

# CES<sup>®</sup> 2024 SPONSORSHIP OPPORTUNITIES

## **CTA MEMBER PARTY**

*~500 guests expected*

### **\$25K Event Sponsor**

#### Pre-Show

- Promote Sponsor in social media posts on official CTA channels: one (1) post on X (formerly Twitter) before or during CES and one (1) post show (X Audience: ~91K).
- Sponsor will be highlighted in two (2) CTA Member Newsletters distributed to the CTA Member list (Newsletter Audience: ~10,000 members).
- Logo recognition on the CTA Member Benefits page of CES.tech.
- CTA to provide VIP Guest code for ten (10) free exhibits-only registration to CES upon receipt of signed agreement.

#### During CES

- CTA will provide sponsor twenty-five (25) guest tickets to the Member Party. Sponsor to provide guest names and email addresses to CTA by Dec. 20, 2023.
- Multiple onsite branding opportunities aligned with the CTA Member Party promotion including Member Party entrance signage, logo go-bo and column wraps and in all CTA member Party signage in CTA Member Lounges – CTA to produce.
- Designated space within the West Hall party venue with reserved seating. Sponsor can provide product displays and giveaway options.

#### Post-Show

- Sponsor Logo and mention in “thank you for attending” post event email to Party attendees.
- CTA to provide sponsor list of all member party company attendees.

### **\$10K Dessert Table Sponsor**

- Logo recognition on the CTA Member Benefits page of CES.tech.
- Logo recognition on all bars within Member Party during event.
- Sponsor Logo and mention in “thank you for attending” post event email to Party attendees.
- CTA will provide sponsor ten (10) guest tickets to the Member Party. Sponsor to provide guest names and email addresses to CTA by Dec. 20, 2023.

### **\$10K Bar Sponsor**

- Logo recognition on the CTA Member Benefits page of CES.tech.

- Logo recognition on dessert table within Member Party during event.
- Sponsor Logo and mention in “thank you for attending” post event email to Party attendees.
- CTA will provide sponsor ten (10) guest tickets to the Member Party. Sponsor to provide guest names and email addresses to CTA by Dec. 20, 2023.

## **CTA MEMBER LOUNGE**

*CES 2023 lounge attendees included ~2000 unique visitors from ~400 companies*

### **\$30K Non-exclusive sponsorship of three Member Lounge locations, all four CES show days and hours**

- Sponsor’s logo and optional QR code on lounge signage and table tents within lounges.
- Include company name/logo in pre-show email to CTA members (Newsletter Audience: ~10,000).
- Promote company on the CES Member Benefits page of CES.tech; include Sponsor’s four-color logo.
- Option for sponsor to provide one (1) product giveaway and one (1) literature piece for distribution in the lounges, pending CTA’s approval.
- Provide company ten (10) “guest passes” eligible for entry at any of three lounges.
- Provide post show data of all companies that utilized CTA member lounges during CES 2024.

### **\$15K Snack/Food sponsorship within all three Member Lounge locations, all four CES show days**

- Food snack table signage with sponsor logo/QR code, all member lounges, all four days of CES.
- Snack table napkins featuring sponsor’s logo.

### **\$15K Coffee/Tea service sponsorship within all three Member Lounge locations, all four show days**

- Coffee/tea service table signage with sponsor logo/QR code, all member lounges, all four days of CES.
- Drinking cups featuring sponsor’s logo.

### **\$10K Water bottle sponsorship**

- Sponsor’s logo featured on 2000 12-oz plastic water bottles, distributed in all three CTA Member Lounges (*Must be confirmed and sponsor’s logo received by 9/15/2023*).

### **\$5K Logoed giveaway**

- 1000 pieces minimum, provided/paid for by sponsor (*requires CTA approval*).