

# C E W E E K

## SPONSORSHIP OPPORTUNITIES

EXHIBITS JUNE 20-21, 2018  
JACOB K. JAVITS CONVENTION CENTER  
NEW YORK, NY  
[ceweekny.com](http://ceweekny.com)



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**EXHIBITS JUNE 20-21 |**  
**JACOB K. JAVITS**  
**CONVENTION CENTER**

## WHAT'S NEW WITH CE WEEK?

CE Week CE Week is the epicenter for innovation, emerging trends and insights, AND building connections in the North American technology space. It's an event for those seeking powerful partnerships to illuminate the path towards high growth in the ever evolving consumer technology industry.

CE Week 2018 will debut a new, unique partnership of unprecedented global influence and infrastructure to advance relationships between buyers and sellers. Under the leadership of IFA, the world's largest technology trade show, CE Week will become the premier platform for conducting business in the North American technology marketplace, connecting key decision makers through matchmaking, high quality content, and networking.

Moving to the Jacob K. Javits Center, we're bringing together key segments of the industry - from retailers, distributors, and innovators, to powerful media.

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

CE WEEK 2018 | Exhibits June 20-21, 2018 | Jacob K. Javits Convention Center, New York, NY | [ceweekny.com](http://ceweekny.com)

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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 is bringing IFA Retail University to CE Week. Exhibitors share their latest strategies, products, and visions to international retailers and media.

### Five (Other) Reasons to Participate

Take the CE Week Stage: Launch products, participate in panels and showcase your company as an industry thought-leader.

It's a Marketing Platform for Your New Campaign: Generate meaningful, measurable buzz for the Fall.

It's simply the biggest show on the East Coast: Connect with key industry partners, channel representatives, and investors.

It's a Great Way to Get Press: Meet the tech industry's most influential journalists and showcase the products and services you're launching in the second half of 2018.

Consumers attend! 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.

### 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.

**100%** surveyed expect the relationships forged at CE Retailer World Congress 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           |
|---|----------------|----------------|-----------------|-----------------|
| <b>Package Price</b>                      | <b>\$4,450</b> | <b>\$9,950</b> | <b>\$13,450</b> | <b>\$16,995</b> |
| <b>Electricity</b>                        | 150            | 500            | 500             | 1000            |
| <b>WiFi</b>                               | Yes            | Yes            | Yes             | Yes             |
| <b>Drayage</b>                            | N/A            | 300lbs         | 500lbs          | 1000lbs         |
| <b># of Walls</b>                         |                | Up to 3        | Up to 3         | Up to 3         |
| <b>Dedicated Demo Stage</b>               |                |                | Yes             | Yes             |
| <b>CE Week Video Coverage</b>             |                |                | Yes             | Yes             |
| <b>CE Week Show Guide</b>                 |                |                | Full page       | Full page       |
| <b>Webiste and Signage Logo Placement</b> | Yes            | Yes            | Yes             | Yes             |
| <b>Press List Access</b>                  | Yes            | Yes            | Yes             | Yes             |
| <b>Dedicated Pre-Exhibition Email</b>     |                |                | Yes             | Yes             |
| <b>Best in Show Entry</b>                 | 1              | 1              | 3               | 3               |
| <b>Invitations to Opening Night Event</b> | 3              | 3              | 4               | 5               |

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

**CUSTOM PACKAGES AVAILABLE**  
Inquire for Pricing

**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 :60 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.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

|  |          |
|--|----------|
| <b>The Retailer Meetups at CE Week</b>             |          |
| Exhibitors   | \$3,750  |
| Non-Exhibitors                                     | \$5,500  |
| <b>Conference Sponsorship</b>                      |          |
| Dedicated Demo Stage                               | \$2,500  |
| Panel Participation for 1 Executive                | \$7,500  |
| Press Conference Sponsor                           | \$7,500  |
| <b>Special Event Sponsorship</b>                   |          |
| TV Shootout Sponsor                                | \$5,000  |
| Blogger Meetup                                     | \$7,500  |
| Drone Obstacle Course                              | \$10,000 |
| <b>Additional Opportunities</b>                    |          |
| 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 (60 second edited video) | \$1,500  |