



Consumer
Technology
Association®

ATTENDANCE AUDIT SUMMARY

CES® 2023

JAN. 5-8, 2023 | LAS VEGAS, NV | CES.tech

Letter From Consumer Technology Association (CTA)®



Consumer
Technology
Association®

CES® is the most influential global trade show for tech discovery, connections and business. The 2023 event was no exception, with attendance exceeding 2022 numbers by more than 73,000. Even the economic slowdown and re-ceding pandemic did not dampen the air of excitement as innovators unveiled how we can be safer, more secure and sustainable. A-List keynotes and conference programming drew thousands of executives, media representatives and headlines. Immersive exhibits moved audiences beyond imagination to witness life-changing advances in mobility, digital health, sustainability and more.

CES 2023 featured a theme for the first time, Human Security for All, in partnership with the United Nations Trust Fund for Human Security and World Academy of Art and Science. The show emphasized sustainability and other tenets of UN-defined human securities or rights. Exhibitors and speakers embraced these principles, focusing their contributions at the show on solutions to global challenges that cross virtually every industry sector. From farming to manufacturing, transportation, gaming and even outer space, we witnessed ingenious innovations that boosted audience optimism about tech's promise as threats to human security grow more complex.

With 3200 exhibitors across nearly 2.2 million net square feet of show-floor space, CES 2023 outpaced CES 2022 size by 70%. Of the more than 117,000 attendees, more than 4800 represented media outlets. That's twice the media presence seen at the 2022 event. Moreover, 35.5% of the 2023 attendees came from outside the U.S. Their top areas of interest were artificial intelligence, vehicle tech, IoT and sensors, and augmented and virtual reality. We expect to see continued focus on these technologies at CES as they continue to advance in 2024.

When we speak of numbers validating the CES impact, don't take our word for it. CES stands proudly among the most transparent of American trade shows that follow strict auditing standards set by UFI The Global Association of the Exhibition Industry. CES uses an independent auditor so that you can trust what we say about attendance and attendee interest. Please take a few minutes to see detailed information on CES 2023 in this CES 2023 Attendance Audit Summary.

Thank you for your interest in, and support of, CES. We hope to see you when we return to Las Vegas for CES 2024, live, January 9-12.



A handwritten signature in black ink, appearing to read "Kinsey Fabrizio".

Kinsey Fabrizio
SVP, CES and Membership
Consumer Technology Association



A handwritten signature in black ink, appearing to read "John T. Kelley".

John T. Kelley
VP, CES and Show Director
Consumer Technology Association

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Introduction

PREFACE

CES is the world's gathering place for all who thrive on the business of consumer technologies. It has served as the proving ground for innovators and breakthrough technologies for 50-plus years – the global stage where next-generation innovations are introduced to the marketplace. As the largest hands-on event of its kind, CES features all aspects of the industry. Owned and produced by the Consumer Technology Association (CTA)®, it attracts the world's business leaders and pioneering thinkers.

Visit CES.tech for news and information about the show.

To speak directly with a CES sales representative regarding exhibit space or promotional opportunities, please contact us at ExhibitSales@CTA.tech.

AUDIT SOURCES

The *CES 2023 Attendance Audit Summary* provides exhibitors and prospects insight into those in attendance at CES. This information will aid in evaluating opportunities and maximize your ROI from CES. Information included in this document was derived from:

- BPA Worldwide's CES 2023 Exhibition and Conference Audit Report
- CES 2023 Registration Data, provided by Maritz Global Events
- 2022 Fortune Global 500 list
- 2022 *Dealerscope* Top 50 CE Retailers

BPA WORLDWIDE

BPA Worldwide provides an independent, third-party verification of CES attendance, attendee demographic information, records and record-keeping systems. It is important that CES exhibitors have valuable, accurate attendance data to enhance market analysis and verify the show's merits.



Attendance Highlights

The following numbers are highlights of the top attendance segments and represent a snapshot of CES attendance. For more information, please contact a sales representative at ExhibitSales@CTA.tech.

