



Powered by The Consumer Technology Association®

Exhibitor PR Opportunities

CES® 2027 | JAN 6-9 | LAS VEGAS, NV

CES 2027

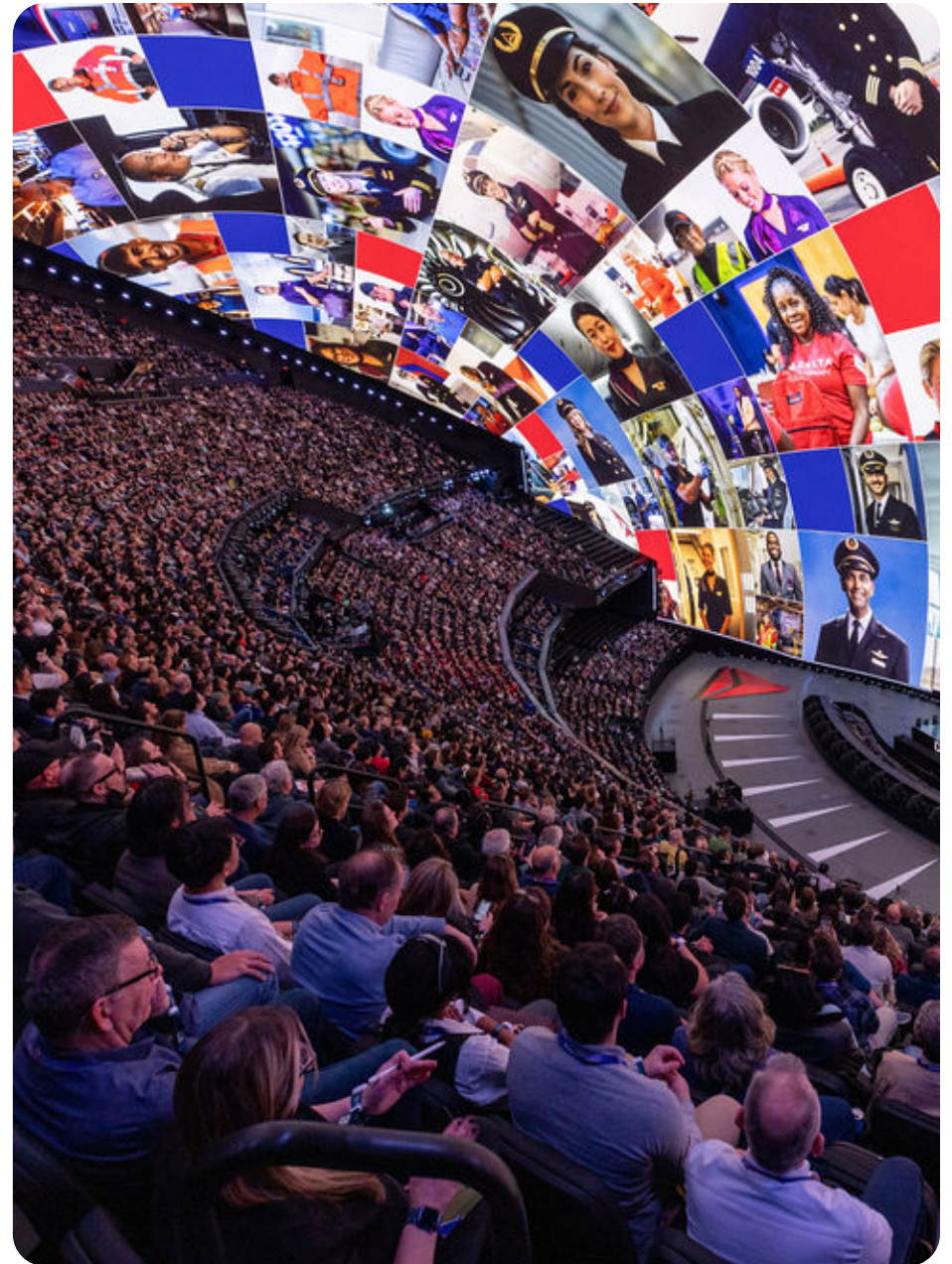
At CES, exhibitors arrive with distinct communications goals and priorities. Whether your objective is to launch a new product, showcase innovative demonstrations, elevate executive visibility, announce strategic partnerships or combine several of these goals, CES offers a powerful platform to reach reporters, broadcasters, content creators, analysts, freelancers and more.

CES convenes one of the most influential media audiences in the world, bringing together more than 7,000 media, content creators and industry analysts. This concentration of global media creates an opportunity to generate coverage, build brand awareness and establish relationships before, during and after the show.

