

C E W E E K

SPONSORSHIP OPPORTUNITIES

EXHIBITS JULY 12-13
METROPOLITAN PAVILION
125 WEST 18TH STREET
ceweekny.com



PRESENTED BY

ct.labs Dealerscope



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WHAT IS CE WEEK?

CE Week's annual event is geared towards press and the consumer electronics and appliance industry leaders. Located in the media capital of the world, CE Week is where industry professionals gather to check out the latest products and services that will be at the top of consumers' wish lists in the second half of the year and examine the trends that are driving today's innovative new technologies.

This event allows participating companies to build relationships with hard-to-reach enthusiasts, generate compelling content to share with their audience, and create the word-of-mouth buzz that leads to increased sales. Never before has an industry event offered companies access to all of the communities they need to engage to be successful at one event.

Over the course of the two days of the event in 2016, there were hundreds of products on display and more than 75 tech industry leaders who participated in over 20 conference sessions, attracting thousands of media and CE industry professionals. With keynote speakers, qualified panelists, and awards like 10 under 20 and Best in Show, we're excited for what's in store for CE Week 2017!

WHAT YOU'LL SEE:

Being the largest technology

show in New York,

the event covers an extensive array of topics, highlighting the hottest products and trends. You will have the opportunity to explore technologies such as:

- 3D Printing
- Mobile Computing
- Wearable Gear
- TVs
- Smart Home
- Audio
- Family Tech
- Digital Imaging
- Health & Fitness
- Accessories
- AR & VR
- Drones
- Robotics





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VALUE PROPOSITION:

Be part of the only tech industry event this summer that will put your products and services in front of ALL THE KEY AUDIENCES you need to engage with to succeed this fall and through the all-important holiday season.

Reasons to Be Part of CE Week

- Showcase the products and services you're launching in the second half of 2017 to the press.
- Network with colleagues and meet with your key industry partners.
- Generate meaningful, measurable buzz to kick start your fall campaigns.
- Build relationships with the influencers whose opinions are setting the trends for consumers across the country and around the world.
- Take the CE Week stage to launch products, participate in panels and showcase your company as an industry thought-leader

CE Week's Media Stats speak volumes for its central role in the technology industry.

- 250 Million Media Impressions
- 4,200 Pieces of Media Content
- 6,400 Tweets
- 34 Million #CEWeek social media impressions

What our sponsors from past shows had to say

"CE WEEK gave us a great opportunity to show off our product and our company's vision by allowing us to interact with a terrific mix of press, distributors, and fans of technology. The environment had a great energy to it and it was a bit more intimate than your typical show. My only complaint is that I did not have enough time to check out the whole show on my own!"

**—ASON SUSSMAN
OPERATIONS MANAGER — MONDEVICES**

"Jasco participated in CE Week for the first time in 2016 featuring our LED Café Lights and our Home Automation Products. It was an amazing event where we developed contacts in the tech industry ranging from national media outlets like the Today Show to nine year old tech bloggers. We look forward to future events where we can introduce even more of our tech brands to the marketplace.

**— MARISA LYTLE, VICE PRESIDENT DIGITAL
MARKETING — JASCO PRODUCTS**

"JLab Audio is signed up for its third straight CE WEEK. It's the perfect size to have quality time with media, customers and influencers – but not so large that your brand gets lost in the clutter. It's an efficient and effective event for us."

**— TERRA TEAT
DIRECTOR OF MARKETING — JLAB AUDIO**

"CE Week has proven to be a valuable event for us, 2016 marks our second year in attendance. Well organized, informative panels discussing industry trends, with a diverse mix of influencers make CE Week truly unique and special. The ability for us to demonstrate Fizzics Micro-Foam technology and share great beer drinking experiences while engaging media, retailers and partners in a friendly atmosphere make this event a must attend for our growing startup."

— PHILIP PETRACCA, CEO — FIZZICS



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STANDARD BOOTH SIZES

	Tabletop	10x10	10x20	20x20
Package Price	\$3,995	\$9,950	\$13,450	\$16,995
Electricity	150	500	500	1000
WiFi	Yes	Yes	Yes	Yes
Drayage	N/A	300lbs	500lbs	1000lbs
# of Walls		Up to 3	Up to 3	Up to 3
Dedicated Demo Stage			Yes	Yes
CE Week Video Coverage			Yes	Yes
CE Week Show Guide			Full page	Full page
Webiste and Signage Logo Placement	Yes	Yes	Yes	Yes
Press List Access	Yes	Yes	Yes	Yes
Dedicated Pre-Exhibition Email			Yes	Yes
Best in Show Entry	1	1	3	3
Invitations to Opening Night Event	3	3	4	5

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Exclusive Retailer Summit at CE Week	
Exhibitors	\$3,500
Non-Exhibitors	\$5,500
Conference Sponsorship	
Dedicated Demo Stage	\$2,500
Panel Participation for 1 Executive	\$7,500
Press Conference Sponsor	\$7,500
Special Event Sponsorship	
TV Shootout Sponsor	\$5,000
Blogger Meetup	\$7,500
Drone Obstacle Course	\$10,000
10 Under 20 Young Innovators Awards	\$7,500
Additional Opportunities	
Press Luncheon (Non-exclusive)	\$3,500
WiFi	\$3,500
Press Room Sponsor (Exclusive)	\$5,000
StartUp Pavilion	\$7,500
Opening Night Cocktail Party	\$15,000
CE Week Video Coverage (at booth)	\$3,500
CE Week SnapshotPro Video (45 second edited video)	\$1,500

START-UP PROGRAM \$1995
See if you qualify

CUSTOM PACKAGES AVAILABLE
Inquire for Pricing

10 Under 20 Young Innovators Awards: Showcase your brand/logo during the awards ceremony and be a part of the celebration for the youngest innovators in the industry.

Best in Show: Receive entries in the CE Week Best in Show Awards.

Blogger Meetup: Have your brand displayed during the assembly of Consumer Technology industry bloggers and logo placed throughout the promotion with brand giveaway opportunities.

CE Week Panel Participation: Sponsors get a chance to showcase their thought leadership to key industry influencers.

CE Week Show Guide: Obtain various levels of promotion in this groundbreaking guide.

CE Week Video Coverage: Our team will be at the show to create a product video at your booth.

Dedicated Pre-Exhibition Email: Broadcast your branded message to preregistered CE Week attendees.

Demo Stage (10 min): Have your logo front and center on our high-def LED wall. You're also offered an opportunity to present your company/product.

Drone Obstacle Course: Have your brand displayed in the surrounding area of the obstacle course.

Exclusive Retailer Summit at CE Week: Dealerscope will host top retailers from across the country to meet with participating sponsors.

Invitations to Opening Night: Get a glimpse of what's in store for the upcoming week.

Press Conference Sponsor: Own a 25 minute slot to discuss your company or product.

Press List Access: Sponsors are provided with our opt-in registered press attendees.

Press Luncheon: Your logo and signage will be displayed.

Press Room Sponsor: Your logo/branding will be displayed in the entrance and surrounding area.

SnapshotPro Video: Our team will be at the show to create a :45 video at your booth.

Start-Up Pavilion: Your logo and signage will be displayed within this high traffic area as well as placed throughout the preshow promotion.

TV Shootout Sponsor: During the opening of CE Week's exhibit floor, your company and logo will be mentioned/seen.

Website and Signage Logo Placement: Receive key logo placement on our signage and event site.

WiFi Sponsor: Your logo/branding and sponsorship will be acknowledged every time anyone on the floor boots up their browser.