

C E W E E K

SPONSORSHIP OPPORTUNITIES

EXHIBITS JUNE 20-21, 2018
JACOB K. JAVITS CONVENTION CENTER
NEW YORK, NY
ceweekny.com



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CONVENTION CENTER**

WHAT'S NEW WITH CE WEEK?

CE Week's timing and location has made it the epicenter in the US technology industry for showcasing innovation, exploring emerging trends, AND building critical relationships. For over 10 years, technology companies seeking accelerated growth and increased sales in the ever evolving consumer technology industry have come to New York City in the middle of the year to be part of CE Week.

In cooperation with IFA, the world's largest technology trade show, CE Week is now poised to become the premier platform for conducting business, securing press coverage, and generating buzz in the North American technology marketplace. CE Week showcases the most innovative technology and connects key decision makers through matchmaking, high quality content, and networking. In 2018, IFA and CE Week will debut a new, unique partnership of unprecedented global influence and infrastructure to advance relationships between buyers, sellers, and consumers.

Partnering with getgeeked New York and ShowStoppers, CE Week provides exhibitors with all of the key audiences they need to engage with to be successful in the second half of 2018. Showstoppers' global press relationships serve international media interest, and getgeeked New York will be bringing the hard-to-reach tech enthusiasts to check out the newest products on the market.

The move to the Jacob K. Javits Center will allow CE Week to bring together even larger segments of the industry - from retailers, distributors, and entrepreneurs, to powerful media, key influencers, and passionate tech enthusiasts.

WHO'S BEHIND THIS?



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
- Accessories & Peripherals
- AI
- AR & VR
- Audio
- Connected Car
- Drones
- Gaming
- Health, Fitness, and Wellness
- Imaging
- IoT
- Kids and Family Tech
- Mobile Computing
- Net-gen TVs
- Robotics
- Smart Home
- Wearables



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WHY DO BUYERS ATTEND CE WEEK?

It's the Right Time of Year: Buyers are getting ready to start placing orders and preparing for the holiday and back to school season.

Exclusive Retailer Content: IFA Retail University is coming to CE Week. Exhibitors share their latest strategies in an exclusive 20 minute Power-Briefings to international retailers and media.

Five (Other) Reasons to Participate



The Press: You'll see all of the key technology and lifestyle journalists, analysts, and influencers you need covering your products heading into the back-to-school and the holiday seasons.



The Geeks: Meet today's passionate tech enthusiasts face-to-face and turn them into powerful word-of-mouth advocates for your products.



The Stage: Showcase your company's thought leadership through panels, keynotes, CE Week TV, and more.



The Buzz: Leveraging social media activations and content creation opportunities, generate measurable buzz that reaches far beyond the show floor.



The Size: CE Week is the tech industry's biggest East Coast event. Held in the media capital of the world, it's the only event where you can meet with all of the audiences you need to engage with at one event.

The Retailers Meetups at CE WEEK

The premier, invite-only event program that provides high-value, intimate, pre-qualified connections between the most high-demand retailers, distributors, buyers and vendor prospects during guaranteed 1:1 meetings.

RESULTS **100%** surveyed would recommend it to a fellow buyer or colleague.

100% surveyed expect the relationships forged at The Retailer Meetups to be useful to their business in the next 12 months

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	\$4,450	\$9,950	\$13,450	\$16,995
Electricity	150	500	500	1000
WiFi	Yes	Yes	Yes	Yes
Drayage	N/A	300lbs	500lbs	1000lbs
Pipe and Drape		Up to 3	Up to 3	Up to 3
CE Week Video Coverage			Yes	Yes
CE Week Show Guide	1/4 page	1/2 page	Full page	Full page
Website 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

STARTUP PROGRAM \$2,250
See if you qualify

Best in Show: Enter your products to compete for the highly coveted CE Week Best in Show award and promote it after the event if you win.

Blogger Meetups: Be the brand that brings the bloggers to CE Week. Sponsorships include exclusive meet & greets, product gifting opportunities, great branding, and more.

CE Week Speaking Opps: Showcase your company's thought leadership alongside high-profile industry execson panels, keynotes, on stage demos, and more.

CE Week Show Guide: Take advantage of great branding opportunities in the official CE Week Program provided to every attendee.

CE Week Video Coverage: Leverage the video expertise of the CE Week team to create a product showcase video at your booth that you can share with your fans after the show.

Dedicated Pre-event Emails: Communicate directly with CE Week attendees before the show and get them excited to meet with you.

The Retailer Meetups at CE Week: Partner with Dealerscope to meet one-on-one with top retailers and buyers from across the country.

Opening Night Cocktail Party: Network with attendees and fellow exhibitors get the buzz started before the show even opens.

Press Conferences: Own the CE Week Stage for 25 minutes to launch new products in front of attending journalists, analysts, influencers, and industry representatives.

Press List Access: See who's coming and begin your outreach before the show and then follow up with press afterwards.

Press Luncheon Sponsor: Let the press know your the company that's making sure they don't go hungry with branding throughout the Press Luncheon area.

Press Room Sponsor: Put your brand in front of the press every time they stop by the press room.

SnapshotPro Video: Our team will be at the show to create a :60 second video at your booth

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

WiFi Sponsor: Let CE Week attendees see your brand every time they log on to the WiFi network at the event.

Exhibitor Marketing and Branding: Benefit from branding before, during, and after the show on the CE Week website, onsite signage, and across social media.

CUSTOM PACKAGES AVAILABLE
Inquire for Pricing

ADDITIONAL SPONSORSHIP OPPORTUNITIES

The Retailer Meetups at CE Week

- Exhibitors \$3,750
- Non-Exhibitors \$5,500

Conference Sponsorship

- Panel Participation for 1 Executive \$7,500
- Press Conference Sponsor \$7,500

Special Event Sponsorship

- IFA Retail University \$3,990
- TV Shootout Sponsor \$5,000
- Blogger Meetup \$7,500
- Opening Night Cocktail Party \$25,000

Additional Opportunities

- Press Luncheon (Non-exclusive) \$3,500
- WiFi \$3,500
- Press Room Sponsor (Exclusive) \$5,000
- CE Week Video Coverage (at booth) \$3,500
- CE Week SnapshotPro Video (60 second edited video) \$1,500