



Consumer
Technology
Association™

ATTENDANCE AUDIT SUMMARY

CES® 2019

January 8-11, 2019

Las Vegas, Nevada

CES.tech



For over 50 years, CES[®] has served as a global platform for the most innovative companies to share their revolutionary technologies with the world. This year we were proud to convene members of the industry from 161 countries, regions and territories to experience the future through technology.

Featuring impressive debuts in 5G, artificial intelligence, transportation and more, CES 2019 showcased how technology enables every business to succeed. This year, we added an area on resilience to showcase technologies that can help society stay connected and safe. A new health care track also provided medical professionals with CME credits.

We are pleased that the audit concluded that CES 2019 attracted 175,212 in total attendance. This number compares to 182,198 in CES 2018 and the high of 184,279 at CES 2017. This result is in line with our strategy of managing attendee numbers and attracting the most highly qualified attendees. This strategy is aimed at helping limit hotel price increases and the pressure on travel to and around Las Vegas during CES. While CES attracted government leaders from around the world, many members of the U.S. government were not able to attend due to the government shutdown.

Thanks to the support of our exhibitors, CES continues to grow exhibit space, expanding to an incredible 2.9 million net square feet in 2019. As more businesses embrace technology, we are excited to welcome the next generation of diverse and visionary innovators.

To help you reach and evaluate your business objectives at CES, we are proud to provide independently verified information about CES attendance in our *CES 2019 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's trade attendance.

Thank you for your endless support of and commitment to CES, and we look forward to welcoming you back to CES 2020, January 7-10, in Las Vegas.



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

Gary Shapiro
President and CEO
Consumer Technology Association



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

Karen Chupka
EVP, CES
Consumer Technology Association

Introduction	3
Attendance Highlights	4
International Attendance.....	5
Speaker Highlights.....	6
Attendance Profiles	7
Attendee Profiles	8
Government Representatives.....	10
Social Media Reach	11
Media Coverage	11
About CTA.....	14



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+ 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 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

The *CES 2019 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 2019 Exhibition and Conference Audit Report
- CES 2019 Registration Data, provided by Compusystems
- 2018 Fortune Global 500 list
- 2019 *Dealerscope* Top 101 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 credibility.



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 CESsales@CTA.tech or +1 703-907-7645.

CES 2019 TOTAL ATTENDANCE OVERVIEW

Registration Type	Domestic	International	Total Verified Attendance
Attendees	65,728	35,055	100,783
Exhibitor Personnel	44,476	23,588	68,064
Media	3,778	2,587	6,365
Total Verified Attendance	113,982	61,230	175,212

PAID CONFERENCE PROGRAM PARTICIPATION*

	Domestic	International	Total Verified Attendance
Conference Session Attendance	3,512	2,188	5,700
Speakers	975	119	1,094