This guide is designed to help your team identify the CES PR opportunities that best align with your goals, understand key deadlines and next steps, and plan a communications strategy that maximizes your presence at CES 2027.

We look forward to seeing you at CES 2027, Jan. 6-9, and encourage exhibitors with major announcements to explore CES Media Days opportunities on Jan. 4-5 to help build early momentum before the show floor opens.

The CES Communications Team | media@CTA.tech



Exhibitor Essentials: Resources to Support Your CES 2027 Communications Strategy

Companies must be exhibiting at CES 2027 to take advantage of these opportunities.

First Steps

Assign your exhibitor PR contact: In the Map Your Show Exhibitor Dashboard, go to the Users tab to assign an Exhibitor PR contact for media engagement purposes. This contact will be automatically enrolled to receive the monthly CES Exhibitor PR Newsletter with updates on communications initiatives, deadlines and available resources.

Visit the CES PR Opportunities webpage: [Learn more about exhibitor PR resources](#) and stay up to date on new tools throughout the fall.

Planning Resources

Access the CES Media List: The CES Media List includes media, analysts and creators who have opted in to receive exhibitor outreach. It will be available in the Map Your Show Exhibitor Dashboard starting Dec. 1 for all exhibitors, or Nov. 1 for CES Media Days press conference participants.

How-to: Log in to the [Map Your Show Exhibitor Dashboard](#) on Dec. 1 to access the Media List.

Pro tip: If you are having trouble accessing the list, return to the Map Your Show Exhibitor Dashboard homepage and scroll to the bottom.

The CES Media List is a planning and outreach tool, not a guarantee of coverage. Exhibitors should prepare media materials, spokesperson availability, visuals and follow-up plans before beginning outreach.

Optional Paid Visibility Opportunities

CES also offers paid brand visibility opportunities, including co-branded media backpacks, ads in the CES Media Rooms and creator opportunities. For more information, contact [Cat Forgione](#).

Guide to Opportunity Types

- Paid opportunity: Additional cost, sponsorship, advertising or paid participation may apply.
- Included for eligible exhibitors: Available to eligible CES exhibitors, subject to requirements and deadlines.
- Application or selection required: Subject to review, eligibility, capacity, deadlines or acceptance.

Start Here: What Are You Trying to Accomplish at CES?

Use this guide to identify the CES PR opportunities and planning tips most relevant to your primary communications goal. Some opportunities may apply across more than one category, but the sections are organized to help you choose the best starting point.

Product Launch	Thought Leadership	Partnership Announcement
For exhibitors introducing a new product, unveiling a major update, showcasing an innovation or driving media attention around product news.	For exhibitors elevating an executive, subject matter expert or company point of view tied to major CES trends, industry shifts or emerging technologies.	For exhibitors announcing a strategic partnership, customer collaboration, platform integration, joint initiative or other relationship that creates new market value.
Start with: • CES Media Days and CES Unveiled • CES Media Days Pitch Contest • CES Innovation Awards • Broadcast product opportunities • Press release distribution • CES Daily advertising • Show Day Briefings • In-booth events	Start with: • Inside Innovation: CES Tech Talk Podcast Special Edition • C Space Studio Interview • Sponsored speaking opportunities • Cision press release distribution • In-booth executive events • Media outreach	Start with: • CES Media Days press conferences • Inside Innovation: CES Tech Talk Podcast Special Edition • C Space Studio Interview • Sponsored speaking opportunities • Cision press release distribution • CES Daily advertising • In-booth events

Product Launch

With thousands of global press, content creators and analysts on-site, a well-planned product launch can generate visibility and momentum before, during and after the show. Exhibitors can also pair major announcements with live demonstrations, executive storytelling and direct engagement that bring new products to life.

CES Media Days: Make Headlines Before the Show

Held the two days before CES officially opens, CES Media Days is for credentialed media only and features press conferences, product previews and early news moments designed to generate pre-show buzz. Space is limited, so exhibitors with major announcements should explore these opportunities early.

CES Media Days Press Conferences

Dates: Jan. 4-5

Location: Mandalay Bay

Cost: Paid opportunity

Press conference slots are available for companies of all sizes and are listed on the official CES 2027 Media Days schedule on CES.tech and in the CES mobile app. CES Media Days press conference participants receive access to the CES Media List on Nov. 1.

Best fit for: Exhibitors with major company news, a product launch, a strong media hook, prepared spokespersons and a clear outreach plan.

Next step: [Contact Lauren Forrer](#)

CES Unveiled

Date: Jan. 4

Location: Mandalay Bay

Cost: Paid opportunity

CES Unveiled is a media-only tabletop exhibit and networking event designed to give media an early look at products and innovations before the show floor opens.