CES 2023 TOTAL ATTENDANCE OVERVIEW

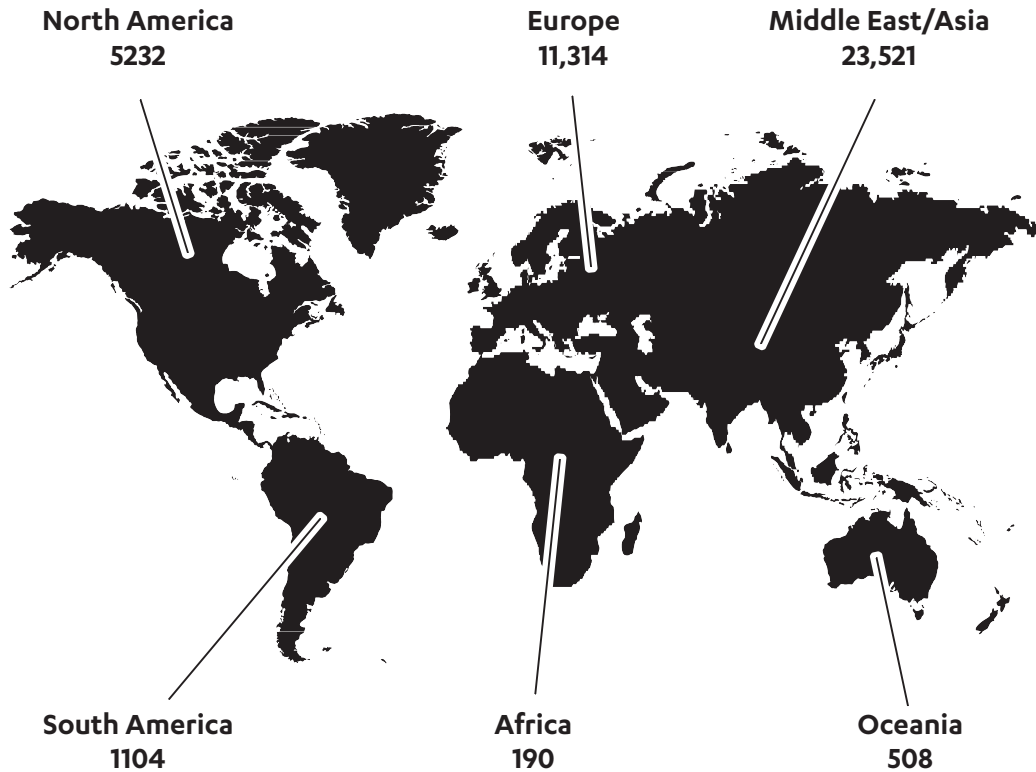
Registration Type	Domestic	International	Total Verified Attendance
Industry Attendees	48,135	23,493	71,628
Exhibitor Personnel	24,714	16,693	41,407
Media	3123	1683	4806
Total Verified Attendance	75,972	41,869	117,841

CES 2023 attracted **300** of the 2022 Fortune 500 Companies

Job Title	Verified Attendance	% of Total Verified Attendance
President/Founder	14,013	11.8%
C-Level Executives	12,430	10.5%
Vice President/SVP/EVP	14,857	12.6%
Director/Sr. Manager/General Manager	19,107	16%
Total Senior-Level Executives	60,407	51%

International Attendance

CES welcomed a global audience with 41,869 international visitors from 151 countries, regions and territories.



35.5%

of CES 2023 attendance came from outside of the United States

TOP 20 COUNTRIES, REGIONS & TERRITORIES IN ATTENDANCE

Country	Verified Attendance	Country	Verified Attendance
United States	75,972	Israel	780
South Korea	11,941	Italy	707
Japan	4,182	Netherlands	668
Canada	3,440	Turkey	574
France	2,727	Sweden	461
Germany	2,489	Brazil	418
China	2,296	Australia	406
Taiwan	1,691	Hong Kong, SAR	368
United Kingdom	1,689	India	368
Mexico	1,297	Switzerland	343

Speaker Highlights

Top executives and government leaders at CES 2023 presented their insights and vision for the industry's future, with presentations from:

- Carlos Nunez, Chief Medical Officer, ResMed
 - Carlos Tavares, CEO, Stellantis
 - John May, Chairman & CEO, John Deere
 - Jeremi Gorman, President, Worldwide Advertising, Netflix
 - Carmichael Roberts, Co-Founder/Managing Partner, Material Impact
 - Jo Ann Jenkins, CEO, AgeTech Collaborative from AARP
 - Dylan Huey, Creator/Entrepreneur, Rodin' Flash
 - Jen Easterly, Director, CISA
 - Lisa Su, Chair & CEO, Advanced Micro Devices
 - Steve Case, Chairman & CEO, Revolution
 - Marc D'Amelio, Co-Founder and CEO, D'Amelio Brands
 - Stephane Bancel, CEO, Moderna
 - Laura Jones, CMO, Instacart
 - Dixie D'Amelio, Self, D'Amelio Entertainment
 - David Friedberg, CEO, The Production Board
 - Susan Turney, CEO, Marshfield Clinic Health System
 - Anne Docimo, Chief Medical Officer, UnitedHealthcare
 - Michael Kassan, Chairman & CEO, MediaLink
 - Jenny Abramson, Founder & Managing Partner, Rethink Impact
 - Travis Montague, Founder & CEO, Group Black
 - Adena T. Friedman, Chair & CEO, Nasdaq
 - Oliver Zipse, CEO, BMW
 - Ed Bastian, CEO, Delta Air Lines
 - Vidya Raman-Tangella, Chief Medical Officer, Teladoc Health
 - Elizabeth Gore, Co-Founder & President, Hello Alice
 - Stephen Klasko, Executive in Residence, General Catalyst & Stel Life
 - Paul Feig, Founder, Feigco & Powderkeg
 - Paris Hilton, CEO, 11:11 Media
 - LeVar Burton, Host, SXM Media
 - Kevin Rose, CEO, PROOF
 - Lindsay Jurist-Rosner, CEO, Wellthy
 - Lauren Miller Rogen, Co-Founder, Hilarity for Charity
 - Seth Rogen, Co-Founder, Hilarity for Charity
 - Jessica Mendoza, Analyst, ESPN
 - Grant Hill, Vice Chairman, Atlanta Hawks
 - Sam Asghari, Actor, SAG
 - Francine Li, Global Head of Marketing, Riot Games
 - Jose Andres, Chairman & CEO, Jose Andres Group
 - Crystal Dunn, Professional Soccer Player, NWSL & USWNT
- Government Speakers:**
- Jennifer Granholm, U.S. Secretary of Energy, U.S. Department of Energy
 - Rebecca Kelly Slaughter, Commissioner, Federal Trade Commission
 - Nathan Simington, Commissioner, FCC
 - Geoffrey Starks, Commissioner, FCC
 - Jacky Rosen, Senator-Nevada, U.S. Senate
 - Ben Ray Lujan, Senator-New Mexico, U.S. Senate
 - Mark Warner, Senator-Virginia, U.S. Senate

Attendance Profiles

JOB TITLE BREAKDOWN

	Industry Attendee	Exhibitor Personnel	Total Verified Attendance
Analyst	1106	316	1422
Buyer	1838	216	2054
Creative Professional	620	951	1571
Engineer	5194	3130	8324
Manager/Store Manager/ Product Manager	4405	3623	8028
Manufacturer's Representative	354	487	841
Medical Professional & Doctor	300	93	393
Production Technician	270	504	774
Systems Installer/Integrator	284	138	422
Trainer/Educator	512	252	764

ENTERTAINMENT & ADVERTISING COMMUNITY*

Industry Attendees	Total Verified Attendance
Advertising & Marketing	5370
Content, Media & Entertainment	3054
Total Advertising & Entertainment	8424

TOP 20 REPRESENTATION FROM TWICE'S TOP 50 CE RETAILERS OF 2022

Company	Number of Reps at CES 2023	Company	Number of Reps at CES 2023
Amazon	1233	Newegg	26
Microsoft	294	Dell	25
Hewlett Packard	203	Micro Center	20
Walmart	176	QVC/HSN	18
Lenovo	128	The Home Depot	17
Best Buy	78	B&H Photo	14
Costco	57	Curacao	14
Target	53	Nebraska Furniture Mart	12
Sam's Club	37	BJ's Wholesale Club	11
Staples	28	RC Willey	10

*Individuals self-reported; total represents a single individual with duplicate selects removed.

