



CTA PlugFest 2025

Sponsorship Opportunities



Consumer Technology Association, producer of CES®

The Premier Opportunity for Private CTA-861 Interoperability Testing

CTA's PlugFest is an exclusive opportunity for consumer electronic developers to test the compatibility of their products with other manufacturers before they hit the market.

By participating, attendees can confirm seamless interoperability and connectivity, enhancing product performance and market readiness.

This catalog outlines our general sponsorship opportunities, but we're happy to tailor a custom package to fit your goals and objectives.



Embassy Suites by LAX
October 27 - October 30, 2025
Los Angeles, CA

What Attendees Think

PlugFest Attendance Advantages:

- Networking Opportunities: Meet and connect with team members from industry-leading audio/video technology companies.
- Early Insights: Gain early access to the latest technologies and innovations.
- Competitive Analysis: Compare Hisense products and innovations against the best companies in the industry.
- Valuable Feedback: Receive priceless feedback on the performance and reliability of pre-production Hisense products.
- On-Site Debugging: Opportunities to debug Hisense products on-site, allowing early correction of any issues encountered during testing.
- Hardware and Information Exchange: Facilitate continued debugging after the PlugFest through hardware and information swaps.
- Latest Tools and Techniques: Introduction to the latest tools and techniques for verification and debugging of new audio/video products.
- Industry Trends: Get a glimpse into the future direction of the audio/video industry, including which new technologies are most commonly supported and which will be most important for Hisense early market introductions.

Sr. Test Engineer

Hisense

Exclusive Full Event Sponsorship

The *Exclusive Event Sponsorship* is the premier level of sponsorship, offering prominent recognition as the sole sponsor of PlugFest 2025.

Deliverables

- Recognition as the event sponsor on a dedicated webpage on CTA.tech
- Recognition as the event sponsor in pre-event and post-event email communications
- Recognition as the event sponsor in one (1) social media post on CTA LinkedIn and X channels
- Recognition as the event sponsor on onsite signage
- Opportunity to deliver brief remarks during event opening (pending CTA approval)
- Opportunity to provide an item giveaway to attendees (pending CTA approval)
- Three (3) complimentary event registrations

CTA Members: \$20,000

Non-Members: \$25,000

Reception Sponsorship

Exclusive

- Recognition as the reception sponsor on a dedicated webpage on CTA.tech
- Recognition as the reception sponsor in pre-event and post-event email communications
- Recognition as the reception sponsor in one (1) social media post on CTA LinkedIn and X channels
- Recognition as the reception sponsor on onsite signage
- Two (2) complimentary event registrations

CTA Members: \$7,500

Non-Members: \$10,000

Non-Exclusive

- Recognition as a sponsor on a dedicated webpage on CTA.tech
- Recognition as a sponsor in pre-event and post-event email communications
- Recognition as a sponsor on onsite signage
- One (1) complimentary event registration

CTA Members: \$2,500

Non-Members: \$5,000

Lunch Sponsorship

Exclusive

- Recognition as the lunch sponsor on a dedicated webpage on CTA.tech
- Recognition as the lunch sponsor in pre-event and post-event email communications
- Recognition as the lunch sponsor in one (1) social media post on CTA LinkedIn and X channels
- Recognition as the lunch sponsor on onsite signage
- Opportunity to deliver brief remarks during lunch opening
- Two (2) complimentary event registrations

CTA Members: \$7,500

Non-Members: \$10,000

Non-Exclusive

- Recognition as a sponsor on a dedicated webpage on CTA.tech
- Recognition as a sponsor in pre-event and post-event email communications
- Recognition as a sponsor on onsite signage
- One (1) complimentary event registration

CTA Members: \$2,500

Non-Members: \$5,000

Item Giveaway Sponsorship

Exclusive

- Recognition as the item giveaway sponsor on a dedicated webpage on CTA.tech
- Recognition as the item giveaway sponsor in pre-event and post-event email communications
- Recognition as the item giveaway sponsor on onsite signage
- Two (2) complimentary event registrations

CTA Members: \$3,000

Non-Members: \$4,000

Non-Exclusive

- Recognition as a sponsor on a dedicated webpage on CTA.tech
- Recognition as a sponsor in pre-event and post-event email communications
- Recognition as a sponsor on onsite signage
- One (1) complimentary event registration

CTA Members: \$1,500

Non-Members: \$2,000



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Interested in Sponsoring PlugFest 2025?

Please contact:

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