



Powered by The Consumer Technology Association®

# CES<sup>®</sup> 2025

## DELEGATION PROGRAM

Las Vegas | January 7-10, 2025

# WHAT IS CES?

CES® is the most influential tech event in the world — the proving ground for breakthrough technologies and global innovators. This is where the world's most impressive tech brands do business, meet new partners, investors, and buyers, and the sharpest innovators hit the stage. Owned and produced by the Consumer Technology Association (CTA)®, CES features every aspect of the tech sector.





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# THE GLOBAL IMPACT OF CES 2024

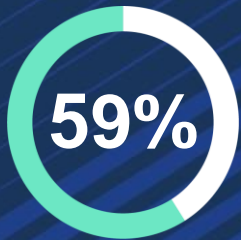
JAN 9-12  
LAS VEGAS,  
NV



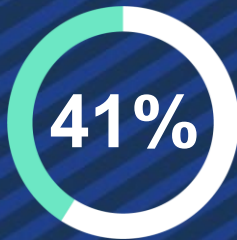
TOTAL ATTENDANCE  
**138K**



GLOBAL EXHIBITORS  
**4312** **1442**  
Total Exhibitors Startups



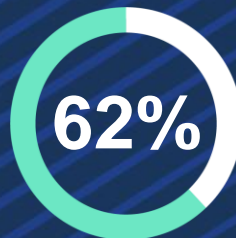
Domestic



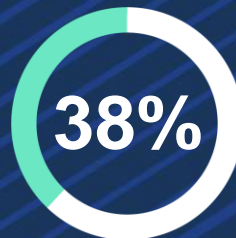
International



MEDIA ATTENDANCE  
**5355**



Domestic



International

**254K**

Stories Produced

**400B+**

Impressions



CONFERENCE PROGRAMMING AND KEYNOTES  
**292**

Conference Sessions

**1158**

Speakers

**161**  
Countries, Territories and Regions Represented

**63%**  
of attendees have a significant buying influence for their organization

**51%**  
of registered attendees are senior-level\*

\*President/Owner, C-level, VP, Director/Sr. Manager/General Manager

All figures are pre-audited through January 31, 2024.

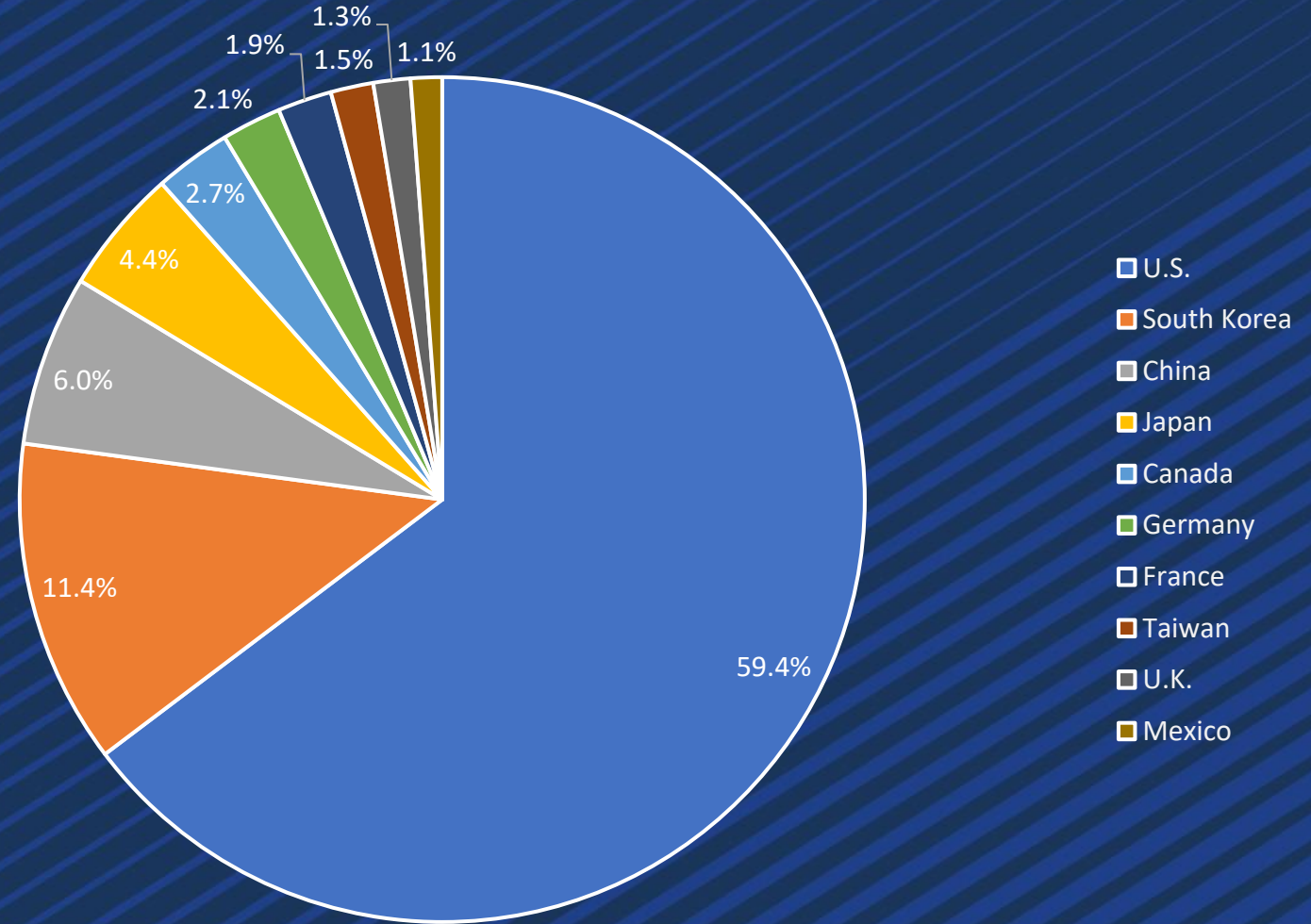
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# CES 2024 Attendees By The Numbers

