



Consumer  
Technology  
Association™

# **ATTENDANCE AUDIT SUMMARY**

CES® 2018  
January 9-12, 2018  
Las Vegas, Nevada  
CES.tech





Consumer  
Technology  
Association<sup>™</sup>

The intersection of creativity, passion and ingenuity, CES<sup>®</sup> inspires the spirit of innovation. Year after year, more than 180,000 industry executives converge in Las Vegas for networking opportunities, conferences, keynotes, hands-on exhibits and more from all facets of the consumer technology industry.

It is thanks to you and your support of our show that CES continues to be a platform for visionaries to share life-changing technologies and build their brands. CES 2018 welcomed 182,198 industry professionals, showcasing 4,598 exhibiting companies – including a mind-boggling 1,018 in Eureka Park from 45 countries. The excitement of CES cannot be contained; there were more than 1 million mentions of CES on Twitter, and more than 6,645 media covered the four days of unparalleled innovation.

CES 2018 saw awe-inspiring new categories like smart cities, sports tech and design & source emerge, with topics ranging from vehicle technology to drones continuing their growth. Year over year, we see the future of technology come to life at CES, bringing together top creative minds driving the evolution of global technology.

To better assist in your success and the growth of your business, we are proud to provide independently verified information about CES attendance in our CES 2018 Attendance Audit Summary. CES follows strict requirements for auditing set by UFI, the global association of the exhibition industry, to ensure that you have the most detailed and accurate information on CES' trade attendance.

We are humbled to see so many thought leaders from across the globe come together to celebrate the value of technology and its impact on improving lives. We once again thank you for your support of CES, and look forward to seeing you January 8-11 at CES 2019.



A handwritten signature in black ink that reads 'Gary Shapiro'.

**Gary Shapiro**

President and CEO  
Consumer Technology Association (CTA)<sup>™</sup>



A handwritten signature in black ink that reads 'Karen Chupka'.

**Karen Chupka**

EVP, CES  
Consumer Technology Association (CTA)<sup>™</sup>

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## Preface

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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+ 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)<sup>™</sup>, it attracts the world's business leaders and pioneering thinkers.

Visit CES.tech for up-to-the-minute news and information about CES.

To speak directly with a CES sales representative regarding exhibit space or promotional opportunities, please contact us at CESsales@CTA.tech or +1 703-907-7645.

## Audit Sources

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The *CES 2018 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:

- Vault Consulting's CES 2018 Exhibition and Conference Audit Report
- CES 2018 registration data, provided by Compusystems
- CES 2018 post-show exhibitor survey
- CES 2018 post-show attendee survey
- 2018 Fortune 500 list
- 2018 *Dealerscope* Top 101 CE Retailers



## Vault Consulting Inc.

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Vault Consulting provides an independent, third-party verification of CES attendance, attendee demographic information, records and record-keeping systems. CES wants to provide our exhibitors with valuable, accurate attendance data to enhance market analysis and verify the show's credibility.

## Attendance Highlights

The following numbers are highlights of the top attendance segments and represent a snapshot of CES attendance.

### CES 2018 Total Attendance Overview

REGISTRATION TYPE	DOMESTIC	INTERNATIONAL	TOTAL VERIFIED ATTENDANCE
Attendees	68,946	37,342	106,288
Exhibitor Personnel	45,327	23,938	69,265
Media	4,141	2,504	6,645
<b>Total Attendance</b>	<b>118,414</b>	<b>63,784</b>	<b>182,198</b>

### Conference Program Participation\*

	DOMESTIC	INTERNATIONAL	TOTAL VERIFIED ATTENDANCE
Conference Session Attendance	3,375	2,123	5,498
Speakers	952	127	1,079

