Cheat Sheet: CES® 2018 Branding Guidelines
As a valued Partner/Sponsor, please adhere to these guidelines when referring to CES.

1) Event name:
   • Please refer to the show as either CES® or CES® 2018, with CES preceding the year
   • We no longer use “International” in the event name or logo as CES is recognized as a global event
   • Do not spell out “Consumer Electronics Show”

2) Use these statistics when referring to what is expected at CES 2018:
   • 2.7 + million net sq. ft./250K net sq. mt. of exhibit space
   • 170K+ total attendance
     o 65K+ senior-level executives
     o 55K+ international
     o 7K+ media
     o 3,500+ financial professionals
   • 150+ countries
   • 3,900 exhibiting companies
     o 900+ exhibiting startups in Eureka Park
   • 24 product categories
   • 20+ Marketplaces 300+ conference sessions and 800+ speakers

3) CES Topline Messaging
   • The world’s gathering place for all who thrive on the business of consumer technologies.
   • The launch pad for innovation that changes the world.
   • A high-level business event that touches every industry, reflecting and driving global technology innovation as it evolves.
   • Where business gets done: A platform for innovators of all sizes to build their brands.
   • Where people connect and deals are made; serendipity is organic to CES.
   • CES stands for innovators and the promise and power of technology.
   • One of the world’s top podiums for CEOs – esteemed speakers tout disruptive technology and envision new trends and markets through the CES conference program.

4) Date: Tuesday, January 9 - Friday, January 12, 2018

As of 12/18/2017
5) **Location: Las Vegas, Nevada, USA**
   - **CES Tech East**
     - Includes the Las Vegas Convention and World Trade Center (LVCC), Westgate Las Vegas (Westgate), and the Renaissance Las Vegas (Renaissance)
     - Tech East is home to innovative product categories from audio, automotive electronics, video and wireless to all things “i,” and more. Also features international exhibitors.
   - **CES Tech West**
     - Includes Sands Expo/The Venetian (Sands/Venetian), The Palazzo, Wynn Las Vegas and Encore at Wynn (Wynn/Encore)
     - Tech West features leading companies and the newest innovations in lifestyle technologies, including fitness and health, the Internet of Things, sensors and other high-growth technologies changing the way we live, work and play. Also home to the startup community.
   - **CES Tech South**
     - Includes ARIA and Vdara
     - Tech South is the location for the marketing, advertising, content and entertainment communities, and the headquarters for the C Space program.

6) **Social Media:** When referring to CES 2018 on social media (Facebook, Twitter, Instagram, etc.), please use the following:
   - Official Website: CES.tech
   - Official Hashtag: #CES2018
   - Twitter handle: @CES
   - Tag the CES Facebook page: @CES
   - YouTube Channel: CESOnTheTube
   - Instagram handle: @cesofficial
   - Snapchat Account: CESOfficial
   - A list of CES social outlets can be found at CES.tech/social

7) **CES logo:** If using the CES logo:
   - the logo must not be smaller than 1 inch x 1 inch
   - the logo cannot be skewed or altered in any way
   - Logo guidelines may be provided

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As of 12/18/2017