

ShowStoppers. @ CES 2020

Tuesday, 7 Jan. 2020, 6-10 pm
Las Vegas, NV., USA



Hot products. Cool companies. Meet the press

Go global.
Score coverage.
Hit the shelves.

ShowStoppers @ CES 2020

The 18th annual blockbuster press event, where 1,300 journalists and analysts discover the future of business, consumer, lifestyle and digital technologies for work, home and play.

"ShowStoppers @ CES 2019 featured news and new products from more than 130 industry leaders, startups and innovators – and 1,300 journalists, analysts, venture capitalists and investors attended the event," said Steve Leon, principal, ShowStoppers.

ROI

1,371

Coverage

Sampled online, print, broadcast coverage of exhibitors at ShowStoppers @ CES 2018 in 30 days.

**3.378
billion**

Online, print, broadcast views

UVPM/Digital Reach estimated by Cision – The Digital Reach metric evaluates how reputable and connected one media source is versus others. The algorithm measures and compares website traffic, website link analysis, and conversations on social media to provide a comprehensive view of an online media outlet's reach.

**\$4.48
billion**

Approximate value of coverage

Publicity Value is a Cision scoring system that creates an approximate value for a news article. It allows creation of a metric/benchmark to compare one article to another based on outlet information. There are two mediums that Cision calculates, Print and Online. For Print, the calculation is figured for outlets with a listed circulation value based on the word count and length of an article. For Online, calculation is figured using the unique views, tier level of online site and an approximate view rate.

Cut through the clutter and noise. Shake hands. Score coverage.



FAQ

What is ShowStoppers?

ShowStoppers is where hot companies with cool products meet the press.

ShowStoppers events organize product introductions, sneak previews and demonstrations for selected journalists, bloggers, industry and financial analysts, venture capitalists and business executives.

In its 25th year, ShowStoppers is the global leader in press and business events that span the USA, Europe and Asia. ShowStoppers produces media-only special events at CES, Mobile World Congress, Mobile World Congress Americas, NAB, CE Week and other venues; the official press events at IFA, NAB, and CE Week; and partners to produce events with CE Week, CTA and CEATEC.

What is ShowStoppers @ CES?

The 18th-annual ShowStoppers @ CES is the blockbuster press event of the consumer electronics, IoT and technology industries. It's where hot companies with cool products -- industry leaders, innovators, award winners, visionaries and startups -- shake hands with journalists, generate coverage, make new connections, promote brand, take leadership and open new markets.



Not just another press conference

ShowStoppers is built around hands-on product demos and personal conversations.

We don't lock the products away on the press conference stage, untouchable, distant, impersonal. We remove the distractions and noise of the convention hall. We build each event to focus on your product, your company, your client, to help you tell your story.

Not just another media tour

Media tours put you face-to-face with a small group of key journalists and analysts. But ... you're on the road and out of the office for a week, paying for flights and hotel rooms, shuffling through security in your socks.

ShowStoppers is the price-effective, time-efficient, door-opening alternative. You will shake hands with hundreds of pre-qualified journalists, analysts and industry influencers -- in one room, in just three hours -- to score news coverage, product reviews and executive interviews for your company or client.



When and where is ShowStoppers?

ShowStoppers @ CES is Tuesday, 7 Jan. 2020, the first night of CES, timed to help companies large and small connect with journalists looking to discover and cover the future of business, consumer, lifestyle and digital technologies for work, home and play.

For 15 years, the Wynn Hotel & Casino has been home to ShowStoppers @ CES.

Do you need to exhibit at CES?

No. You are welcome to meet the press at ShowStoppers whether or not your company exhibits at CES. Yes, take exhibit space on the show floor to shake hands with business partners, distributors, dealers and suppliers – but ShowStoppers is where you meet the press.

Are you affiliated with the show?

No. ShowStoppers is an independent media event, produced by and a registered trademark of ShowStoppers. CES is produced by CTA.

How does the event work?

ShowStoppers combines a product showcase, hands-on demos, and a relaxed reception into one special event. It's informal. We provide a buffet dinner and open bars. Journalists arrive and meet with exhibitors at their convenience, working their way around the room. Exhibitors arrive 2 to 3 hours earlier to set up and grab a bite to eat.



What kind of companies participate?

Recent exhibitors include industry leaders, innovators and startups, including Abbott, Altec Lansing, Amazon, AMD, Bang & Olufsen, Bissell, Cadillac, Cobra Electronics, DJI, D-Link, Dell, Epson, Escort, Ford, Garmin, Honeywell, HP, Intel, Iomega, iRobot, Jabra, JAKKS Pacific, Kingston, Lenovo, Logitech, Microsoft, Neato Robotics, Olloclip, Olympus, OnStar, Opera Software, Orbotix, Otterbox, Pandora, Parallels, Plantronics, Qardio, Raytheon, RCA, Real Networks, Roku, Samsung, Seagate, Sennheiser, Skype, Soma, Sonos, TeleNav, Texas Instruments, Toro, Toshiba, Triplt, Viewsonic, Wacom, Western Digital, Whirlpool, WowWee, ZAGG — and many more!

What does it cost to exhibit?

Basic exhibitor	\$5,500 USD. We provide one 3-foot-long demo station with linen, signage and power. Starters staff the demo station with 2 company executives or PR pros.
Standard exhibitor	Standard. \$8,500 USD. We provide one six-foot-long demo station, linen, signage and power. Standard exhibitors staff the demo station with 4 company execs or PR pros.
Deluxe	\$12,000. We provide two 6-foot-long demo stations, linen, signage and power. Premier exhibitors staff the station with a total of 8 company execs or PR pros.
Options	If needed, high-speed wired Internet and flat-screen displays may be rented.