### Job Title Breakdown

JOB TITLE	ATTENDEES	EXHIBITOR PERSONNEL	TOTAL VERIFIED ATTENDANCE
Analyst	2,011	366	2,377
Buyer	5,939	500	6,439
Content Developer	608	351	959
Distributor	1,336	314	1,650
Engineer	8,308	4,496	12,804
Manager/Store Manager/ Product Manager	8,658	8,335	16,993
Manufacturer's Representative	2,003	2,710	4,713
Partner/Agent	1,656	1,007	2,663
Production Technician	319	377	696
Systems Installer/Integrator	690	121	811

### Entertainment & Advertising Community\*\*

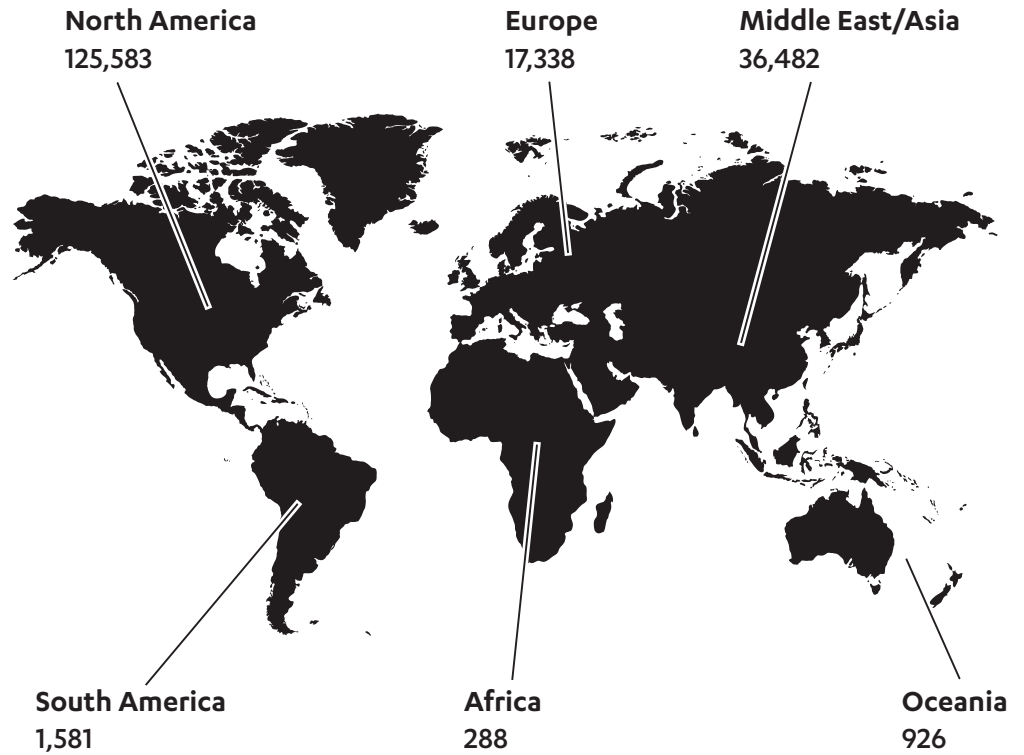
INDUSTRY PROFESSIONALS	TOTAL VERIFIED ATTENDANCE
Advertising & Marketing	24,793
Entertainment & Content	20,142
<b>Total Advertising &amp; Entertainment</b>	<b>33,346</b>

\* Conference Program participation numbers are included in Total Attendance.

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

CES welcomed a global audience with **63,784** international visitors from **159** countries, regions and territories attending CES 2018. Many of our international visitors came as part of 107 formal delegations.

