



Consumer  
Technology  
Association

# CES 2024

JANUARY 9-12, 2024  
LAS VEGAS, NV

## CES 2024 Exhibitor Personnel Registration Instructions and Best Practices

Follow these step-by-step instructions to register staff for your Exhibitor Showcase.

### Primary Contact Assigns a Registration Coordinator

The **Primary Contact** must assign a **Registration Coordinator** to manage the exhibitor personnel registration allotment within the Exhibitor Dashboard. To assign a Registration Coordinator:

- Click on the Users button from the left-side navigation bar.
- Click on the Registration Coordinator option.
- Fill in the necessary details and assign a Registration Coordinator. (If the Primary Contact is managing exhibitor registration, they must enter their name as the Registration Coordinator.)
- Once assigned, the Registration Coordinator will receive an email to onboard into the Exhibitor Dashboard.
- If a change is required to the Registration Coordinator, the Primary Contact may clear the information and make the necessary updates. Please email [exhibitorsupport@CTA.tech](mailto:exhibitorsupport@CTA.tech) for additional assistance. Please note, if you make changes to the Registration Coordinator assignment, you may also need to make additional changes within registration.



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## Registration Coordinator Accesses Registration Dashboard

- When a Registration Coordinator is assigned from the Exhibitor Dashboard, the Registration Coordinator will receive an email alerting them of their role with a link to access the Exhibitor Dashboard. Proceed to sign in using the instructions provided in your email.

- To reset your CTA/CES Account password, click on “I need help signing in.”, select “Forgot Password” and enter your email address to reset via email.



- Registration Coordinators who do not have a CTA/CES Account, will receive a temporary password in their notification email. You will be prompted to create a new password after signing in the first time.

Consumer Technology Association CES

Sign In

Email  
This is your communication email address.

Password

Remember me

[Sign In](#)

OR

[Create Account](#)

[I need help signing in.](#)

Consumer Technology Association CES

Your password has expired

Password requirements:

- At least 8 characters
- A lowercase letter
- An uppercase letter
- A number
- No parts of your username

Old password

New password

Repeat password

[Change Password](#)

[Sign Out](#)

- Within the Exhibitor Dashboard, the Registration Coordinator will see a “Register” tile. This tile is only visible to Registration Coordinators.

**Complete Your Company Profile**

Help show attendees learn about and connect with your company by adding a logo, product images, contacts and categories.

**Description** *None added*

**Logo** *None added*

**Product Categories** *0 of 5 added*

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**Checklist**

0%  
0/21 Completed

[All Checklist Items →](#)

**Past Due (1)**

**Upcoming Deadlines (20)**

**Completed (0)**

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**Resources & Support**

KEY RESOURCES

[Customer Support](#)

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**Register for CES 2024**

Register yourself and your exhibitor personnel for CES.

[Register Now →](#)

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**Boost Your Directory Listing**

Purchase a package and get **3x more visibility** than exhibitors without a package

[Boost my Listing →](#)



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- After selecting the “Register for CES 2024” tile, you will be redirected to your registration Contact Profile. Complete the required fields here to move to your Registration Dashboard.



CONSUMER TECHNOLOGY ASSOCIATION FOUNDATION / ADRIENNE  CART

[DASHBOARD](#)

## Contact Profile

Please complete the following fields.

Indicates required fields. \*

- Once your profile is complete, you'll find the Dashboard. From the dashboard you may:
  - Register yourself for CES 2024.
  - View complimentary and paid badge allotments associated with your booth.
  - Invite Exhibitor Personnel to complete their own registration.
  - Search, filter or download your listing of invited Exhibitor Personnel.
  - Cancel Exhibitor Personnel.
  - Send email reminders to Exhibitor Personnel.
  - Invite your customers to CES using the Top Ten or 1000 Customer Invitation promotional codes.
  - Order Lead Retrieval to scan CES badges and capture leads on-site.