Quotes

For two decades, ShowStoppers has been the single-best trade show/media relations investment for our clients. Our start-up companies and more established firms always receive great value from their participation – in terms of meetings, relationships and coverage. The entire media ecosystem is well represented at these events -- major print/online media, broadcast, blogs, trade, consumer and everything else in-between. The amount of coverage directly attributable to our ShowStoppers investment and participation is always strong and our clients always feel they have participated in a first-class event.

*Henry Feintuch
Feintuch Communications*

We were super busy from 5:50 all the way to 10 pm and we didn't even get a chance to pickup a beer and taste some of the goodies there. We also walked away with a lot of great leads for when the products start shipping! We'll be sure to follow up with them as soon as we have samples.

*Anthony Ho
Soul Electronics*

Showstoppers was integral to the successful launch of My Special Aflac Duck, elevating our exposure to key reporters and influencers from across the nation. The event helped us reach more than two billion media impressions at CES, while building relationships that we will leverage for future coverage as well.

*Jon Sullivan
Aflac*

We absolutely loved our experience at ShowStoppers this year and we were very successful. It is easy to do a show when we know what we are doing, but so much better when we work with a team like Dave and Steve -- responsive, knowledgeable and trusted partners.

*Kris Scott
RapidX*

"Pound for pound, ShowStoppers puts more reporters in the room with more brands than any conference event I've been a part of. It's a no-brainer."

John Procter at McBee Strategic, the public relations agency for GN ReSound

We were thrilled with the press attention at ShowStoppers. Since CES served as our launching pad, we needed to be in the same room and have an even-footing with others. The event introduced OJo Electric to a wide range of media outlets that in turn helped to jumpstart our product launch.

*Dale Seiden
OJo Electric*

Showstoppers at CES was a great success for us. We had 3 live interviews (one with Digital Trends!), many articles, already released or to come, and of course tons of great contacts with journalists. Having the opportunity to demo Jooki in front of the specialized crowd of journalists has proven to be very efficient, and saved us an immense amount of time in research and follow-up.

*Isabelle Dro
Muuselabs.com*



Meet the press

Who invites the press?

We handle all the promotion, invitations, emails and RSVPs for the event. We invite a broad range of the most influential press and analysts, drawing from our own media databases, press services, and other resources.

Do you have a target list of press? Share it with us; we will ensure they are invited.

We qualify the press

If a writer contributes to Nikkei, Handelsblatt, the BBC or the Wall Street Journal, that's easy. If not, we screen bylines and URLs, especially for bloggers, freelancers and podcasters; like you, we want qualified press in the room, not just the biggest body count.

What media attend?

More than 1,300 top journalists and analysts regularly attend ShowStoppers @ CES – including, among others, ABC, BBC, c't, CBS, CNET, Chip, CNN, Crunchgear, Dempa Shimbun, Engadget, eWeek, Financial Times, Frankfurter Allgemeine Zeitung, IDG News Service, Informa, NBC, Nikkei, PC Magazine, PC World, Pocket-lint, RCR Wireless, Reuters, Slashgear, TheStreet.com, Times of India, ubergizmo, Verge, Wall Street Journal, Which?, Wired, and ZDNet.

Do you provide a press list?

Yes. In the weeks leading up to the event, we release to the exhibitors a list of the journalists who sign up to attend when those journalists also agree to share their contact information.

What is special about the ShowStoppers press list?

When reporters register to attend, we collect newsbeat data. It's optional, but many journalists share this information with us. We include this data in the press list. This turns a mere list into a remarkably powerful PR tool that gives you the unique ability to identify the reporters most likely to cover your company or your clients.

More

Do you offer other services?

Yes. ShowStoppers is not just another press event. We believe that a media showcase is about much more than paying a lot of money for a table and a press list.

We offer a range of exclusive, value-add media services, built into each event, and we work with industry partners to create more opportunities for more coverage.

Press kits

We assemble an electronic press kit that includes each exhibitor, posted online to the ShowStoppers web site, available to journalists who attend ShowStoppers -- and to every journalist with a browser.

“Media Village” -- a ShowStoppers exclusive

Why go hunting for broadcast and blogger coverage? We bring them to you. ShowStoppers sets aside workspace for key press inside selected events. Who reserves this workspace? CBS News, CNET, DigitalTrends, Engadget, PCwelt, Reviewed.com, Slashgear, Tom’s Hardware, Trusted Reviews, the Verge, and more.

NewsDesk -- a ShowStoppers exclusive

We post your news to the ShowStoppers NewsDesk blog, with links back to your web site. NewsDesk is as a resource for journalists – and helps to push search-engine traffic to you.



Join us!

Reserve your demo station early. It's easy. Call or email us for an exhibitor agreement. Don't wait. We've produced sold-out ShowStoppers press events for two decades. And we limit exhibit space.

Dave Leon
Sales Partner
ShowStoppers
Global
dave@showstoppers.com
+1 845-638-3527 (office)
+1 845-821-6123 (mobile)
Skype: daveleon1

Lauren Merel
Sales Associate
US
lauren@showstoppers.com
+1 908-692-6068 (mobile)

Jennifer Hall
EU Sales Associate
jennifer@showstoppers.com

Media contact:
Steve Leon
Partner
ShowStoppers
sl@showstoppers.com
+1 310-936-8530



ShowStoppers partners with:



Showstoppers.com