



Produced by Consumer  
Technology  
Association **INTEC**



# DISCOVER

**CES Asia™ 2018 Opportunities**

June 13-15, 2018 | Shanghai, China | [CESAsia.com](http://CESAsia.com) | [#CESAsia](https://twitter.com/CESAsia)

# Reserve Now for Best Rates

## Capitalize your savings

### Rates

Contact CES Asia Sales Rep at CESAsiaExhibit@CTA.tech for current exhibit rate schedule.

- Raw Exhibit Space (36 square meters and larger)
- Shell Scheme – Standard/Upgrade Package  
(Linear space 9-27 square meters)
- Startup Park Exhibit Space
- Outdoor Exhibit Space
- Meeting Place Rooms at SNIEC
- Meeting Rooms at SNIEC
- Meeting Rooms & Hospitality Suites at Kerry Hotel

**Book today to secure best rates. Priority rates are effective until February 16, 2018.**

### Payment Schedule

Payment dates for all contracts are outlined below, with each step shown sequentially and on a cumulative basis.

### For exhibit space contracted until February 16, 2018:

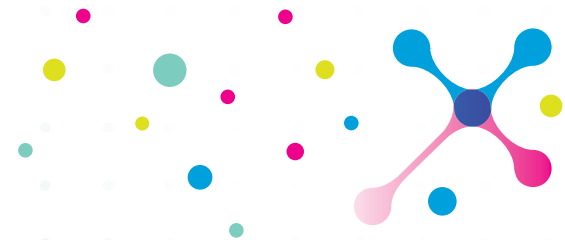
- 50% of the exhibit space cost is due within sixty (60) days of acceptance of the Contract by CES Shanghai or by February 16, 2018, whichever is sooner.
- 100% of the exhibit space cost is due by February 16, 2018.

### For exhibit space contracted after February 16, 2018:

- 100% of the exhibit space cost is due within five (5) working days of acceptance of the Contract by CES Shanghai.

“Every year I’ve seen more content, more companies, more attendees and I think the platform continues to grow. It’s very exciting to be a part of it.”

– Brian McClure, Johnson and Johnson Innovation



# Host Meetings on the Show Floor

Expand your network with **CES Asia Meeting Place**

**CES Asia is where people connect and deals are made:**

6,000+ **senior-level executives**

6,600+ **represent buying organizations**

Maximize your productivity. Minimize your costs. Located at SNIEC, **CES Asia Meeting Place** provides you with an ideal meeting solution on the show floor.

Customize your space to:

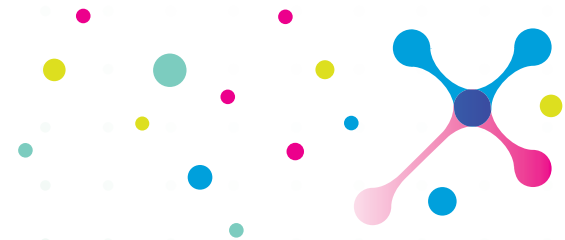
- Conduct pre-arranged meetings in a convenient location
- Create a “home base” to host spontaneous meetings that otherwise wouldn’t occur
- Meet and build relationships with industry leaders, international buyers, global media and government officials

“Within the 3-day exhibition, the management team from Baidu met 110+ partners at CES Asia, which is close to 400 people.”

– Baidu

## **The package includes:**

- Sound-absorbing, three-meter-high walls
- One identification sign including your company name and booth number as printed on your contract
- Wall-to-wall carpet
- One (1) table
- Four (4) chairs
- One (1) 500 watt electrical outlet
- Combination locking doors



# Build Your Brand

## Stand out from your competitors

CES Asia is the global branding event connecting technologies with the world's industries focusing on the Asian market. With more than 1,200 members of global media in attendance generating over 9,000 stories, we offer a world-class stage to get in front of those who matter.

Leverage our influential branding and sponsorship opportunities to achieve the greatest marketing impact.

### Targeted Digital Outreach

Get everyone talking about your brand before CES Asia. Reach your target audiences through our attendee newsletter, website and social channels.