**32%**  
of CES 2018  
attendance  
came from  
outside of the  
United States



**Top 20 Countries, Regions & Territories in Attendance**

COUNTRY	VERIFIED ATTENDANCE	COUNTRY	VERIFIED ATTENDANCE
United States	118,414	Hong Kong	1,078
China	15,383	Israel	984
South Korea	7,197	Italy	811
Japan	6,434	Netherlands	806
France	5,475	Sweden	786
Canada	4,638	Australia	748
Taiwan	2,809	Brazil	570
Germany	2,785	India	540
United Kingdom	2,711	Switzerland	537
Mexico	1,927	Singapore	519

## Senior-Level Executive Attendance

JOB FUNCTION	VERIFIED ATTENDANCE	% OF TOTAL ATTENDANCE
President/Owner	15,468	8.48%
C-Level Executives	10,362	5.68%
Vice President	14,453	7.93%
Director/Sr. Manager/General Manager	30,795	16.90%
<b>Total Senior-Level Executives</b>	<b>71,078</b>	<b>39.01%</b>

**CES 2018  
attracted  
304  
of the 2018  
Fortune Global  
500 companies**

Key presentation platforms offered insights and visions for the industry's future at CES 2018, with presentations from:

- **Cristiano R. Amon**, President, Qualcomm Incorporated
- **Brooke Basinger**, Technical Lead, Ophthalmic Hardware, Verily
- **Aryeh Bourkoff**, Founder and CEO, Liontree LLC
- **Pascal Cagni**, Chairman of the Board and French Ambassador for International Investment, Business France
- **Karen Chupka**, EVP, CES, Consumer Technology Association
- **HRH Prince Constantijn of the Netherlands**, Startup Envoy of the Netherlands, Startup Delta
- **Donna N. Dillenberger**, IBM Fellow, Enterprise Solutions, IBM
- **Kristin Dolan**, Founder and CEO, 605
- **Nancy Dubuc**, President and CEO, A+E Networks
- **Sara Fischer**, Media Reporter, Axios
- **Randy Freer**, CEO, Hulu
- **Eri Gentry**, Researcher, Institute for the Future
- **Jim Hackett**, President and CEO, Ford Motor Company
- **Marcien Jenckes**, President, Advertising, Comcast Cable
- **Bridget Karlin**, CTO & VP, GTS Technology, Innovation & Automation, IBM Global Technology Services
- **Michael Kassin**, Founder, MediaLink
- **Charles D. King**, CEO and Founder, Macro Ventures
- **Brian Krzanich**, CEO, Intel
- **Robert Kyncl**, Chief Business Officer, YouTube
- **Qi Lu**, Vice Chairman, Group President and COO, Baidu
- **John Martin**, Chairman and CEO, Turner, a Time Warner Co.
- **Wenda Harris Millard**, Vice Chairman, MediaLink



- **Alan Murray**, Chief Content Officer, Time Inc.
- **Maureen K. Ohlhausen**, Acting Chairman, Federal Trade Commission
- **Daniele Schillaci**, EVP, Nissan Motor Corporation, Nissan Motor Co Ltd
- **Ben Shapiro**, Editor-in-Chief and Host, The Daily Wire and The Ben Shapiro Show
- **Gary Shapiro**, President and CEO, Consumer Technology Association
- **Beth Smith**, GM, IBM Watson AI, IBM
- **Paul Sterling**, VP, Emerging Products, UnitedHealthcare
- **Amy Swanson**, Associate Partner, IBM
- **Dr. Ian Tong**, Chief Medical Officer, Doctor On Demand
- **Lindsey Turrentine**, VP and Editor-in-Chief, CNET
- **Hans Vestberg**, EVP, President of Global Networks and CTO, Verizon
- **Brent Weinstein**, Head of Digital Media, United Talent Agency
- **Eric Weinstein**, Managing Director, Thiel Capital
- **Tom Wilson**, Chairman and CEO, The Allstate Corporation
- **Richard Yu**, CEO, Huawei Consumer Business Group
- **David Zaslav**, President and CEO, Discovery Communications
- **Ya-Qin Zhang**, President, Baidu

