

CTA® Foundation 2026 Pitch Contest: Official Rules

“CTA FOUNDATION 2026 PITCH CONTEST” (“CONTEST”) IS A CONTEST OPEN ONLY TO QUALIFIED STARTUPS EXHIBITING AT CES 2026. VOID WHERE PROHIBITED.

1. **Contest Dates and Timelines:** The Contest will have two (2) rounds: Round One – online submission forms; and Round Two – presentation finalists. Final presentations will take place onsite at CES® 2026 in Las Vegas, Nevada on January 7, 2026 (“Pitch Event”).
 - a. **Round One Entry Period:** The entry period for Round One begins 12:01 AM EST (Eastern Standard Time) October 23, 2025 and ends 11:59 PM EST November 17, 2025. Judges will pick the top six (6) – ten (10) finalists to compete in Round Two.
 - b. **Round Two Timeline:** One (1) winner will be selected by the Expert Judges and one (1) audience choice winner will be selected by Pitch Event attendees on January 7, 2026 and the winners will be announced on the same day by 9:00 PM PST.
2. **Contest Operator:** Consumer Technology Association® (“CTA”) Foundation, 1919 S. Eads St., Arlington, VA 22202 (“CTAF” or “CTA Foundation”).
3. **Prize Providers:** CTA Foundation
4. **Eligibility:** The Contest is only open to companies meeting the company criteria listed in Section 6 below. Persons entering must, as of date of entry, be at least 18 years of age or older (19 years of age or older in Alabama and Nebraska). Employees, contractors, and directors, of CTAF, CTA, and Established, their subsidiaries, sales representatives, advertising, promotion and all other service agencies involved with design, execution or fulfillment of this Contest, and members of the immediate families (defined for these purposes as parents, children, siblings, domestic partner and spouse) or households (whether related or not) of any of the above are NOT eligible to participate. This Contest is void where prohibited or restricted by law.
5. **How to Enter Round One:** Contestants must submit their company for consideration via the online form found at <https://www.cta.tech/Who-We-Are/CTA-Foundation/Pitch-Competition> during the Round One Entry Period. Only one (1) entry form may be filled out per product. Contestants must confirm that their company meets the eligibility and entry requirements, and that representative(s) would be available to participate in the event on January 7, 2026 if selected as a finalist for Round Two. Submissions will be reviewed by a judging panel that will select finalists for Round Two. The judging panel will consist of representatives from CTA Foundation and Established.
6. **Entry Requirements:**
 - *Company Criteria* - Contestant company must:
 - a. Have less than \$1 million in annual revenue.
 - b. Have raised less than \$30 million in investments.
 - c. Have a product that could benefit older adults or people with disabilities.
 - d. Be an exhibitor on-site at CES 2026
 - *Round One Submission Criteria (“Submission”)*
 - a. *Pitch Slide Deck:* Contestants must provide a pitch slide deck not more than 20 slides.
 - b. *Pitch Video Running Time:* Contestants may provide a link to a business/product pitch video no more than three (3) minutes in length.
 - c. Pitch Video and Slide deck must be in English
 - *Round Two Finalist Presentation Criteria (“Presentation”)*
 - a. Must be able to participate in the event on January 7, 2026.
 - b. Each startup will have three (3) minutes to present their company’s product and two (2) minutes for questions and answers from the expert panel.
 - c. Pitch video and slide deck may be used, provided the entire presentation remains within the three-minute timeframe.
 - d. Presentation must be in English.
 - *Copyright:* All materials submitted during Round One Submission and materials used in Round Two Presentation must be of your own original work and property and may not contain any commercial copyrighted images. By entering the Contest, you represent and warrant the following: (a) your Submission and Presentation are your original work and that you own all rights, including copyright rights, in your submission and have the right to grant CTAF permission to use the

submission content in accordance with Section 10; (b) Your Submission and Presentation do not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party; (c) Your Submission and Presentation do not contain any defamatory, libelous, indecent, illegal, racist, sexist, ageist, ableist or obscene material; (d) all submitted materials are in keeping with the mission and goals of the CTA Foundation; and (e) you have obtained permission from each person whose name, image, or likeness (collectively, "Likeness") is included in your Submission and Presentation, such person(s) have granted you all necessary rights to use their Likeness as described in these Official Rules, and you can make written copies of such permissions available to CTA Foundation upon request. If the Likeness of a minor is included in your Submission or Presentation, such grant of rights must include written permission from the minor's parent or legal guardian authorizing the use of the minor's Likeness.

7. **Round One Finalists Selection and Notification:** The judging panel will select six (6) to ten (10) finalists to compete in Round Two from eligible Round One submissions, depending on the number of eligible entries received. Round One submissions will be judged based on the following criteria:

- Meeting Entry Requirements outlined in these Official Rules;
- The product's level of benefit to older adults or people with disabilities and applicability to the consumer technology space;
- Engineering qualities; and
- Aesthetic and design qualities.

