

# **CTA BRAND GUIDE**

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CES Microsite Review  
Requirements

# CES<sup>®</sup> 2022 Exhibitor Microsite Review Requirements

Thank you for choosing to exhibit at CES 2022 in our new hybrid experience.

If you plan to create a CES dedicated microsite in addition to your CES Digital Activation it is important that attendees and media are able to easily navigate between your microsite and the CES 2022 platform.

To that end, all CES 2022 exhibitor microsities must include the “Explore CES 2022” call to action button (CES button), as outlined in this document.

## Questions?

Contact your Exhibitor Support Representative or [exhibit@cta.tech](mailto:exhibit@cta.tech).

## Approval Process

**Deadline: December 17, 2021**

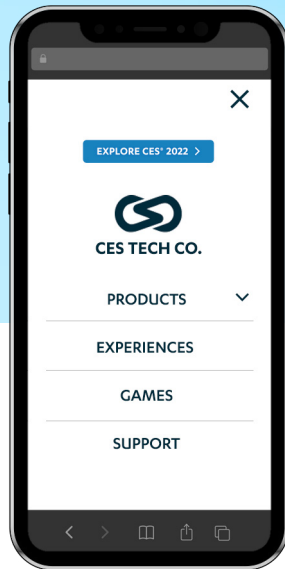
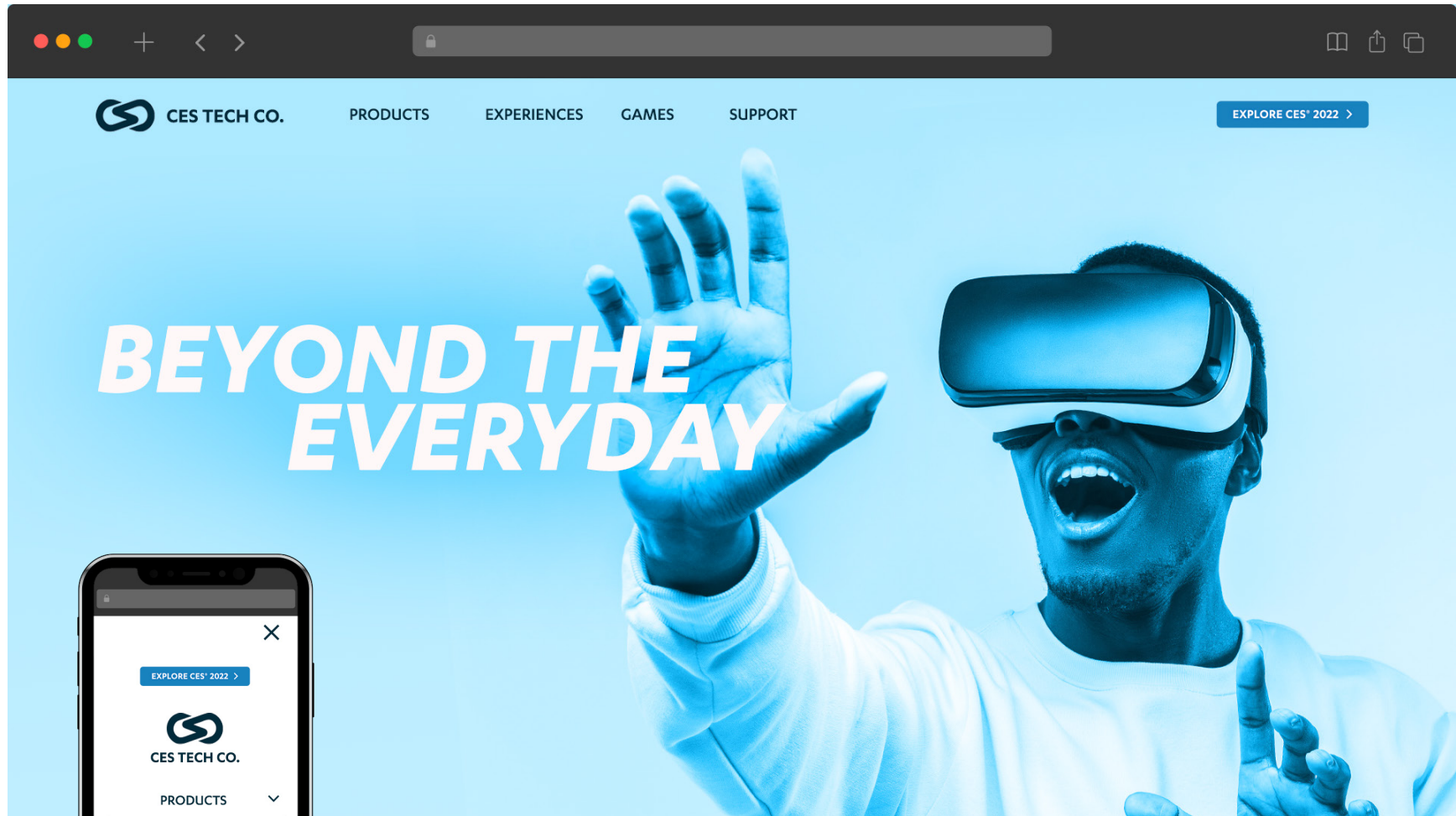
Please send a public staging URL to your microsite or a screenshot of a sample page in both a desktop and a mobile view as well as a brief explanation of the implementation to [exhibit@cta.tech](mailto:exhibit@cta.tech) no later than December 17, 2021, for approval.

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## CES BUTTON PLACEMENT

In order to best accommodate a variety of site styles, designs and navigation options, there are two choices for banner placement. Exhibitors may choose either, although the top placement is preferred as it provides the most consistent experience for CES 2022 attendees.

- The CES button must be anchored in one of two places: either at the top of the CES 2022 exhibitor’s microsite web page, above any other standing web page elements, OR at the bottom of the viewport below any other visible page elements.
- The CES button must appear on each unique page within the microsite.
- Special offers, notifications and other pop-up banners that can be closed by the user may appear above the CES button.
- The CES button must be persistent. It may not be configured in a way that allows a user to close or minimize it.
- The CES button must appear for every site visitor on every visit to the microsite.
- The CES button may not be implemented via an iframe.

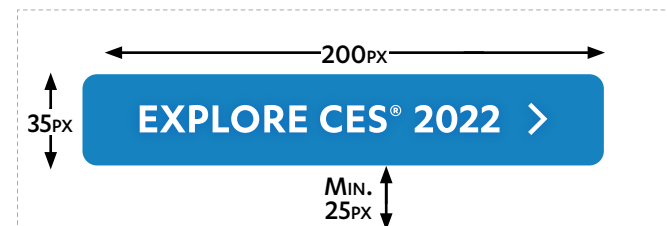


### CES BUTTON SPECS

The button should always be anchored at the right side of the viewable area and should not extend beyond the main content on any device.

- Dimensions: 200px x 35px
- Spacing: Minimum 25px on all sides

Link to: [digital.ces.tech](https://digital.ces.tech) (live on Jan. 5, 2022)



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