



Section 1: General Information

This ARIA Hospitality Suites Manual was created specifically for CES exhibitors at the ARIA. If you are exhibiting at another CES venue, please refer to the other [exhibitor manuals](#) created for each venue.

This ARIA Suites manual was designed to make it easy for you to plan for the show and provide you with all the important rules and regulations. Other CES operational questions can be sent to CESops@CTA.tech. Also, be sure to visit CES.tech to keep up with all the latest show information.

On behalf of the entire CES team, we look forward to seeing you in Las Vegas in January!

Hotel Accommodations & Transportation

For information on hotel accommodations, on-site complimentary shuttle service, the Las Vegas Monorail and more, please visit our [Hotel](#) and [Transportation](#) pages.

If you plan on having your own transportation, please contact [Kirstin Corsetti](#) at ARIA to arrange for loading and unloading areas.

If you have questions or would like to charter services, [contact RPMs](#), our official transportation provider at 877-725-3398 or 401-294-0040.

Registration Information

Be sure to [register](#) all exhibitor personnel before traveling to CES to guarantee a smooth arrival process on-site.

The Primary Contact of your space will receive an automated email with instructions to sign in to the Exhibitor Dashboard, linked above. Registration can only be accessed through the Exhibitor Dashboard link so be on the look out for your sign in instructions from service@mapyourshow.com.

Through the Dashboard, Primary Contacts will have the opportunity to manage registration themselves or assign someone else as the Registration Coordinator who may also access the registration dashboard. Within registration, you'll be able to:

- Register on behalf of your exhibitor personnel.
- Invite your exhibitor personnel to complete their own registration records.
- Retrieve your customized discount code to invite up to 1,000 customers to CES.
- Order lead retrieval.

Below are new registration requirements for CES 2020:

- Exhibitor personnel must provide photo identification that will be printed on their CES badge. This will be a mandatory requirement. If you are managing registration for your entire group, please keep this in mind. Photos cannot be bulk uploaded into the system and must be individually added to each registration.



- CES will continue to require date of birth (DOB) for all who register, and new for CES 2020, will collect gender as well.
- The Primary Contact may assign a secondary Registration Coordinator to help manage the registration process.
- We've added tutorial videos to help you through the process, including how to tutorials, best practices and ideas for trouble shooting.

Once on-site, exhibitor personnel may go to any of the badge pickup locations to retrieve their CES badge.

For registration questions or assistance, please contact exhreg@CTA.tech.

Badge Policy

Suite exhibitors will receive thirty (30) complimentary exhibitor badges. Exhibitor may purchase up to 50% more exhibitor badges over this base allotment at \$50 per exhibitor badge.

Section 2: Resources

Key CES Contacts

Alex Davis, Sr. Manager, CES Operations; 703-907-5243, adavis@CTA.tech

Tira Baror, Sr. National Account Manager, CES Sales; 703-907-4324, tbaror@CTA.tech

Section 3: Hospitality Suite Services

Check-In and Check-Out

- Exhibitor may check-in after 3 PM on Sunday, January 5, 2020. The Suite number will be assigned at this time.
- Exhibitor must check-out by 11 AM on Friday, January 10, 2020.
- Standard check-in and check-out times do not allow for any movement or removal of furniture. See Furniture Removal section below for further information.
- If Exhibitor requires additional nights for the Suite, the Exhibitor must contact [Tira Baror](#) in the CES Sales department at 703-907-4324. Exhibitor should not contact ARIA directly to secure additional nights.
- Exhibitor is responsible for providing Tira Baror with the individual names that should be listed on the Suite (who are permitted to check-in to the Suite and obtain keys) no later than November 8, 2019. Guests authorized to receive Suite keys will be responsible for any charges not covered by the credit card authorization on file.
- Room, tax and daily resort fee for the Suite contracted per the Exhibit Space Contract will be billed to and paid directly to ARIA by CES. Exhibitor is responsible for all other charges including, but not limited to food and beverage, incidentals, gratuities, and show services (electrical,



phone, Internet). All orders must be accompanied by Exhibitor check or credit card. A minimum daily deposit of \$150 per day is required for incidentals payable by credit card or cash upon arrival. Checks are not accepted at the time of check-in.