## Representation from Buying Organizations

TYPE OF BUYING ORGANIZATION	ATTENDEES*	% OF TOTAL ATTENDEES
Corporate (Non-Retail)	4,446	4.18%
Distribution	6,677	6.28%
Institutional	445	<1%
Government Procurement	188	<1%
Retail/Specialty Retail	10,060	9.46%
System Integrator/Installation	2,370	2.22%
VAR/Dealer	563	<1%
<b>Total Representing Buying Organizations</b>	<b>24,749</b>	<b>23.28%</b>

## Representation from Other Industry Organizations

COMPANY'S PRIMARY ROLES	ATTENDEES*	% OF TOTAL ATTENDEES
Advertising & Marketing	4,162	3.91%
Business Development/Sales	4,002	3.76%
Business Services	1,834	1.72%
Content Development, Entertainment	3,299	3.10%
Digital Health and Fitness, Health Care Related Services	2,809	2.64%
Digital Media	3,754	3.53%
Engineering/Research Development	9,306	8.75%
Financial Services	1,363	1.28%
Manufacturer's rep, Manufacturer	10,248	9.64%
Public Policy/Lobbyist	149	<1%
Service Provider (non-retail)	2,255	2.12%
Software Development/Publishing	4,116	3.87%
Travel & Hospitality	742	<1%
Venture Capitalist/Private Equity/Investing	2,960	2.78%

**Representation from Top 20 Product Categories**

<b>PRODUCT CATEGORY**</b>	<b>ATTENDEES*</b>
Computer Hardware & Software	23,464
Wireless Devices	21,842
Smart Home/Appliance/Energy Management	20,901
Automotive/Vehicle Technology	20,788
Other Consumer Technology	20,787
Mobile Apps	17,649
Wearables	17,321
Telecommunications and Infrastructure	14,909
Accessories	14,297
Audio, High-End/High-Resolution	14,059
Digital Media/Online Media	14,012
Augmented Reality/Virtual Reality	13,631
Sensors	13,211
Video	13,026
Health and Biotech	12,837
Lifestyle	11,864
Robotics	11,681
Drones	11,597
Gaming	11,443
Internet Services	10,889

\* Attendees = Exhibits Only Attendance; Does not include media or exhibitor personnel

\*\*Attendees may represent multiple product categories

Eighty-three companies out of *Dealerscope's* 101 Retailers of 2018 were represented at CES 2018.

**Top 20 Representation from *Dealerscope's* 101 Retailers of 2018:**

COMPANY	NUMBER OF REPS SENT TO CES 2018
Amazon	1,105
Microsoft Retail Stores	893
Apple	295
HP	286
Dell	222
Lenovo	201
Bose	192
Walmart	168
Costco	72
Target	70
Fry's Electronics	68
Newegg	67
Sam's Club	49
Staples	43
The Home Depot	36
HSN Inc.	32
R.C. Willey Home Furnishings	32
B&H Photo Video	30
Rakuten	28



Through our Leaders in Technology program, CES 2018 attracted 235 government officials from across the globe, including State Elected Officials, High-Ranking U.S. Congressional and Agency Staff as well as International Officials and Staff.

Highlights include:\*

### **U.S. Government Officials**

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The Hon. Elaine Chao, Secretary, U.S. Department of Transportation

The Hon. Derek Kan, Undersecretary of Policy, U.S. Department of Transportation

The Hon. Catherine Cortez-Masto, Senator, D-NV

The Hon. Gregory Meeks, Representative, D-NY05

The Hon. Darrell Issa, Representative, R-CA49

The Hon. Yvette Clarke, Representative, D-NY09

The Hon. Blake Farenthold, Representative R-TX29

The Hon. Billy Long, Representative, R-MO7

The Hon. Will Hurd, Representative, R-TX23

The Hon. Nanette Diaz Barragan, Representative, D-CA44

The Hon. Matt Gaetz, Representative, R-FL01

### U.S. Federal Communications Commission

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The Hon. Daniel Elwell, Acting Administrator,  
U.S. Federal Aviation Administration (FAA)

The Hon. Chris Brown, Assistant Administrator for Government and Industry Affairs,  
U.S. Federal Aviation Administration (FAA)