Best fit for: Exhibitors with visual, demo-friendly products that benefit from hands-on media interaction.

Next step: [Contact a sales representative to reserve your spot](#)

Email: ExhibitSales@cta.tech

Maximize Your Launch: Tools to Amplify Product News CES Innovation Awards

Deadline: Applications are closed.

Cost: Paid opportunity

The CES Innovation Awards honor outstanding design and engineering in consumer technology products across 37 product categories. Best of Innovation and Honoree products may participate in the CES Innovation Awards Showcase, a dedicated display of select Honoree products on the show floor at the Venetian.

Best fit for: Exhibitors with a new or innovative product that demonstrates strong design, engineering and market relevance.

CES Innovation Award applications are closed for CES 2027. Each year, submissions typically open over the summer and close in August.

Broadcast Product Opportunities

Deadline: Dec. 1

Cost: Included for eligible exhibitors

Submit new products for consideration to be featured by a CES spokesperson in a broadcast TV or radio news segment. To qualify, your product must consist of hardware that fits on a 2x2-foot table, launch between Aug. 1, 2026 and Mar. 31, 2027, and be available for consumer purchase.

Best fit for: Visual, consumer-facing hardware products that can be easily demonstrated on camera.

Next step: [Submit product applications by Dec. 1](#)

Contact: media@cta.tech

Example: [Watch past product interviews](#)

CES B-Roll Library

Timing: Late Dec. 2026-late Jan. 2027

Cost: Included for all CES exhibitors

Submit B-roll footage of your booth and product demos at CES 2027. Footage will be included in the CES B-Roll Library, a free resource available for media to supplement broadcast segments and social media coverage of CES.

Best fit for: Exhibitors with visually compelling products, demos, booth experiences or executive/product footage that media can use in coverage.

Next step: [Visit the PR Opportunities page at CES.tech](#)

Cision Press Release Distribution

Timing: Ahead of and during CES 2027

Cost: Paid opportunity

Send press releases ahead of and during CES 2027 through Cision PR Newswire at an exclusive CES exhibitor discount.

Best fit for: Exhibitors issuing product launch news, company announcements, partnership news or other CES-related press releases.

Next step: [Visit the CES Virtual Press Office](#)

Also available through: [Exhibitor Resource Center on the Map Your Show Exhibitor Dashboard](#)

CES Daily Advertising

Timing: During CES 2027

Cost: Paid opportunity

Introduce your new product to CES attendees with an ad in the Official CES Daily. Printed copies available at select CES venues.

Best fit for: Exhibitors looking to increase visibility with CES attendees during the show.

Next step: [Explore content, advertising and entertainment opportunities](#) with [Adam Goldstein](#)

Show & Tell: Host Onsite Product Demos and Media Moments

CES offers several ways to bring your product story to life onsite. These opportunities work best when they are tied to a clear media hook, such as a product demonstration, executive Q&A, partnership announcement or customer appearance.

Private Briefing Rooms

Deadline: Book by Nov. 13

Location: LVCC or Venetian

Cost: Paid opportunity

Host a presentation or demo in a CES-provided room equipped with A/V. Show Day Briefings are listed on the official CES 2027 schedule on CES.tech and in the CES mobile app. Applications are reviewed and rooms are booked on a rolling basis, while inventory lasts.

Best fit for: Exhibitors with a clear presentation, demo, media briefing plan or scheduled press availability that benefits from a private setting.

Next step: [Request a briefing room by Nov. 13](#) with [Grace Venes-Escaffi](#)

In-Booth Events

Timing: During CES 2027

Cost: Up to four Exhibitor Scheduled Events may be added complimentary via the Map Your Show Exhibitor Dashboard. To upload more events, speak to your sales representative about upgrading your package.

Host demos, screenings, Q&As or other media-relevant moments at your booth and include event details on the public Exhibitor Directory.

Best fit for: Exhibitors with a demo, booth experience or scheduled media moment that can be hosted directly in their CES exhibit space.

Next step: [Add event details through the Map Your Show Exhibitor Dashboard](#)

How-to: [Where to Publish Exhibitor Scheduled Events](#)

Quick Tips

Make the news clear: Explain what the product is, why it matters, how it helps consumers or industries, and what action you want media to take.

Use the media list strategically: Target media who cover your category, product area, company type or customer problem. Do not treat the list as a guarantee of coverage.

Extend your reach: Coordinate press releases, social media, executive interviews, onsite events and post-show follow-up so your product story carries beyond the show floor.

Thought Leadership

CES is one of the most powerful stages in the world for elevating executive voices across the tech industry, bringing together the media, partners, investors, buyers and decision-makers shaping the future of innovation. To make the most of that platform, strong thought leadership needs a clear point of view that connects your spokesperson's expertise to a timely industry conversation.