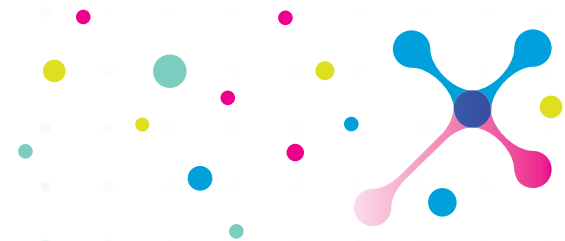
### On-site Sponsorships

Flaunt your brand on-site through a variety of promotions and industry events during CES Asia.

### Interior and Exterior Banners

Nothing says "We're here" and drives traffic to your booth like a giant, beautifully-designed banner hanging outside of the SNIEC or other high-traffic show areas.

Check "**Branding Opportunities**" for standard branding options. Contact Brian Moon at **BMoon@CTA.tech** for more information and to create your custom package.



# Branding Opportunities

## Find one that fits your needs

### **Attendee Newsletter and WeChat Sponsorships**

CES Asia communicates with registered audiences on a regular basis through our attendee newsletter and WeChat accounts, including pre-show, on-site and post-show versions. We offer limited opportunities for sponsored stories that suits you best.

### **Exhibition & Conference Guide Advertisements**

Distributed at the entrance hallways and registration counters with excellent exposure to the passing traffic, this official show publication is one of the most popular CES Asia planning tools on the show floor. Strengthen your brand recognition, invite customers to your booth, and publicize your new products by choosing full-color print advertisements, text messages, logo presence and more.

### **Badge Lanyards**

Lanyards are the must-have accessory at CES Asia. Use this exclusive opportunity to extend your brand visibility to all CES Asia audiences, including influential media. This sponsorship includes the production and distribution of lanyards.

### **Show Bags and Giveaways**

Place your logo along with CES Asia's special designed show tote bags or giveaways. Attendees carry these branded bags and giveaways throughout the show floor and showcase your brand in Shanghai.

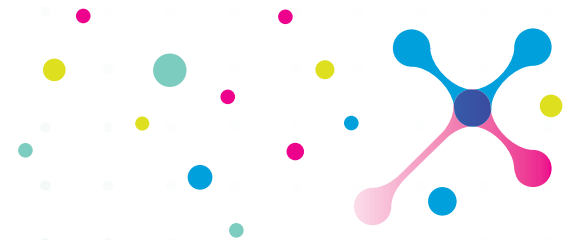
### **Media Room**

Expose your brand in front of more than 1,200 members of the global media. You'll never want to miss this unique chance by placing signage and giveaways in the official media rooms.

### **VIP Sponsorships**

CES Asia's VIPs include industry leaders, senior executives, government officials and influential media from across the globe. The sponsorships of the following high-profile locations and events help you get ahead of your competitors.

- VIP Lounge (Exclusive)
- VIP Lunch (Exclusive)
- VIP Opening Night Reception



# Branding Opportunities

Find one that fits your needs



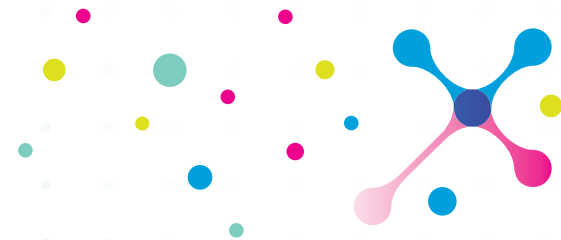
## CES Asia Innovation Awards Showcase

The Innovation Awards Showcase drives high traffic at CES Asia, and creates an in-person experience for audiences to see the outstanding design of brand-new honorees' products. Be the sponsor of this unique showcase and maximize your marketing dollars.



## Charging Stations

Low battery is unbearable in the digital world, which makes the charging station one of the most popular spots at CES Asia. Extend your impact beyond your booth by placing your company image on the charging stations.



# Branding Opportunities

## Find one that fits your needs

### Interior and Exterior Banners

Enhance your exhibit experience with signage in strategically-placed, high-traffic areas to create optimal exposure. Each of the following sponsorships includes production, installation and dismantling.