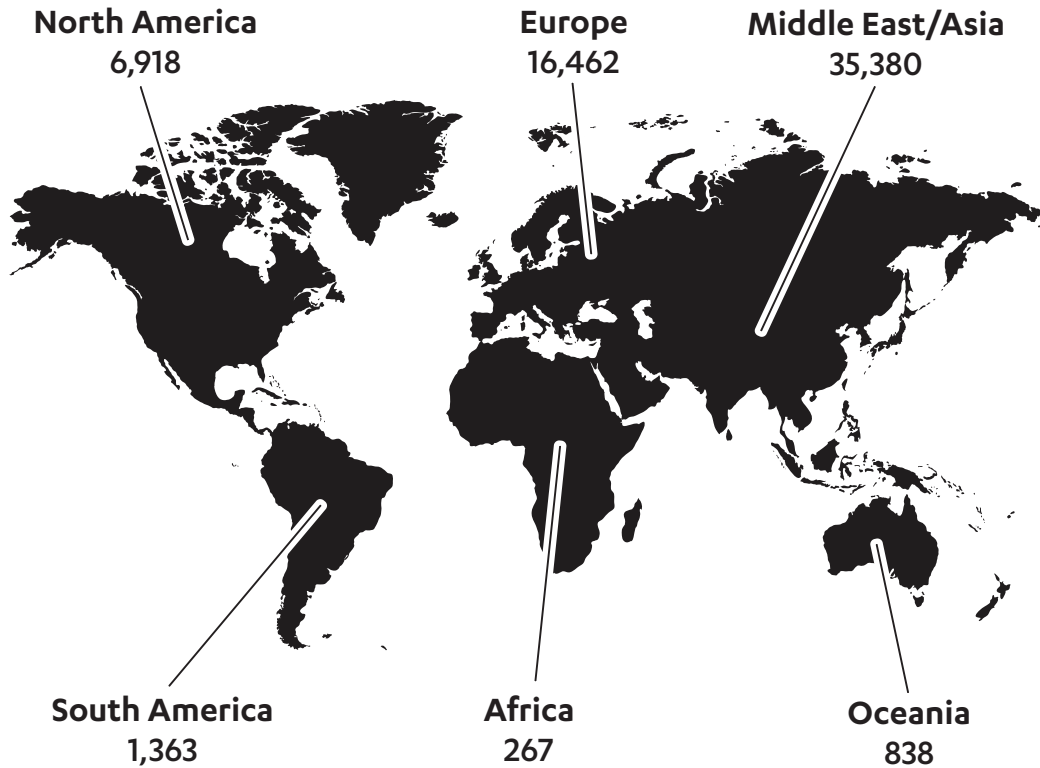
SENIOR-LEVEL EXECUTIVE ATTENDANCE

Job Function	Verified Attendance	% of Total Verified Attendance
President/Founder	18,907	10.7%
C-Level Executives	9,501	5.4%
Vice President/SVP/EVP	17,737	10.1%
Director/Sr. Manager/General Manager	32,855	18.7%
Total Senior-Level Executives	79,000	45.0%

CES 2019 attracted **307** of the 2018 Fortune Global 500 companies

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

CES welcomed a global audience with 61,230 international visitors from 161 countries, regions and territories attending CES 2019. Many of our international visitors came as part of 86 formal delegations.



34.9% of CES 2019 attendance came from outside of the United States.

TOP 20 COUNTRIES, REGIONS & TERRITORIES IN ATTENDANCE

Country	Verified Attendance	Country	Verified Attendance
United States	113,982	Israel	991
China	12,839	Hong Kong SAR, China	965
South Korea	8,403	Netherlands	911
Japan	7,119	Italy	819
France	4,862	Sweden	686
Canada	4,547	Switzerland	684
Germany	2,824	Australia	673
Taiwan	2,547	India	583
United Kingdom	2,378	Brazil	509
Mexico	1,845	Singapore	487

Speaker Highlights

Top executives presented their insights and visions for the industry's future at CES 2019, with presentations from:

- **Mike Allen**, Co-founder and Executive Editor, Axios
- **Bob Bakish**, CEO, Viacom
- **Ken Barnett**, Global CEO, The MARS Agency
- **Brian Benedik**, VP, Global Head of Advertising, Spotify
- **Prama Bhatt**, SVP, Digital & eCommerce, Ulta Beauty
- **The Hon. Muriel Bowser**, Mayor, Washington, DC
- **Patrick Brown**, CEO and Founder, Impossible Foods
- **Kerry Bubolz**, President and COO, Golden Knights
- **Nolan Bushnell**, CEO, X2
- **Kelly Campbell**, CMO, Hulu
- **Daniel Cherry**, CMO, Activision Blizzard Esports League
- **Karen Chupka**, EVP, CES, Consumer Technology Association
- **Lynnette Cooke**, Global CEO, Kantar Health
- **Jill Cress**, CMO, National Geographic
- **Poppy Crum**, Chief Scientist, Dolby Laboratories
- **Chris Daughtry**, Singer Songwriter Producer, Daughtry
- **Suzy Deering**, Chief Marketing Officer, eBay
- **John Donovan**, CEO, AT&T Communications
- **Jack Dorsey**, CEO, Twitter
- **Mel Edwards**, Global CEO, Wunderman Thompson
- **Lisa Errion**, VP, Government and External Affairs for the Americas, BMW
- **Kim Getty**, President, Deutsch
- **John Godfrey**, SVP, Public Policy, Samsung Electronics America
- **Steve Harvey**, Entertainer, Media Magnate and Investor, Steve Harvey Global
- **The Hon. Darrell Issa**, former Member of Congress
- **Jo Ann Jenkins**, CEO, AARP
- **Daymond John**, CEO, The Shark Group
- **Michael Kassan**, Chairman and CEO, MediaLink
- **Sunmin Kim**, Technology Policy Advisor, Office of Senator Brian Schatz
- **Adam Kovacevich**, Director, Public Policy, Google
- **John Krafcik**, CEO, Waymo
- **Arlan Hamilton**, Founder and Managing Partner, Backstage Capital
- **Aimee Lopic**, CMO, Pandora
- **David Levy**, President, Turner
- **Ann Lewnes**, EVP and Chief Marketing Officer, Adobe
- **William "Scarra" Li**, Twitch Streamer and Co-Host, "Beyond the Rift"
- **Karen Lynch**, President, Aetna
- **Kay Madati**, Global VP and Head of Content Partnerships, Twitter
- **Tekedra Mawakana**, Chief External Officer, Waymo
- **Brigid McDermott**, Vice President, IBM Food Trust
- **Stephanie McMahon**, Chief Brand Officer, WWE
- **Michelle Morris**, VP, Global Marketing Solutions, Facebook
- **Rachel Nichols**, Anchor, ESPN
- **Shawn Outler**, EVP, Chief Diversity Officer, Macy's Inc.
- **Mehmet Oz**, Television Host, The Dr. Oz Show
- **I.P. Park**, President and Chief Technology Officer, LG Electronics
- **Jessica Pels**, Editor-in-Chief, Cosmopolitan
- **Michelle Peluso**, CMO, IBM
- **Bob Pittman**, Chairman and CEO, iHeartMedia
- **Marc Pritchard**, CMO, P&G
- **The Hon. Catherine E. Pugh**, former Mayor, City of Baltimore
- **Raja Rajamannar**, CMO, Mastercard
- **Geoff Reiss**, GM, Yahoo Sports/ Verizon Media
- **Ginni Rometty**, Chairman, President and CEO, IBM
- **Geoff Schiller**, Chief Revenue Officer, POPSUGAR
- **Gary Shapiro**, President and CEO, Consumer Technology Association
- **Adam Silver**, Commissioner, NBA
- **Sir Martin Sorrell**, Executive Chairman, S4 Capital
- **Dr. Lisa Su**, President, Chief Executive Officer, AMD
- **Melissa Tye**, VP, Public Policy, Verizon
- **Hans Vestberg**, CEO, Verizon
- **Deborah Wahl**, CMO, Cadillac
- **David Wan Tat Tse**, Global Esports Director, Razer
- **Caroline Wanga**, Chief Diversity and Inclusion Officer, VP, Human Resources, Target
- **Keith Weed**, CMO, Unilever
- **Noah Whinston**, Executive Chairman, Immortals
- **Michelle Wilson**, Co-President, WWE
- **Jen Wong**, Chief Operating Officer, Reddit
- **Linda Yaccarino**, Chairman, Advertising Sales and Client Partnerships, NBCUniversal

JOB TITLE BREAKDOWN

	Attendee	Exhibitor Personnel	Total Verified Attendance
Analyst	1,778	528	2,306
Buyer	5,579	528	6,107
Creative Professional	1,541	1,422	2,963
Engineer	8,041	5,353	13,394
Manager/Store Manager/ Product Manager	7,667	9,726	17,393
Manufacturer's Representative	1,130	2,051	3,181
Production Technician	446	727	1,173
Systems Installer/Integrator	720	185	905
Trainer/Educator	892	387	1,279

ENTERTAINMENT & ADVERTISING COMMUNITY*

Industry Professionals	Total Verified Attendance
Advertising & Marketing	6,904
Content, Media & Entertainment	4,902
Total Advertising & Entertainment	11,806

TOP 20 REPRESENTATION FROM DEALERSCOPE'S 101 RETAILERS OF 2019

Company	Number of Reps at CES 2019	Company	Number of Reps at CES 2019
Amazon	1,393	Costco	84
Microsoft Retail Stores	843	Newegg.com	60
Lenovo	487	The Home Depot	58
Apple	385	Staples	40
Dell Technologies	284	Rakuten	35
HP Inc.	235	Fry's Electronics	34
Walmart	233	B&H Photo Video	33
Bose	140	Sam's Club	32
Best Buy	128	The Source	26
Target	85	Micro Electronics/Micro Center	25

*Individuals self-reported; total represents a single individual with duplicate selects removed. Reported selections changed from CES 2018.

Attendee Profiles

REPRESENTATION FROM BUYING ORGANIZATIONS

Type of Organization	Verified Attendees*	% of Total Verified Attendees
Corporate (Non-Retail)	1,328	1.3%
Distribution	5,143	5.1%
Retail	8,834	8.7%
System Integrator/Installation/VAR	2,968	2.9%
Total Representing Buying Organizations	18,273	18.1%