**138,820** Total Attendees

**U.S., South Korea, China, Japan, Canada, Germany, France, Taiwan, U.K., Mexico** top 10 countries in attendance

**41%** international attendees (driven by growth from APAC)



# CES 2024 Global Coverage

## Worldwide Breakdown

**5,355**

journalists attended CES 2024

**20%**

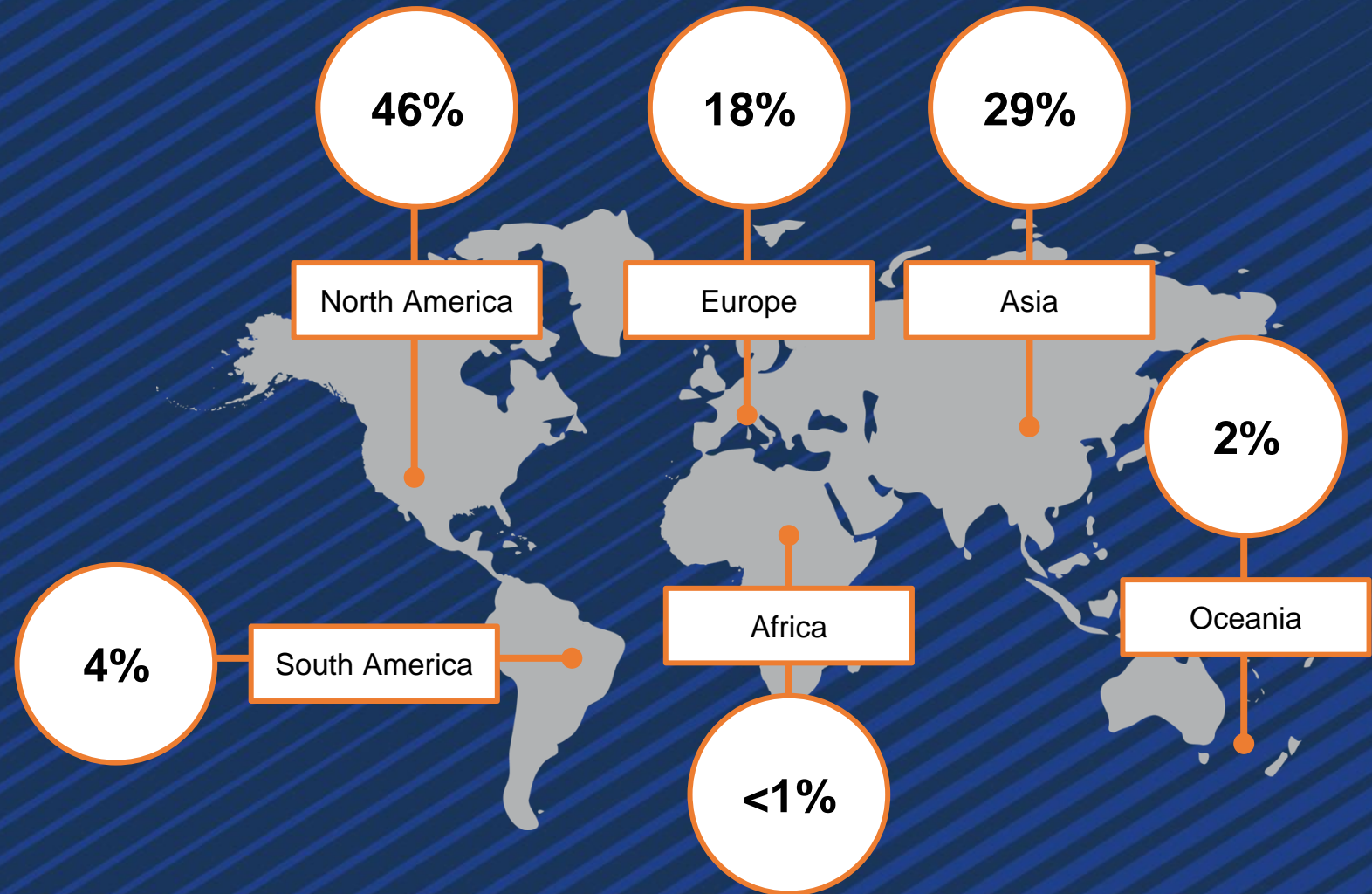
increase of international media attendance Y/Y