Designation as a finalist is subject to proof of compliance with Official Rules, maintaining compliance with these Official Rules, and approval by CTA Foundation. Finalists moving on to Round Two will be notified via email by December 18, 2025.

Press Release: CTA Foundation will promote this Contest on social media and have the right to mention finalists as part of the Contest. CTA Foundation will also create a press release on the Contest including the Contest winner. If selected as a winner, you agree to be publicized in this press release.

8. **Round Two Winner Selection:** Finalists will present their products during the Pitch Event on January 7, 2026. "Attendees" will be individuals/audience that participate in the Event. "Judges" will be 3-4 individuals having knowledge of the tech industry (which could include for example: CTAF trustees, CTA members, tech industry members/investors, and subject matter experts). Attendees will vote for one (1) winner during the Pitch Event through an electronic ballot on a web or text-based interface and Judges will vote for one (1) winner. Attendees and Judges will vote based on three qualifications: 1) The product's applicability to the consumer technology space and benefit to older adults; 2) Engineering qualities; and 3) Aesthetic and design qualities. Winners will be announced on the same day at the Pitch Event. Any ties in the Judge or Attendee vote, respectively, will be resolved by a vote amongst the Judges and representatives of the CTA Foundation using the Round 2 criteria. The Judge's Choice and Audience Choice winner cannot be the same. If the Judges and Audience select the same company, the runner up in the Audience vote will receive the Audience Choice prize. Contestants are explicitly forbidden from utilizing vote aggregators, vote exchange pages or other third-party means of soliciting votes for their entries. Designation as a prize winner is subject to proof of compliance with Official Rules, maintaining compliance with these Official Rules, and approval by CTA Foundation. As a condition of winning the prize, winners will be required to supply contact information including, but not limited to name, address, phone number and email address. Personal information will be used solely to distribute prizes and will not be used for marketing purposes. Prizes not claimed by an eligible winner in accordance with these Official Rules will not be awarded and will remain the property of CTA Foundation. For a list of the winners (available after January 17, 2026), send your request with a self-addressed stamped envelope to CTA Foundation, 1919 S. Eads Street, Arlington, VA 22202.

9. **Prizes:**

- Grand Prize:** One (1) Winner from Round Two, selected by the judges, will receive a \$10,000 cash prize, recognition at and following CES 2026 and opportunities to meet with industry leaders on the CTA Foundation Board.
- Runner Up:** One (1) Winner from Round Two, selected by the judges, will receive \$3,000 cash prize, recognition at and following CES 2026 and opportunities to meet with industry leaders on the CTA Foundation Board.
- Audience Choice Winner:** One (1) Winner from Round Two, selected by audience vote, will receive a \$2,000 cash prize, recognition at and following CES 2026, and opportunities to meet with industry leaders on the CTA Foundation Board.
- Total maximum ARV of all prizes: \$15,000. Prizes are not transferable. No cash redemptions for the pitch invitation and no substitutions will be granted, except that CTA Foundation reserves the right to substitute a prize of equal or greater value. Prizes will be awarded provided they are properly claimed in accordance with these Official Rules and a sufficient number of eligible entries are received. If a prize winner is 18 but deemed a minor in his/her state of

residence, the prize will be awarded on behalf of the minor to his/her parent or legal guardian, who must comply with the prize claim requirements.

10. **Rights Granted to CTA Foundation:** By entering the Contest, you agree and irrevocably grant to the CTA Foundation, CTA and their affiliates and their respective assigns, agents and licensees (collectively, the "Operating Parties"), the unconditional, royalty-free right and license to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, edit, exhibit, create derivative works and otherwise use or reuse your video post, throughout the world, in perpetuity, in any media, including, without limitation, the Internet. CTA Foundation reserves the right to record the Presentations in Round Two. You consent to CTA Foundation's use of this footage in connection with the promotion and publicity of this Contest and any future pitch contests at CTA Foundation's sole discretion.

Except where prohibited, by entering the Contest you also irrevocably agree that the CTA Parties may use your name, likeness, voice, video and any statements regarding your participation in the Contest (collectively, "Your Likeness") throughout the world, in perpetuity, in any media, without limitation or compensation to you. By entering the Contest, you permanently waive all intellectual property rights, privacy/publicity rights and other legal or moral rights that might preclude the use of Your Likeness, and you agree not to sue or assert any claim against the CTA Parties relating to their use of Your Likeness. Each entrant selected as a Contest Winner grants CTA permission, without compensation or prior approval, to use its name, detailed description, website and photograph/Likeness in promoting this or similar award programs in the future. CTA Foundation has the right to use your Likeness solely for publicizing the Contest and you waive your right to review or approve any public releases. CTA Foundation may do a press release including information on the Contest and the Contest winner. If you do not agree to be publicized in this press release, you are not eligible to participate.