Suite Numbers

- a. Exhibitor will receive the assigned hospitality suite number upon check-in on Sunday, January 5. If you are checking in later than January 5, please advise [Tira Baror](#) so that your Suite is held for you.
- b. ARIA will do their best to honor requests for suites on the same floor and specific suite layouts based on availability but cannot guarantee this. Please communicate any such requests upon contracting with CES Sales.
- c. Your Suite number will be listed on [CES.tech](#) in the Exhibitor Directory. It will also be listed on CES signage and posted at all CES info desks. If you prefer NOT to have your Suite listed for privacy reasons, please advise Tira Baror at tbaror@CTA.tech by October 1, 2019.

Furniture Removal or Additions

- a. Furniture and other décor in the Suite may not be removed, moved or altered without prior written consent from ARIA. If furniture removal is necessary, additional charges will apply and additional nights must be added to allow for removal process. Furniture removal must be arranged prior to Friday, December 13, 2019. Please contact [Bonnie Rangel](#) at 702-590-7347 for furniture removal orders and more information.
- b. Any damage due to said activity is at the sole expense of the Exhibitor. Exhibitor may not ship or bring outside furniture (couches, televisions, coffee tables, etc.), however banquet and other rental furniture is available through ARIA. This policy is strictly enforced. Contact Bonnie Rangel at brangel@aria.com or 702-590-7347 for further information.

Freight/Deliveries

All freight/deliveries to suites must go through ARIA Business Center, including load out. Exhibitor must sign a waiver when building exhibits or doing any installation in Suite and is responsible for any damages incurred.

Signage

- a. Exhibitor is permitted to have signs within the confines of the Suite but they must be free-standing. The signs may not be affixed to, hung on, set on or set up against anything in the Suite including the door to the Suite and sprinkler heads. Absolutely nothing can be hung on or from the fire sprinklers in your Suite. ARIA is unable to provide easels for use within the Suite.
- b. Exhibitor is not permitted to place easels and signage outside the Suite in the guest room hallways and elevator banks or anywhere in the Casino and hotel lobbies. Signage found in these restricted areas will be removed immediately by hotel security.

Electrical/Internet

Each outlet in the Suite is equipped with 20 amps. Exhibitor is not permitted more than 1000-watts per circuit. Please contact [Bonnie Rangel](#) to order these services.



Food & Beverage/Catering

Requirements may be arranged through the ARIA In-Suite Catering Team. Please contact them at 702-590-8676 or insuitecatering@aria.com. Orders should be submitted no later than 14 business days prior to check-in to avoid late penalties. Outside food and beverage is not permitted.

Elevator Access

All badged CES attendees will have access to hospitality suites from the elevators during show hours 9 AM-5 PM on show days, January 7-9.

Section 4: Show Rules and Regulations

Cash & Carry Policy

CES policy strictly prohibits over-the-counter sales (i.e.: cash, check, or credit card). Only bona fide business orders for future billing, payment and delivery are permitted. This will be strictly enforced.

CES Show Management and representatives from the Clark County Business License office walk the show floor on show days looking for exhibitors violating this policy. If you are found in violation of this policy, CES Show Management will take steps to shut down your exhibit immediately.

Combustible Materials

All decorations, drapes, hangings, signs, banners, acoustical materials, hay, straw, moss, split bamboo, plastic cloth, curtains, Christmas trees and similar decorative materials shall be flame retardant to the satisfaction of the Fire Department and State Fire Marshal. Canvas, cloth, cardboard, leaves, or similar combustible materials shall be completely flame retardant. Oilcloth, tarpaper, sisal paper, nylon, orlon and certain other plastic materials cannot be made flame retardant and their use is prohibited. An official fire resistance certificate must accompany all signage and/or materials.

Flammable or combustible liquids are prohibited inside of buildings except as approved by the office of fire protection and safety. Flammable thinners, solvents and paints, including aerosol cans are strictly prohibited within the building.