The Hon. Greg Martin, Assistant Administrator for Communications,  
U.S. Federal Aviation Administration (FAA)

The Hon. Mignon Clyburn, Commissioner,  
U.S. Federal Communications Commission (FCC)

The Hon. Michael O'Reilly, Commissioner,  
U.S. Federal Communications Commission (FCC)

The Hon. Brendan Carr, Commissioner,  
U.S. Federal Communications Commission (FCC)

The Hon. Maureen Ohlhausen, Acting Chairman,  
U.S. Federal Trade Commission (FTC)

The Hon. Meredith Broadbent, Commissioner,  
U.S. International Trade Commission (ITC)

The Hon. Heidi King, Deputy Administrator,  
National Highway Traffic Safety Administration

The Hon. Nathaniel Beuse, Associate Administrator, Vehicle Safety Research,  
National Highway Traffic Safety Administration

The Hon. David Redl, Assistant Secretary, Administrator,  
National Telecommunication and Information Administration

### Foreign Government Officials

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The Hon. Christophe Béchu, Mayor of Angers, France

The Hon. Emmanuel Capus, Senator, France

The Hon. Loïg Chesnais-Girard, President, Brittany Region, France

The Hon. Mounir Mahjoubi, Minister of State for Digital Affairs, France

The Hon. Renaud Muselier, President of Region PACA, France

The Hon. Valérie Pécresse, President of Region Ile de France

The Hon. Alain Rousset, President of Region Aquitaine, France

The Hon. Fumiaki Kobayashi, Parliamentary Vice-Minister for Internal Affairs and  
Communications, Parliamentary Vice, Minister of Cabinet Office, Government of Japan

His Royal Highness Prince Constantijn of the Netherlands

The Hon. Brad Duguid, Minister of Economic Development and Growth, Government  
of Ontario, Canada

\*Highlights do not represent full list of all government officials in attendance at CES 2018.

Highlights include:

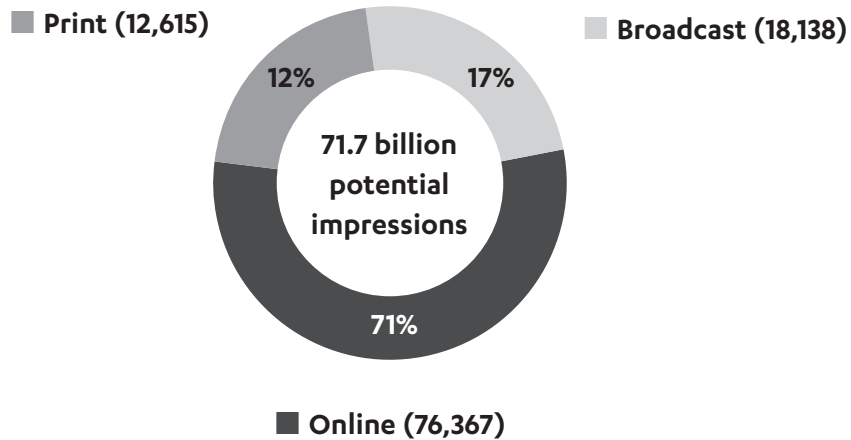
*Reflects period of January 7-12, 2018*

- **1,051,350** mentions of CES on Twitter
- **49.1 million** views of Snapchat live story
- **224,000** views of Facebook videos during CES 2018
- **37,696** posts shared on Instagram at CES that included #CES2018

## Media Coverage

Global media coverage of CES 2018 showcased 6,645 members of the media from 78 countries, regions and territories. Coverage was provided by major broadcast networks, trade publications, magazines, newspapers, websites and blogs. CES 2018 media coverage expanded well beyond traditional technology media outlets to include new vertical channels such as lifestyle, travel, health & fitness, food and more, bringing highlights of the show to new audiences.

