

C E W E E K

SPONSORSHIP OPPORTUNITIES

EXHIBITS JUNE 20 _ 21 _ 2018
JACOB K. JAVITS CONVENTION
CENTER _____ NEW YORK CITY
CEWEEKNY.COM

PRESENTED BY

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GLOBAL MEDIA

DEALERSCOPE



WHAT'S NEW WITH CE WEEK?

CE Week's timing and location have 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 by showcasing the most innovative technology and connecting key decision makers through match-making, 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.

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

WHO'S BEHIND THIS?



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GLOBAL MEDIA

WHY DO BUYERS ATTEND CE WEEK?

1

It's the Right Time of Year:

Buyers are getting ready to start placing orders and preparing for the holiday and back-to-school seasons.

2

Exclusive Content:

Hear from thought-leaders in the consumer tech community as they discuss trending topics in our industry-leading conference program.

CE WEEK 2018 | Exhibits June 20-21, 2018 | Jacob K. Javits Convention Center, New York, NY | ceweekny.com

FOR MORE INFORMATION:

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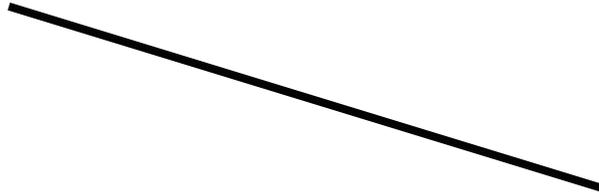
Barry Myers, 646-713-9939, barry@getgeeked.tv | Dave Leon, 845-638-3527, Dave@showstoppers.com

FIVE (OTHER) REASONS TO PARTICIPATE

-  **1** **The Press:** At CE Week, you'll see the all the key technology and lifestyle journalists, analysts, bloggers, and influencers you need covering your products heading into the two most important selling seasons of the year - back-to-school and the holidays.
-  **2** **The Geeks:** Today's passionate tech enthusiasts are sharing opinions and recommendations that are impacting your bottom line. CE Week is the only major technology event that gives you a chance to meet these influential consumers face-to-face and turn them into powerful word-of-mouth advocates for your products.
-  **3** **The Stage:** CE Week offers your company multiple ways to showcase its thought leadership through panels, keynotes, onstage product launches, CE Week TV, and more.
-  **4** **The Buzz:** Press coverage is just one piece of the puzzle today. Leverage CE Week's social media activations and content creation opportunities to generate meaningful, measurable buzz that reaches far beyond the show floor and lasts long after the lights go out.
-  **5** **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. Don't let your competitors steal the stage!

THE RETAILER MEETUPS @ 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.

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

“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

“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**

“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

STANDARD BOOTH SIZES				
	Tabletop	10x10	10x20	20x20
Package Price	\$4,450	\$9,950	\$13,450	\$16,995
Electricity	500	500	500	500
WiFi	Yes	Yes	Yes	Yes
Press List Access	Yes	Yes	Yes	Yes
Website and Signage Logo Placement	Yes	Yes	Yes	Yes
Best in Show Entry	1	1	3	3
CE Week Video Coverage			Yes	Yes
Dedicated Pre- Exhibition Email			Yes	Yes

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

• Cocktail Party Reception	\$10,000
• Blogger Meetup	\$7,500

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

START-UP
PROGRAM
\$ 2,250
See if you qualify

CUSTOM
PACKAGES
AVAILABLE
Inquire for Pricing

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 execs on panels, keynotes, on-stage demos, and more.

Dedicated Pre-event Emails

Communicate directly with CE Week attendees before the show and get them excited to meet with you.

The Retailer Meetups @ CE Week

Partner with Dealerscope to meet one-on-one with top retailers and buyers from across the country.

Cocktail Party Reception

Network with attendees and fellow exhibitors and get the buzz started the first night of the show.

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.

Press Luncheon Sponsor

Let the press know you're the company that's making sure they don't go hungry, with branding throughout the Press Luncheon area.

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 Room Sponsor

Put your brand in front of the press every time they stop by the press room.

Press List Access

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

Exhibitor Marketing and Branding

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

SnapshotPro Video

Our team will be at the show to create a 60-second video at your booth.

WiFi Sponsor

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