### Registration Dashboard Preview

# Registration Dashboard

| MANAGE GROUP         |                 | ADD/EDIT PERSONNEL → |                     |
|----------------------|-----------------|----------------------|---------------------|
| Registration Type(s) | Allotment Total | Total Registered     | Allotment Available |
| Exhibitor - Comp     | 10              | 0                    | 10                  |
| Exhibitor - Paid     | 5               | 0                    | 5                   |

▼ Allotment Calculations

**Complimentary:** 5 per 100 sq ft

**Paid:** Half the total of comp badges

**CONTACT PROFILE** EDIT →

ADRIENNE WHITESTONE

**INVITE ATTENDEES**

**ORDER YOUR LEAD RETRIEVAL NOW** GO! >

SCAN BADGES AND CAPTURE CONTACT DETAILS

### Registration Coordinator Registers Themselves for CES 2024

- If you are attending CES 2024, you must complete your own registration by clicking on the “Register” button under the grid overview section within the Manage Group option. You will need to select your registration type (Comp/Paid) before continuing.

| Reg ID | First Name | Last Name  | Company                                    | Registration                            | Balance Due? | <input type="checkbox"/> Initiation Email |
|--------|------------|------------|--|---|--------------|---|
| 2689   | Adrienne   | Whitestone | Consumer Technology Association Foundation | <input type="button" value="REGISTER"/> |              | <input type="checkbox"/>                  |
| 23261  | Adrienne   | Whitestone | Consumer Technology Association Foundation | <input type="button" value="REGISTER"/> |              |   |
| 23310  | Guest      | Record     | Consumer Technology Association Foundation | EXHIBITOR - COMP                        |              | <input checked="" type="checkbox"/>       |



- Select “Register” option next to your name and company and you will begin registration.



## About You

DASHBOARD

Please complete the following fields.

\* indicates required fields.

### Acknowledge Event Requirements

- I understand that CES is a trade-only event for individuals affiliated with the consumer technology industry who are 18 years of age or older and that I meet these eligibility requirements to attend. \*
- I understand I will be required to follow all health and safety protocols and requirements implemented before and at the time of CES 2023, which may include, but not be limited to, any or all of the following: proof of COVID-19 vaccination, testing and/or wearing masks. CTA reserves the right to change health related protocols and requirements to attend CES. I understand that failure to comply with applicable health protocols and requirements may result in forfeiture of my registration and any associated fees. \*
- I understand that participation in events and travel to and around Las Vegas may increase the risk of exposure and contraction to communicable diseases and viruses. I agree to release and hold harmless the Consumer Technology Association, the facilities and their employees and representatives from and against damages, liability, claims and expenses arising from the contraction or spread of diseases and viruses, including but not limited to COVID-19, due to my travel to or participation in any aspects of CES. This agreement is binding on me and my successors and heirs. \*

## Registration Coordinator Initiates Exhibitor Personnel to Complete their own Registration

- As the Registration Coordinator, you are managing exhibitor personnel for your company. Click on the “Add/Edit Personnel” button under the Manage Group section of the Registration Dashboard. This will take you to the Exhibitor Personnel Overview page.

## Registration Dashboard

**MANAGE GROUP**      **ADD/EDIT PERSONNEL →**

| Registration Type(s) | Allotment Total | Total Registered | Allotment Available |
|----------------------|-----------------|------------------|---------------------|
| Exhibitor - Comp     | unlimited       | 0                | unlimited           |
| Exhibitor - Paid     | unlimited       | 0                | unlimited           |

**CONTACT PROFILE**      **EDIT →**  
*FIRST-TEST LAST-TEST*

**INVITE ATTENDEES**

### ▼ Allotment Calculations

**Complimentary:** 5 per 100 sq ft  
**Paid:** Half the total of comp badges



- From the Exhibitor Personnel Overview page you'll have several options to initiate booth staff. Including importing from 2023 if you are a returning exhibitor, initiating individually or importing from a downloadable template.

## Initiate and Import Exhibitor Personnel Staff

➤ Import Personnel from 2023

➤ Initiate Exhibitor Personnel Registration

➤ Import Exhibitor Personnel

## Manage and Edit Initiated Exhibitor Personnel Staff

➤ Download Exhibitor Personnel Listing

➤ Search Exhibitor Personnel

✉ SEND REGISTRATION CONFIRMATIONS

- Select the initiation option that works best for you. Once you've selected the best option, fill in the necessary contact details, including first name, last name, email address and select whether the individual should come from your complimentary allotment or paid allotment.

**TIP:** Many exhibitors use their complimentary allotment first and wait to utilize any paid badges until absolutely necessary. If you select paid as the allotment type, you will need to enter payment information and process payment at the time of initiation.