Compressed gas cylinders, including lpg, are prohibited unless approved by office of fire protection and safety. Flammable gases, i.e.: butane, propane, natural gas, et al; are subject to prior approval. Non-flammable compressed gas cylinders must be secured in an upright position with gauges and regulator protected against physical damage.

Hanging items from or off of any of the sprinklers within the suites is strictly prohibited. Additionally, decorations are not allowed to block or otherwise interfere with the fire sprinklers. Due to regulations either implemented by your exhibit location venue or as a result of local, county, state, or federal



requirements, exhibitors agree to abide by any additional policies regarding exhibits or meeting space as they may be in effect at the time of CES.

Exhibit Attire

CES is a trade only event and its attendees are business professionals from over 155 countries. To ensure that the show is a welcoming environment for all, Show Management expects that booth personnel/presenters/entertainers will be dressed in clothing considered appropriate and respectful for a professional environment. We recommend business or business casual attire.

Booth personnel must not be dressed in clothing that is sexually revealing or may be interpreted as undergarments, gender notwithstanding. Clothing that reveals an excess of bare skin, specifically genitals, chest or buttocks, must not be worn. Body-conforming clothing that hugs genitals must not be worn. These guidelines are applicable to all booth staff, regardless of gender.

CES Show Management reserves the right to make determinations on appropriate exhibitor/presenter attire. If for any reason an exhibit and/or its contents are deemed objectionable by Show Management, Exhibitor will be issued a warning and asked to alter the attire of its employees, exhibit staff and/or models. If necessary, Show Management may issue a second warning and the Exhibitor may be asked to remove the individual(s) in question at Exhibitor's sole expense. Failure to comply will result in a loss of three (3) priority points.

Exhibitors with questions about compliance with these guidelines should consult CES Show Management in advance of the show.

Exhibit Space Contract

CES exhibitors must abide by the rules set forth in the [CES Exhibit Space Contract](#).

Firearms/Weapons

Firearms, ammunition or weapons of any kind, including replica, toy or simulated items, are strictly prohibited. Items that CES Show Management deems in violation of this rule must be removed immediately at the exhibitor's sole expense. Exhibitors with questions about compliance with this policy should contact [CES Operations](#) in advance of the show. Exhibitors intending to showcase or demonstrate such items that are gaming/AR/VR-related must contact CES Operations in advance for approval.

Good Neighbor Policy

CES has a Good Neighbor Policy in suites. All audio and video should be appropriate for a general audience. In the event of a complaint from any person on an exhibit's content, CES Operations will investigate and determine if the content is offensive or inappropriate. If content is determined to be offensive, the exhibitor must cease use of such content. If the exhibitor refuses, or if another complaint is filed, CES reserves the right to shut off power to the exhibit until the exhibitor ceases use of the content. Repeated violations of this policy can result in expulsion from CES.



Hoverboards

Wheeled transport devices (with or without motors) are not permitted at any CES venue. This includes Segways, hoverboards, skateboards, uniwheels, scooters and all similar products. Exhibitors are permitted to demo such products within the confines of their exhibit space.

Intellectual Property

Exhibitor warrants that it owns the rights to or is licensed for all intellectual property (patent, copyright, trademark, etc.) to be used by exhibitor for promotion or exhibition at CES, and agrees to defend, at exhibitor's expense, and to indemnify CTA and/or CES for any action brought against CTA and/or CES and any cost incurred by CTA and/or CES, including court costs and reasonable attorney's fees, arising from or related to any dispute concerning exhibitor's intellectual property rights.

Literature Distribution, Giveaways, Surveys

Literature, samples and giveaways must be distributed from within your booth or contracted area. Surveys may not be conducted outside of your booth. Corporate greeter sponsorships are available. Contact [Liz Tardif](#) at 703-907-7681 with CES Promotional Opportunities for more information.

CES discourages stickers as giveaways. Stickers are not permitted on aisle carpet, facility walls or floors, CES signage or any other space outside of your contracted exhibit area. Any damage caused by stickers is the responsibility of the exhibitor.