Industry Attendance Profiles

REPRESENTATION FROM BUYING ORGANIZATIONS

Type of Organization	In-Person Industry Attendees*	% of Total Verified Industry Attendees
Corporate (Non-Retail)	434	<1%
Distribution	3433	4.8%
Retail	4764	6.6%
System Integrator/Installation/ VAR	1677	2%
Total Representing Buying Organizations	10,308	14%

REPRESENTATION FROM OTHER INDUSTRY ORGANIZATIONS

Type of Organization	In-Person Industry Attendees*	% of Total Verified Industry Attendees
Advertising & Marketing	5370	7%
Business Services	3208	4%
Content, Media & Entertainment	3054	4%
Digital Health	1092	1.5%
Education/Training	2251	3%
Engineering/Research & Development	4839	6.7%
Finance (Banking, Service, Insurance)	2004	2.7%
Healthcare/Pharmaceuticals/Biotech	1717	2%
Manufacturer's Rep, Manufacturing	1117	1.5%
Non-Profit/NGO/Lobbying	548	<1%
Software Development/Publishing	3364	4.6%
Sports & Fitness	479	<1%
Telecom & Utilities	2011	2.8%
Travel & Tourism	925	1%
Venture Capitalist/Private Equity/Investing	1472	2%

*Industry Attendees = Does not include media or exhibitor personnel

Industry Attendance Profiles

TOP 20 PRODUCT CATEGORIES OF INTEREST

Market/Product Category**	Industry Attendees*
Artificial Intelligence	19,063
IoT/Sensors	16,365
Vehicle Tech	16,115
AR/VR/XR	14,486
Smart Home & Appliances	13,445
5G	12,605
Robotics	12,174
Startups	11,410
Energy/Power	10,804
Fitness and Wearables	10,780
Marketing and Advertising	10,676
Digital Health	10,510
Cloud Computing/Data	10,219
Video Technologies	9841
Audio Technologies	9724
Entertainment & Content	9377
Gaming & Esports	9270
Metaverse	8929
3D Printing	8687
Drones	8654

*Industry Attendees = Does not include media or exhibitor personnel

**Industry Attendees may select multiple /product categories

Leaders in Technology

Through our Leaders in Technology program, CES 2023 attracted 162 government guests from across the globe including state elected officials, high-ranking U.S. congressional and agency staff, as well as international governmental officials and staff.

APPOINTED AND ELECTED OFFICIALS

The White House (6)
U.S. Department of Commerce (1)
U.S. Department of Homeland Security (2)
U.S. Department of Energy (1)
U.S. Senate (3)
Federal Trade Commission (1)
Federal Communications Commission (2)
State of Florida (1)

State of Georgia (1)
State of Kentucky (1)
State of Louisiana (2)
State of Michigan (1)
State of New York (1)
State of Rhode Island (1)
State of Utah (1)
State of Washington (4)

U.S. AND INTERNATIONAL GOVERNMENT STAFF

U.S. Senate (14)
U.S. House of Representatives (48)
U.S. Department of Commerce (13)
U.S. Department of State (1)
Federal Trade Commission (5)
Federal Communications Commission (2)
U.S. Department of Defense (1)
U.S. Small Business Administration (2)
U.S. Department of Health and Human Services (3)
The National Aeronautics and Space Administration (1)
U.S. Department of Transportation (5)

U.S. Environmental Protection Agency (4)
U.S. Department of Energy (13)
U.S. Office of Personnel Management (1)
Department of Homeland Security (13)
European Parliament Liaison Officer (1)
European Parliament (1)
Great Britain and Northern Ireland (1)
Consulate of the Czech Republic (2)
State of Kansas (1)
State of Michigan (1)

Social Media Reach

Highlights include:

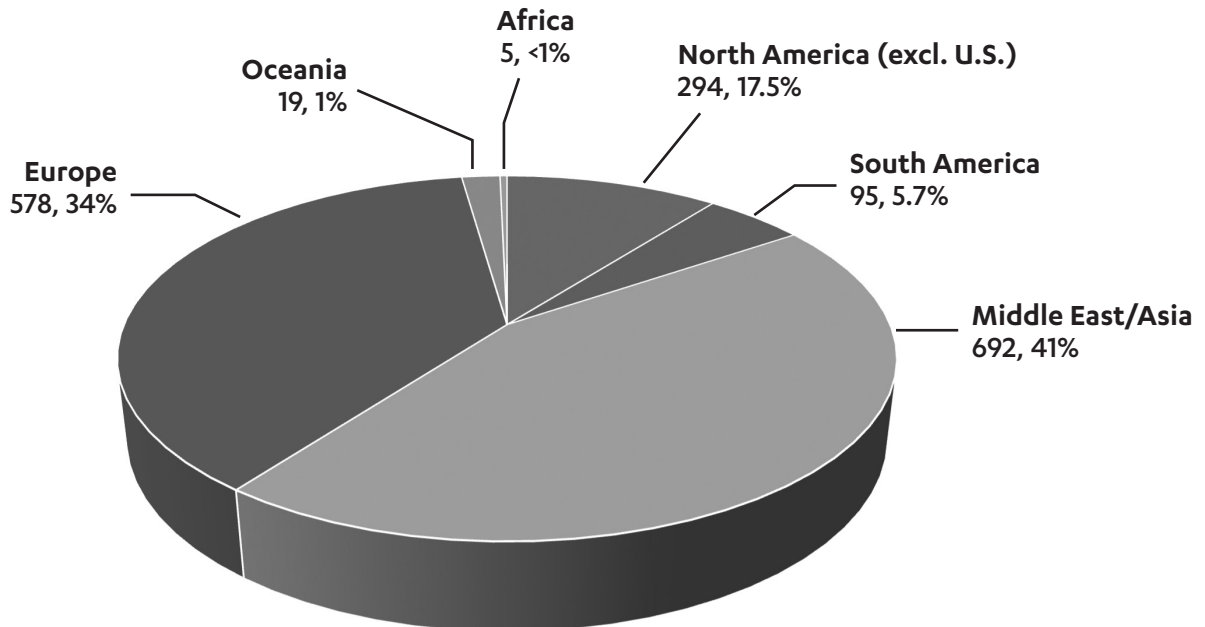
12.5B CES Global Reach on social media

310K CES Mentions across social media

Media Coverage

CES 2023 attracted 4806 members of the media from 69 countries, regions and territories. Major broadcast networks, trade publications, magazines, newspapers, websites, podcasts and blogs covered CES 2023 extensively. The show also partnered with and received coverage from media outlets around the world covering lifestyle, health and fitness, automotive and more.

International Media Attendance by Region



Big Names in Coverage Include

ABC	Euronews	Reuters
Ad Age	Fast Company	Reviewed
ADWEEK	Forbes	Rolling Stone
Aftonbladet	Fortune	Seoul Economic Daily
Agence France Presse	Fox News	Sina
Al Jazeera Media Network	Frankfurter Allgemeine	Singapore Press Holdings
Android Authority	Future PLC	South China Morning Post
ARD German Radio & TV	Good Housekeeping	TechCrunch
Associated Press	Hearst	TechHive
Auto Week	Herald Corporation	TechRadar
Automotive News	IDG	The Asahi Shimbun
Automotive World	IGN	The Australian
Axios	iHeartMedia	The Daily Beast
Barron's	Inc. Magazine	The Globe and Mail
BBC	Investor's Business Daily	The Hollywood Reporter
Bloomberg	Japan Broadcasting Corporation	The Independent
BuzzFeed	KLAS-TV	The Korea Economic Daily
Car and Driver	KTLA	The Motley Fool
CBS	KVVU-TV	The New York Times
Cheddar	La Repubblica	The Retail Observer
China Central Television	Las Vegas Review-Journal	The Sun
Chosun Ilbo	Le Figaro	The Verge
CNBC	Le Monde	The Wall Street Journal
CNET	Les Echos	The Washington Post
CNN	Los Angeles Times	Times of India
CoinDesk	Maeil Business News	Tom's Guide
Condé Nast	MarketWatch	Tom's Hardware
Corriere della Sera	Mashable	Travel and Leisure
Crain Communications	MotorTrend	Trusted Reviews
Daily Mail	National Journal	Univision
De Telegraaf	NBC News	USA Today
de Volkskrant	NBC Today Show	Variety
DER SPIEGEL	NewsWatch	VentureBeat
Digital Trends	Nikkei Asia	Voice of America
DIGITIMES	Nikkei Business Publications	Vox Media
Dow Jones	NPR	Wirecutter
Economic Times	Paréntesis	WIRED
El Pais	PCMag	Xinhua News Agency
El Tiempo	Politico	ZDNet
Engadget	RCR Wireless News	Ziff Media Group

2023 Media Partners



**Consumer
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As North America's largest technology trade association, CTA is the tech sector. Our members are the world's leading innovators - from startups to global brands - helping support more than 18 million American jobs. CTA owns and produces CES - the largest, most influential tech event on the planet. Find us at [CTA.tech](https://cta.tech). Follow us @CTAtech.

UPCOMING CES EVENTS



**CES 2024 Tech Trends
FDDay 2023**
Paris, France
September 20, 2023



CES Unveiled
Las Vegas, NV
January 7, 2024



CES Unveiled
Amsterdam, Netherlands
October 12, 2023



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