11. **Privacy Statement:** CTA Foundation adheres to applicable data privacy and security laws. CTA Foundation will collect information for the purpose of registering companies for this Contest. In order to process entries, this information is required. If you choose not to supply the information, you will not be eligible to enter this Contest. By submitting information in the entry process, you consent to your personal information being processed and used for the specific purposes set forth below:
- Data Administrator: Consumer Technology Association Foundation, 1919 S. Eads Street, Arlington, Virginia, USA 22202.
 - Information collected during registration includes: name, business job title, company, address, corporate website, and email address.
 - The Data Administrator will retain submission forms from Round One, stored on Formstack, until August 30, 2026 and then will be deleted from Formstack. The Data Administrator may retain Round One submission forms for archival purposes for up to three (3) years and after that only store the company name and award status. CTAF reserves the right to retain Round Two finalists' Submissions and Presentations indefinitely for archival purposes.
 - Information collected during Submission will be used for the following: to verify consumer technology industry affiliation and to send transactional emails directly related to Pitch Event Contest.
 - The data will be shared with CTA in working with CTA Foundation to select finalists.
 - Personal information collected will be protected under the rules and laws of the United States of America.
 - If you need to correct information, obtain a copy of the information, request deletion of the information you have submitted, or submit a complaint, please send a request to sewell@CTAFoundation.tech. Note that if you request deletion of submitted information, you may be ineligible for this Contest as we require certain information to process and retain registration.
 - Please familiarize yourself with CTA's full [Privacy Policy](#).
 - Press may be present at the Pitch Event. CTA Foundation makes no representations or warranties with respect to the press. CTA Foundation is not responsible for any press coverage of Contestants.
12. **Additional Information:** By entering, you agree to abide by these Official Rules and the decisions of CTA Foundation, which shall be final in all matters relating to the Contest. Contestants agree to waive any right to claim ambiguity or error in these Official Rules.
- The CTA Foundation and its clients, officers, directors, affiliates, agents and employees ("CTA Foundation Parties") are not responsible or liable for: (1) garbled, illegible, incomplete, damaged, misdirected, late, lost or failed presentations; (2) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (3) any condition caused by events beyond the control of the CTA Foundation which may cause the Contest to be disrupted or corrupted; (4) any losses or damages caused by participation in the Contest or acceptance or use of the prize; or (5) any printing or typographical errors in any materials associated with the Contest.
 - CTA Foundation may prohibit you from participating in the Contest, in its sole discretion, if you fail to follow the Official Rules or act: (a) in a manner it determines to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other Contestant or the CTA Foundation Parties; or (c) in any other disruptive manner.

- c. Entries deemed by CTA Foundation in their sole discretion to be immoral, obscene, indecent, profane, racists, sexist, ageist, ableist, or not in keeping with the CTA Foundation's image will be disqualified.
- d. CTA Foundation reserves the right in its sole discretion to disqualify any entry at any time which, in the CTA Foundation's opinion, endangers the safety or wellbeing of any person, or fails to comply with these Official Rules.
- e. CTA reserves the right to limit, or restrict upon notice, participation in the Contest by any person or entity at any time for any reason.
- f. The CTA Foundation reserves the right in its sole discretion to cancel, terminate or suspend this Contest should electronic viruses, malicious software attacks, unauthorized human intervention, systems malfunctions, failures, difficulties or other causes beyond the control of the CTA Foundation and its agencies corrupt or affect the administration, security, fairness or proper play or conduct of the Contest.
- g. CTA Foundation's decisions are final and binding.

13. **Disputes and Governing Law:** By participating, Contestants forever and irrevocably release, indemnify, and hold harmless, CTA Foundation, the Consumer Technology Association, and their officers, directors, employees, affiliates, agents and all others associated with the development and execution of this Contest from and against any injury, loss or damage caused or claimed to be caused by your participation in the Contest and/or the acceptance, awarding, receipt, use and/or misuse of the prize, including without limitation personal injury, death, and/or property damage. Contestants agree that CTA Foundation is not responsible for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to the Contest and/or the awarding of any prize. In the event that the preceding release and indemnity clause is determined by a court of competent jurisdiction to be invalid or void for any reason, Contestant agrees that, by entering the Contest, (i) any and all disputes, claims, and causes of action in connection with the Contest, or any prizes awarded, shall be resolved individually without resort to any form of class action; (ii) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorney's fees; and (iii) and Contestant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses. Contestants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of CTAF, or Contestants in connection with the Contest, shall be governed by the laws Commonwealth of Virginia laws, without giving effect to any choice of law or conflict of law rules. At the CTA Foundation's option, any controversy or claim arising out of or relating to this Contest (except for an action for injunctive relief) may be resolved by arbitration held in Arlington County, Virginia, in accordance with the Rules of the American Arbitration Association in effect at the time the arbitration is initiated, and judgment upon the award rendered by the arbitrators may be entered in any court jurisdiction thereof. Contestants consent to the exclusive jurisdiction (non-arbitration) of the State and Federal courts in the Commonwealth of Virginia.