.

# Exhibit Space Benefits

## Open Exhibit Space:

**CTA Member Rate\*: \$45 per sq. ft.**

Non-Member Rate: \$50 per sq. ft.

**\*CTA Member Discount** – To receive the CTA member space rate, Exhibitor must become a CTA member with fully paid dues within 60 days of submitting the Contract. Companies who submit their Contract after May 1, 2024 will have until July 1, 2024 to become a CTA member with fully paid dues to receive the CTA member rate. The CTA member rate is not available after July 1, 2024. Cancellation or termination of membership will result in the recalculation of space fees at the non-member rate. CTA reserves the right to adjust pricing based on membership status. Not all exhibit space is eligible for the membership discount.

**NOTE: CTA membership is NOT included with the Exhibit Space Contract. Contact [membership@CTA.tech](mailto:membership@CTA.tech) to join.**

## I. Open Exhibit Space

### **399 sq. ft. and under - all venues**

- 8' high back wall drape
- 8' high side wall drape
- Company identification sign (11"x 17")
- Two (2) hours of complimentary electrical labor-LVCC exhibitors only

### **400 sq. ft. or larger**

- One (1) hour of hanging sign labor - LVCC exhibitors only

**Nightly vacuuming for exhibitors at LVCC or Venetian Expo in open exhibit space or meeting rooms**