**254,956**

total pieces of coverage published worldwide

**401 Billion**

estimated media impressions worldwide



# DELEGATION PROGRAM



## 1. Furthering Global Business

Investors have contributed \$10+ billion to startups within Eureka Park

CES Keynoters experience significant stock price increases after making announcements at CES

The average executive holds 20 meetings while at CES

1/3 of CES attendees come from outside the U.S.



## 2. Startup Success

The Impossible Whopper: Impossible Foods was discovered at CES 2019 by Burger King – the Impossible Whopper is now sold nationwide

Ring Doorbell: Debuted at CES 2019 and was then acquired by Amazon – now valued at \$1.2 billion

Benjilock: After launching at CES, Benjilock secured funding from Shark Tank, leading to a major licensing deal with Hampton



## 3. Driving Economic Growth

Since 1978, CES has drawn 4.9 million attendees to Las Vegas

To date, the estimated economic impact to Las Vegas from CES is more than \$6 billion

CES 2020 had an estimated impact of \$291 million to Las Vegas, including \$169 million in direct spending



## 4. Key Players

Government officials, policymakers and business leaders attend CES to experience innovation and forge partnerships

Startups to Fortune 500 companies break news: 3.1K+ media in attendance (CES 2022)

177K+ stories produced (CES 2022)

At CES 2020: 330 of the Fortune 500 companies were represented

94% of exhibitors said their annual sales were influenced by the show



**“There isn’t any other show in the world that touches a big audience like CES, it is a very exciting time for us.”**

**Embodme**



# DELEGATION PROGRAM



# WHAT IS THE DELEGATION PROGRAM?

The Delegation Program provides a curated CES experience exclusively to international industry attendees. The program supports industry leaders with their objectives at CES through many benefits pre-show and on-site.

Invited Delegates must be from outside of the United States. All Delegations must have a minimum of 15 Delegates.

## How does one participate?

The Delegation Program consists of CTA® approved Delegation Leaders, who act as the designated point person for their Delegation. When registration launches for the upcoming CES, the Delegation Leader will send a complimentary invitation to Delegates to join.

All Delegations must consist of business professionals affiliated with the consumer technology industry – no students allowed.

# BENEFITS

## Delegation Leaders

- Complimentary CES 2025 attendee registration
- Complimentary hotel stay: Delegation Leaders who bring at least 50 Delegates to CES 2025. Certain Conditions may apply
- 25% discount off the Deluxe Conference Pass
- 10% discount off the exclusive **StoryTech** VIP Industry Expert Tours
- Delegation Program newsletters
- Promotional recruitment materials
- On-site access to the International Business Centers (IBCs)
- Special invitation to the CES 2025 International Reception

## Delegates

- Complimentary CES 2025 industry attendee registration
- 25% discount off the Deluxe Conference Pass
- 10% discount off the exclusive **StoryTech** VIP Industry Expert Tours
- On-site access to the International Business Centers (IBCs)
- Access to the U.S. Department of Commerce Trade Specialists
- Special invitation to the annual CES International Reception

*Note: Applying as a Delegation Leader does not register you for CES 2025. You must complete your own CES 2025 registration.*



CES® AT A GLANCE

# Exhibitor Success Stories

CES is the launch pad for innovators and historic innovation. Hear the success stories of some of the entrepreneurs who have launched products, built brands and formed partnerships through participating at CES.