Performance of Music or Motion Picture

If you plan to play copyrighted music or video in your booth, meeting room or suite, you may need to obtain a license from the copyright owner or licensing agency representing the copyright owner. Music or video being played for the sole purpose of demonstrating a product (speakers, headphones, TVs, monitors, other devices, etc.) is permissible without a license.

Licensing is required when music or video is being played for non-dramatic entertainment purposes (live or recordings such as CDs, DVDs and BluRay device). The proper license must be posted in your booth and available for inspection at the request of properly authorized agents of the [American Society of Composers, Authors and Publishers \(ASCAP\)](#), [Broadcast Music Inc. \(BMI\)](#), or [SESAC](#). We strongly advise you to contact one of these agencies to acquire proper licensing.

CES has a license with ASCAP which permits the performance of music from the [ASCAP repertory](#) at your booth. The license does not permit the broadcast, telecast or transmission of music under any circumstances; nor does it authorize dramatic performances. CES does not have similar licenses with BMI or SESAC; therefore, exhibitors wishing to play music from the BMI or SESAC repertory for entertainment purposes are solely responsible for obtaining their own licensing.

Adherence to these federally mandated copyright licensing laws is of critical importance. Please take a few minutes to ensure a hassle-free event by acquiring the proper licenses. If you encounter any difficulty with either BMI or SESAC in your attempt to obtain a license, please [contact CES](#) immediately.

Product Demonstrations

Product demonstrations are permitted. You are responsible for supervising the actions of all visitors and employees operating display equipment in their area. Refer to the Booth Activity section above for more information.

CES has instituted a No Tolerance policy. Demonstrations found to be objectionable due to noise level or vibration level (dB or SPL) or blocking traffic flow may be closed down at the discretion of CES Operations. See Sound Restrictions below.

Raffles/Games of Chance

Raffles are allowed within your booth; however, Nevada state law prohibits them if money is involved. Exhibitors considering a raffle, game of chance or slot machines in their booth should contact the Nevada Gaming Control Board at 702-486-2000.

Service of Legal Documents

Any exhibitor that plans to serve legal documents at CES must contact [CES Show Management](#) for the full policy and to coordinate service or delivery. Service or delivery of legal documents that is not coordinated with Show Management is prohibited on the CES exhibit floor, areas in proximity to the show floor and on the show venue premises and grounds.

Sound Restrictions

A maximum noise level of 85 dB will be maintained on the exhibit floor, in meeting rooms and suites, a standard endorsed by the International Association of Expositions and Events (IAEE).

The CES noise abatement policy is as follows:

- All booth elements must remain within the officially contracted booth space. This includes all audio equipment, speakers, etc.
- Exhibitors demonstrating audio equipment in an open display should use a sound chamber or acoustically contained area to keep the sound level from intruding on any adjacent exhibits. Speakers of any kind must be directed toward the interior of the demonstrator's booth space. Speakers may not face aisles or neighboring exhibits.
- When demonstrating audio equipment within an enclosed demonstration room, subwoofers must be positioned away from walls that are adjacent to neighboring exhibits.
- Sonic vibration and sound complaints will be immediately addressed by CES Operations. If a vibration or sound complaint is not resolved by the offending party, CES Operations reserves the right to shut down power immediately until the issue is resolved.
- Exhibitors are responsible for supervising the actions of employees, visitors or spectators testing display equipment located in their exhibit area.

CES Operations will intervene if necessary and reserves the right to shut down exhibits deemed objectionable. Floor managers will rove through the exhibit areas monitoring the decibel level during show hours. Measurements will be taken at a distance no greater than 10' from the offending display. After measuring a continuous decibel level of greater than 85 dB, following a complaint being



registered by a spectator, a neighboring exhibitor or personal observation by a roving designate, the following procedures will be strictly enforced as follows:

First Warning:

- Violating exhibitor will be given a written notification of the warning
- Booth power may be turned off for one hour

Second Warning:

- Violating exhibitor will be given a written notification of the 2nd warning
- Booth power may be turned off for one day

Third Warning (Final):

- Violating exhibitor will be given a written notification of the 3rd warning
- Up to five (5) priority points will be deducted from the exhibitor