### January 2018 Media Coverage: 107,120 Total Media Hits



## Big Names in Coverage Include

ABC	GQ	Tencent
AdAge	Haymarket Media Group	The Asahi Shimbun
Adweek	HBO	The Boston Globe
AFP	House Beautiful	The Chosun Ilbo
Associated Press	HuffPost	The Daily Beast
Automotive News	iHeartMedia	The Denver Post
Autoweek	Inc.	The Detroit News
Axios	Investor's Business Daily	The Doctor Weighs In
BBC	KBS (Korean Broadcasting System)	The Economic Times
Bloomberg	Kyodo News	The Economist
Business Insider	LA NACION	The Guardian
BuzzFeed	Las Vegas Review-Journal	The Hollywood Reporter
Campaign	Le Figaro	The Korea Economic Daily
Car and Driver	Le Monde	The New York Times
Cars.com	Los Angeles Times	The New Yorker
CBC	Maeil Business Newspaper	The Seoul Shinmun Daily
CBS Interactive	MarketWatch	The Sunday Times
CCTV	Mashable	The Times
CNET	Men's Health	The Verge
CNN	Motor Trend	The Wall Street Journal
Condé Nast	MSNBC	The Washington Post
Consumer Reports	NAPCO Media	Thomson Reuters
C-SPAN	NBC	TIME
Detroit Free Press	NewBay Media	TMTPost
Deutsche Press-Agentur	Newsweek	Tom's Guide
Digital Trends	Nikkei	Turner Broadcasting System
DIY Network	PBS	TV Asahi
E!	PC World	Univision
El Mundo	PCMag.com	USA Today
El País	Popular Mechanics	Variety
El Universal	Popular Photography	VentureBeat
Elle	Purch	Vox
Engadget	Recode	What Hi-Fi?
ESPN	Red Herring	Wirecutter
Evening Standard	Reuters	WIRED
EXTRA	Reviewed.com	Xinhua News Agency
Fast Company	Scripps Networks	Yahoo!
Financial Times	SINA	Yesky.com
Forbes	Skift	YiCai Global
Fortune	Sky News	Yomiuri Shimbun
Fox News	SOHU.com	ZDF German TV
France 24	TBS (Tokyo Broadcasting System)	ZDNet
Future	TechCrunch	Ziff Davis
Gizmodo	TechRadar	ZOL.COM.CN
Good Housekeeping	Telemundo	





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 UPLOAD

**Consumer  
Technology  
Association**<sup>™</sup>



Consumer Technology Association is the trade association representing the \$351 billion U.S. consumer technology industry, which supports more than 15 million U.S. jobs. More than 2,200 companies – 80 percent are small businesses and startups; others are among the world’s best known brands – enjoy the benefits of CTA membership including policy advocacy, market research, technical education, industry promotion, standards development and the fostering of business and strategic relationships. CTA also owns and produces CES<sup>®</sup>–the world’s gathering place for all who thrive on the business of consumer technologies. Profits from CES are reinvested into CTA’s industry services.

CTA members participating in CES enjoy numerous benefits including discounts on exhibit space and registration, on-site access to member lounges with private meeting rooms and refreshments, invitations to member-only networking lunches, evening receptions and more. Visit [CTA.tech/membership](http://CTA.tech/membership) to learn about the benefits of CTA membership at CES and all year round.

### Upcoming CES Events

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#### **Unveiled Amsterdam**

September 27, 2018  
Amsterdam, Netherlands



#### **Unveiled Las Vegas**

January 6, 2019  
Las Vegas, NV



#### **Unveiled Paris**

October 3, 2018  
Paris, France



#### **CES<sup>®</sup> 2019**

January 8-11, 2019  
Las Vegas, NV



#### **Unveiled New York**

November 8, 2018  
New York, NY



#### **CES<sup>®</sup> Asia 2019**

June 11-13, 2019  
Shanghai, China



**Consumer  
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**Consumer Technology Association (CTA)™**

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