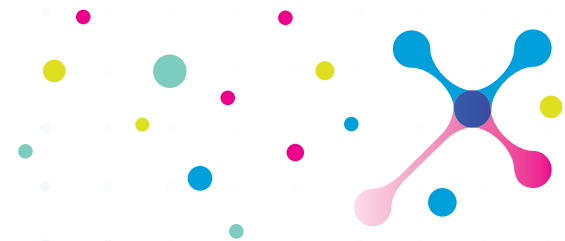
Square Board (Outside SNIEC)  
Size: 8m x 5m



Triangle Board (Inside SNIEC)  
Size: 3.5m x 5m



Fence Banner (Inside SNIEC)  
Size: 3m x 1.2m



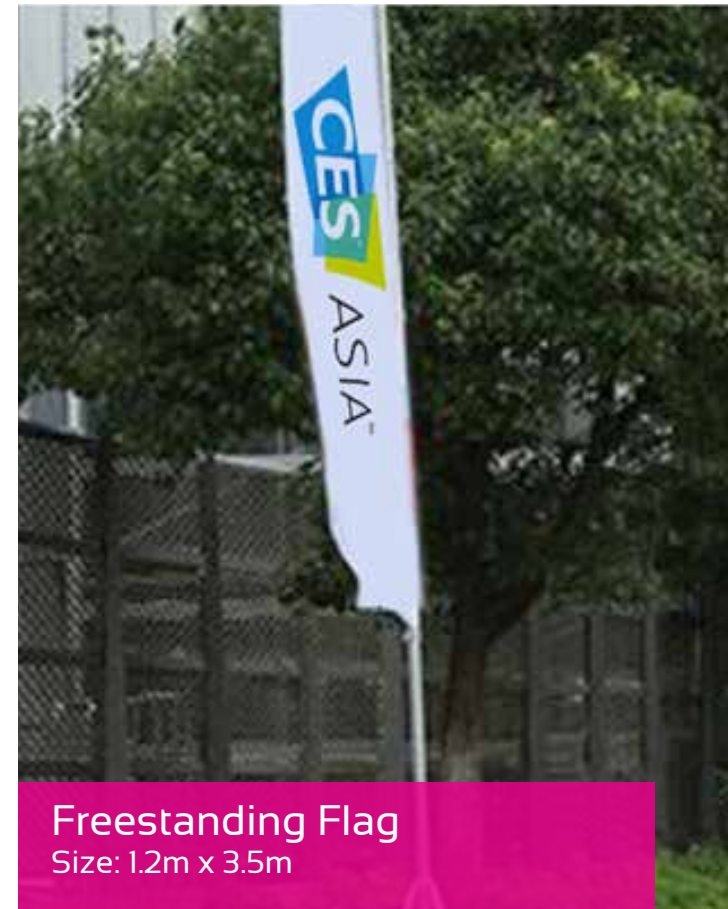
# Branding Opportunities

Find one that fits your needs

Freestanding Board (Inside SNIEC)  
Size: 8m x 1.9m



Hanging Banner  
Size: 5m x 0.7m



Freestanding Flag  
Size: 1.2m x 3.5m





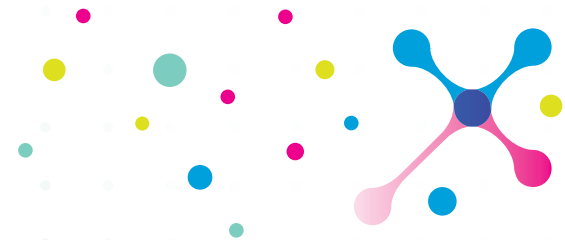
# Branding Opportunities

Find one that fits your needs

Sticker Banner (Hall N1 to N5)  
Size: 45m x 7.2m



Sticker Banner (Corridor between Halls)  
Size: 30m x 5m

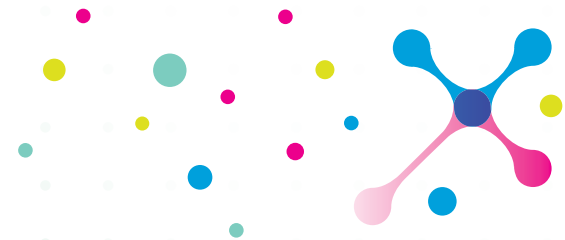


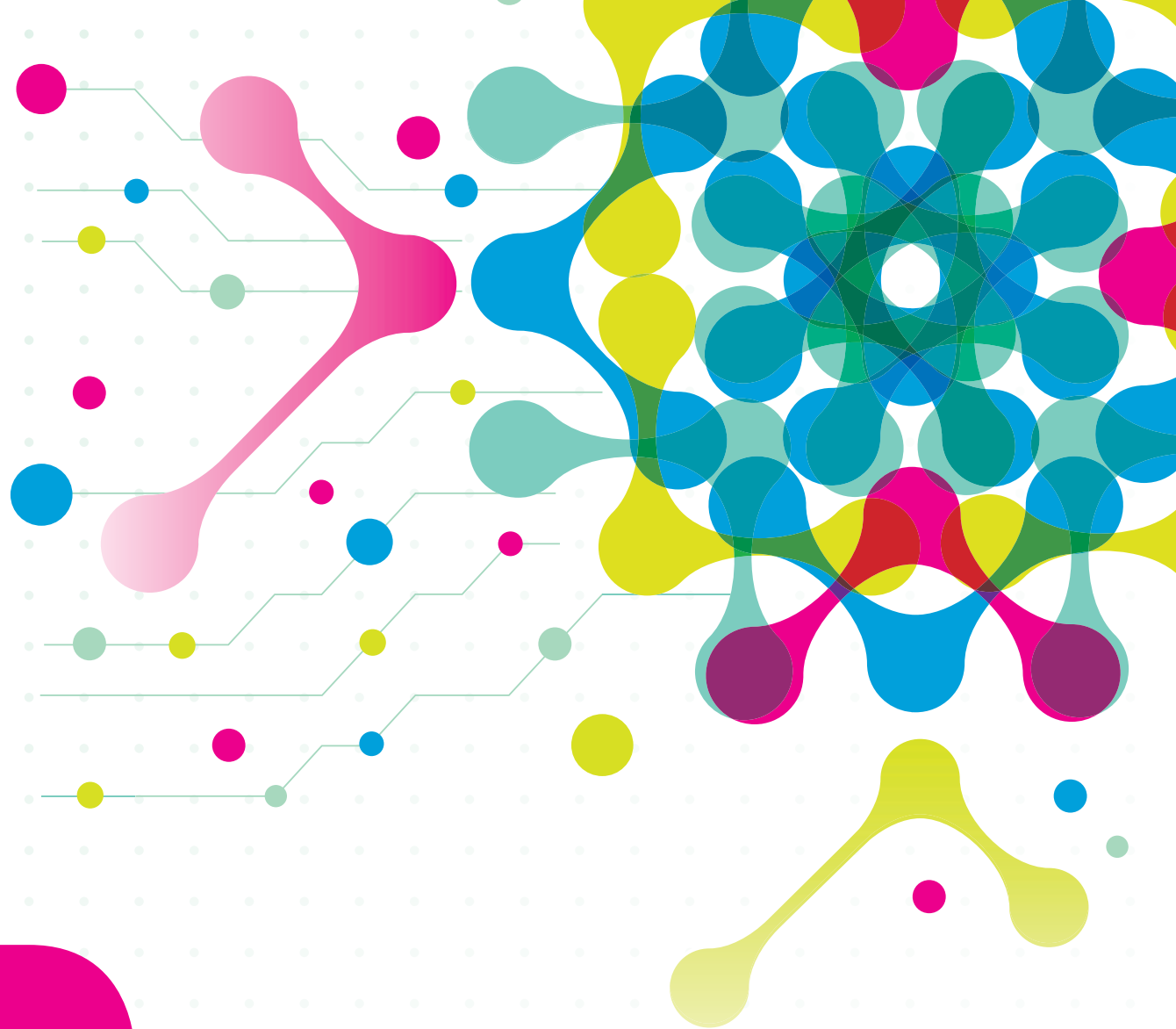
# Branding Opportunities

Find one that fits your needs

## Outdoor Promotional Space

Space is available outdoors and in the lobby areas for promotional displays or static products such as custom inflatables, cars, interactive kiosks and more.





## Contact Us

For complete details on flexible and affordable exhibit, sponsorship and branding opportunities, contact the CES Asia Sales Team at [CESAsiaExhibit@CTA.tech](mailto:CESAsiaExhibit@CTA.tech) or +86-21-5033-0321.



Produced by  **INTEX**



WeChat  
Service Account



WeChat  
Subscription Account

June 13-15, 2018 | Shanghai, China | [CESAsia.com](http://CESAsia.com) | [#CESAsia](https://twitter.com/CESAsia)