[Click HERE for more](#)

**14B**

Media impressions  
[Carnival Corp.](#)

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**25M+**

Impressions on social media  
[John Deere](#)

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**\$4M+**

Ad value equivalency  
[Impossible Foods](#)

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**\$500K**

Investment from Mark Cuban  
[Samba TV](#)

Google



Qualcomm



Adobe

Microsoft

Panasonic

CATERPILLAR®



AMD

3M

Micron®



at&t

verizon✓



LG

amazon

SAMSUNG

PACCAR

Abbott

380-plus *Fortune* Global 500 companies and Interbrand Best Global Brands represent at CES.

# Non-traditional tech companies make their mark at CES.

**BRIDGESTONE**

BRUNSWICK

**CATERPILLAR**<sup>®</sup>

**MOEN**



**KOHLER**<sup>®</sup>

L'ORÉAL

**TOTO**



**VOLVO  
PENTA**

**SIEMENS**

**“CES has foretold some of the most seismic shifts in the recent history of technology.”**

**Forbes**



# FEATURED TECHNOLOGIES

CES<sup>®</sup> highlights the entire connected technology ecosystem.

# FEATURED TECHNOLOGIES

## Blockchain

AI

5G

Cloud

Quantum

Data

IOT/Sensors

Web3

## Vehicle Tech & Advanced Mobility

Automotive OEMs

Automotive Technology

Car Audio

Self-Driving Technology

Electric Vertical Take-off and Landing (eVTOL)

Personal Mobility

Accessibility

## IoT Infrastructure

## Enterprise

Cloud

Cyber

Data

IT/Security

Privacy

Remote Work

Computing

## Digital Health

Digital Therapeutics

Mental Wellness

Robotics

Telemedicine

COVID-19/virus technology

Women's Health Tech

Baby Tech

Wellness

Fitness

Mindfulness

Sleep

Wearables

## AI/Robotics

Speech Recognition

Machine Learning

Autonomous Machines

Food Tech

## Sustainability

Energy/Power

Communications

Food Tech (AgTech)

Resilience

Smart Cities

Water

## Space Tech

Aerospace

Electric Vertical Take-off and Landing (eVTOL)

Satellite Communications

Satellite Landing

Security and Defense

Space Exploration

Space Tourism

## FinTech

Mobile Payments

Blockchain

Cryptocurrency

Digital Financial Services

Digital Currencies

Decentralized Finance (DeFi)

## Accessories

## 3D Printing

## Lifestyle

Family Tech

Baby Tech (baby monitors, smart cribs, smart thermometers)

CBD Tech (additional approval required)

Education Tech

Fashion/Clothing

Fitness

Pet Tech

Remote Learning

ShopTech

Toys

Travel & Tourism

Wearables

## Smart Home

Air Purification

Appliances

Connected Home

Home Cinema

Home Energy

Home Networks

Intelligent Spaces

Lighting

Remote Work Tech

Security

Smart Speakers

## Sports Tech

Fan Engagement

Fitness Tracker

Exercise Equipment

eSports

Performance Enhancement Training

Smart Clothing

Sports Analytics

XR applications

CES® AT A GLANCE

# Media

CES® is the global stage for innovation – the launch pad for new innovation that changes the world and your brand. It garners media coverage from top outlets, build influence and drive market demand.

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## SOURCES

\*Archetype

\*\*Buzz Radar

## IMPACT

# 5.3K+

-52% domestic  
-42% international

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# 254K+

Stories produced\*

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# 28.5B

CES Global reach on social media\*\*

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# +38%

CES Reach vs 2023

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# 2.3B+

CES and Exhibitor reach on X

CES is covered by top tier media around the globe.



THE WALL STREET JOURNAL.

EE|Times

Forbes



REUTERS



WIRED



Media exposure is the #1 Reason 75% of exhibitors attend CES

SOURCE

CES 2020 Post Show Surveys



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**Reach the  
Delegation  
Team**

**CES® 2025**

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**Delegations@CTA.tech**