REPRESENTATION FROM OTHER INDUSTRY ORGANIZATIONS

Type of Organization	Verified Attendees*	% of Total Verified Attendees
Advertising & Marketing	6,904	6.8%
Business Services	2,999	2.9%
Content, Media & Entertainment	4,902	4.8%
Digital Health	1,260	1.2%
Engineering/Research & Development	8,375	8.3%
Finance (Banking, Service, Insurance)	2,268	2.2%
Manufacturer's rep, Manufacturer	13,754	13.6%
Non-Profit/NGO/Lobbying	678	<1%
Software Development/Publishing	5,339	5.2%
Sports & Fitness	967	<1%
Travel & Hospitality	1,064	1.0%
Venture Capitalist/Private Equity/Investing	2,155	2.1%

*Attendees = Does not include media or exhibitor personnel

REPRESENTATION FROM TOP 20 PRODUCT CATEGORIES

Product Category**	Attendees*
Artificial Intelligence	29,676
Smart Home	29,509
Wireless Devices	26,963
Vehicle Technology	23,339
Software and Apps	22,667
Computer Hardware	21,361
Wearables	20,378
Virtual Reality & Augmented Reality	19,839
Telecommunications	18,534
Robotics	18,409
Cloud Services	16,969
Sensors and Biometrics	16,851
Smart Cities	16,101
Audio/High-End/High Performance	15,764
3D Printing	14,144
Digital Health	14,029
Gaming	13,977
Video	13,925
Drones	13,727
Cyber Security and Privacy	12,002

*Attendees = Does not include media or exhibitor personnel

**Attendees may represent multiple product categories

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Leaders in Technology

Through our Leaders in Technology program, CES 2019 attracted 103* 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.

**The 2019 LIT Program was impacted by the U.S. Federal Government Shutdown*

APPOINTED AND ELECTED OFFICIALS

- U.S. International Trade Commission (1)
- State of California (1)
- State of Hawaii (3)
- State of Illinois (1)
- State of Maryland (1)
- State of Michigan (3)
- State of Nevada (1)
- State of Oregon (1)
- State of Rhode Island (1)
- State of South Carolina (1)
- State of Texas (1)
- State of Utah (1)
- District of Columbia (1)
- Government of Canada (1)
- Government of Estonia (1)
- Government of France (1)
- Government of Italy (1)
- Government of Japan (1)
- Government of the Netherlands (2)
- Government of Switzerland (2)
- Government of Taiwan (1)
- Government of the United Kingdom (1)

U.S. AND INTERNATIONAL GOVERNMENT STAFF

- U.S. Senate (14)
- U.S. House of Representatives (26)
- Administrative Offices of the U.S. Courts (11)
- National Institute of Health (1)
- National Aeronautics and Space Administration (2)
- U.S. Department of Commerce (6)
- State of Maryland (1)
- State of Connecticut (1)
- United States District Court for the District of Nevada (2)
- District of Columbia (3)
- European Union (1)
- Government of Canada (5)
- Government of Switzerland (1)
- Government of the United Kingdom (1)

Highlights include:

900K Mentions of CES 2019 across social media

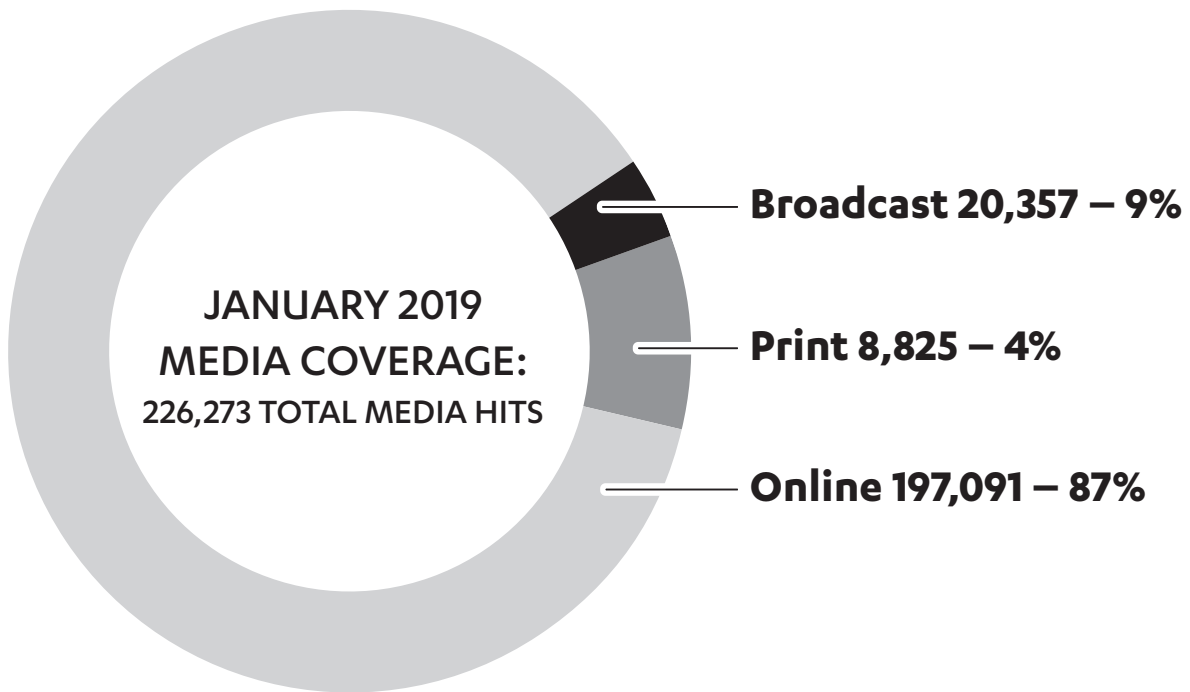
5K+ Tweets an hour during CES 2019

1.2 Million+ Views of CES Instagram stories

Reflects period of January 6-11, 2019

Media Coverage

Global media coverage of CES 2019 showcased 6,365 members of the media from 79 countries, regions and territories. It was covered by major broadcast networks, trade publications, magazines, newspapers, websites, podcasts and blogs. CES 2019 media coverage extended 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.



Big Names in Coverage Include

ABC	HuffPost	The Daily Beast
<i>AdAge</i>	iHeartMedia	The Daily Mail
<i>Adweek</i>	<i>Inc.</i>	The Denver Post
AFP	Investor's Business Daily	The Detroit News
Associated Press	KBS (Korean Broadcasting System)	The Economic Times
<i>Automotive News</i>	Kyodo News	The Economist
<i>Autoweek</i>	LA NACION	The Globe and Mail
Axios	<i>Laptop Magazine</i>	The Guardian
BBC	Las Vegas Review-Journal	The Hollywood Reporter
Bloomberg	Le Figaro	The Korea Economic Daily
Business Insider	Le Monde	The New York Times
BuzzFeed	Los Angeles Times	The Seoul Economic Daily
Campaign	Maeil Business News	The Sydney Morning Herald
<i>Car and Driver</i>	MarketWatch	The Verge
CBC	Mashable	The Wall Street Journal
CBS	<i>Men's Journal</i>	The Washington Post
CCTV	<i>Motor Trend</i>	Thomson Reuters
Cheddar	NBC	<i>TIME</i>
Chicago Tribune	<i>Newsweek</i>	TMT Post
CNBC	NHK (Japan Broadcasting Corp.)	Tom's Guide
CNET	Nikkei	Tom's Hardware
CNN	PBS	TV Asahi
<i>Consumer Reports</i>	PCMag.com	Univision
Digital Trends	<i>PCWorld</i>	USA Today
Discovery	<i>Popular Mechanics</i>	<i>Variety</i>
DIY Network	<i>Popular Photography</i>	VentureBeat
El Mundo	<i>Popular Science</i>	Vox
El País	Reuters	<i>What Hi-Fi?</i>
El Universal	Reviewed.com	Wirecutter
<i>Elle</i>	<i>Rolling Stone</i>	<i>WIRED</i>
Engadget	SINA	<i>Women's Health</i>
ESPN	SOHU.com	Xinhuanet
Euronews	South China Morning Post	Yahoo
Evening Standard	Sprout	Yesky.com
<i>Fast Company</i>	<i>T3</i>	YiCai News
Financial Times	TBS (Tokyo Broadcasting System)	Yomiuri Shimbun
<i>Forbes</i>	TechCrunch	ZDF German TV
<i>Fortune</i>	TechRadar	ZDNet
Fox News	Telemundo	ZOL.COM.CN
France 24	Tencent	
Gizmodo	The Asahi Shimbun	
<i>Good Housekeeping</i>	The Boston Globe	
GQ	The Chosun Ilbo	
<i>House Beautiful</i>		



**Consumer
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Consumer Technology Association (CTA)™ is the trade association representing the \$398 billion U.S. consumer technology industry, which supports more than 18 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® – 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 to learn about the benefits of CTA membership at CES and all year round.

UPCOMING CES EVENTS



Amsterdam, Netherlands
October 17, 2019

Paris, France
October 22, 2019

New York, NY
November 7, 2019

Las Vegas, NV
January 5, 2020



Las Vegas, NV
January 7-10, 2020



Shanghai, China
June 10-12, 2020

Notes

**Consumer
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