## Preview of Exhibitor Personnel Initiation Screen

### ▼ Initiate Exhibitor Personnel Registration

Send Initiation email to individual Exhibitor Personnel to complete their own registration.

Indicates required fields. \*

First Name \*

Last Name \*

Company / Organization

Email \*

Email CC

### Registration Required for Badge:

🔍 [VIEW ALLOTMENT SUMMARY](#)

Reg Type: [PLEASE SELECT >](#)

CANCEL

ADD

- After you add an individual, an invite will automatically be sent to the personnel asking them to complete their registration.
- It is **critical** that your initiated team begin the registration process using the email address you provided. If your team registers with a different email address they will not be associated with your exhibit and be listed as an Industry Attendee and will be asked to pay the standard registration fee of \$149 or \$350 depending on the time of registration.
- Your initiated exhibitor personnel must use the email address associated with their initiated record and use the registration link within their invitation email.





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## Preview of Exhibitor Initiation Email



Dear Guest Record,

Consumer Technology Association Foundation has invited you to register for CES® 2024 as Exhibitor Personnel. However, it requires additional input from you. Use the link below to complete your registration.

**Important:** You must use this email address: [guestrecord@cta.com](mailto:guestrecord@cta.com) to sign in to or create your CES Account. You will not be recognized as Exhibitor Personnel with your Consumer Technology Association Foundation if you use a different email address.

[Click here to complete your registration.](#)

### Need assistance?

For questions regarding your registration, contact the support team at [exhreg@cta.tech](mailto:exhreg@cta.tech). Please provide your ID number 23310 so that our team may assist you more quickly. Answers to frequently asked questions can be found on our [Customer Support](#) page.

[Privacy Policy](#) | [Maritz Terms of Use](#)

- For larger groups, you have the option to create and upload a list of Exhibitor Personnel using the provided template.

Note, the template header fields should not be altered and limited to 200 rows.

▼ Import Exhibitor Personnel

**Step 1: Download the template provided below**

- Create a list of Exhibitor Personnel to send Initiation emails to complete their own registration.  
*\*Lists should be limited to 200 rows for optimal performance.*
- Do not edit the header fields on the template. Editing the headers will result in an error.
- Enter all required fields in the template.

[DOWNLOAD TEMPLATE](#)

**Step 2: Click the 'Choose File' button to search and upload your file**

No file chosen

**Step 3: Upload file**

- Once the file is selected, click **Upload file** to submit your file.
- Once upload is complete, the Exhibitor Personnel will receive a confirmation email from [ExhReg@CTA.tech](mailto:ExhReg@CTA.tech). You may check the status of each personnel on this overview page.
- If a personnel's registration is incomplete, you may instruct your personnel to sign in to their CES Account and update their registration.

[UPLOAD FILE](#)

- To invite more exhibitor personnel, repeat the process by selecting the “Initiate Exhibitor Personnel Registration” or “Import Exhibitor Personnel” options.



## Exhibitor Personnel Completes Their Individual Registration

Once the Registration Coordinator sends an invite to an exhibitor personnel, the personnel will need to complete their registration.

- Click on the secure link embedded within your CES 2024 registration invitation email.
- Sign into your CTA/CES Account or create a new account. When signing in or creating a new account, you must use the email address you were invited with. If you use a different email address when signing in or creating your CTA/CES Account, you will not be recognized as an exhibitor and you will be charged the standard rate for your badge.
- Complete all the required fields including uploading a headshot photo. Photos are required to be uploaded during registration.
- Once your registration is complete, you will see your own registration dashboard. You may use your personal registration dashboard to make any updates or changes to your registration, resend confirmation email, download a Visa Letter of Invitation (if needed), access CES hotels and more.

## Notes

- Exhibitor Personnel **MUST** complete their registration prior to arriving Las Vegas. **Registration Coordinators will not be able to register on behalf of the Exhibitor Personnel and registration services will not be available on-site.**
- All exhibitor personnel and attendees of CES 2024 must pick up their own badge on-site.
- If the Registration Coordinator, or any other Exhibitor Personnel, have already registered for CES as Industry Attendees, please email [exhreg@CTA.tech](mailto:exhreg@CTA.tech) for assistance.

Need registration assistance? Email [exhreg@CTA.tech](mailto:exhreg@CTA.tech)