Before You Pitch: Define Your Point of View

Before pursuing podcasts, interviews, sponsored speaking opportunities or media outreach, clarify what your spokesperson can offer beyond company promotion.

- What CES trend or industry conversation does your spokesperson connect to?
- What is their point of view?
- Why are they credible on this topic?
- What examples, data, customer stories, demos or proof points support their perspective?
- What can they say that is timely, useful and specific?

Opportunities to Elevate Your Executive Voice

Inside Innovation: A CES Tech Talk Podcast Special Edition

Timing: Ahead of and during CES 2027

Cost: Paid sponsorship opportunity

Announce or preview how your innovations, partnerships or joint show presence are shaping the future through a sponsored opportunity tied to the official CES Tech Talk podcast.

Best fit for: Exhibitors with a partnership, innovation story or executive perspective that connects to a larger CES trend or industry shift.

Next step: [Contact us to inquire about CES Tech Talk Podcast Sponsorships](#)

C Space Studio Interview

Timing: During CES 2027

Cost: Paid opportunity



Sit down with CES leaders to share how your company, executive perspective, partnership or innovation connects to the future of advertising, brand marketing, entertainment, media and consumer engagement.

Best fit for: Exhibitors in advertising, brand marketing, entertainment, media or related industries with a relevant executive voice or CES story.

Next step: [Contact us to inquire about CES C Space Opportunities](#)

Sponsored Speaking Opportunities

Timing: Ahead of and during CES 2027

Cost: Paid sponsorship opportunity

CES sponsored thought leadership opportunities elevate your experts through sponsored sessions, tracks and other programming opportunities, positioning them as industry visionaries and trusted voices in innovation.

Best fit for: Executives or experts with a strong perspective on industry trends, emerging technologies, market shifts or the future of innovation.

Next step: [Secure your sponsorship today](#)

**CES Call for Speakers is no longer open for submissions. For each year, applications open over the summer and close in early September.*

In-Booth Executive Events

Timing: During CES 2027

Cost: Up to four Exhibitor Scheduled Events may be added complimentary via the Map Your Show Exhibitor Dashboard. To upload more events, speak to your sales representative about upgrading your package.

Host executive Q&As, product demos, screenings, briefings or other mediarelevant moments at your booth and include event details on the public Exhibitor Directory.

Best fit for: Exhibitors with executives or subject matter experts who can speak to a CES trend, product category, market shift, partnership, demo or industry issue.

Next step: [Add event details through the Map Your Show Exhibitor Dashboard](#)

How-to: [Where to Publish Exhibitor Scheduled Events](#)

Tools to Amplify Your Executive Voice

Cision Press Release Distribution

Timing: Ahead of and during CES 2027

Cost: Paid opportunity

Send CES-related press releases ahead of and during CES 2027 through Cision PR Newswire at an exclusive CES exhibitor discount.

Best fit for: Exhibitors issuing news tied to executive visibility, company momentum, research, insights, partnerships or other CES-related announcements.

Next step: [Visit the CES Virtual Press Office](#) or purchase through [Map Your Show Exhibitor Dashboard](#)

Media Outreach

Timing: Media list available Dec. 1, or Nov. 1 for CES Media Days press conference participants.

The CES Media List includes media, analysts and creators who have opted in to receive exhibitor outreach. Use it for targeted embargo pitching, invitations to demos at your booth, executive interviews and other activations.

What to prepare: Media targets, spokesperson availability, key messages, interview topics, supporting examples and follow-up plan.

Next step: Access the CES Media List through the Map Your Show Exhibitor Dashboard when available.



Extend Your Reach with Content and Timing

Complement your executive presence onsite with owned content, including interview clips, blog posts, short-form social content and executive posts. After CES, follow up with media and connect your executive perspective to ongoing industry news.

Partnership Announcements

CES is a powerful global stage for announcing strategic partnerships, customer collaborations, platform integrations and joint initiatives that create new market value. The strongest partnership announcements clearly explain what is new, why it matters now, what each partner brings and what the collaboration makes possible.

Before pursuing a press conference, podcast, sponsored opportunity or media outreach, make sure your partnership story is clear and media-ready.

- What is being announced?
- Why does it matter now?
- What does each partner bring?
- What changes because of the partnership?
- Is there a customer, deployment, product, platform, standard or market implication?
- Who should speak from each organization?
- Is there a demo, proof point or joint customer story?

CES Media Days: Make Headlines Before the Show

Held the two days before CES officially opens, CES Media Days is for credentialed media only and features press conferences, product previews and early news moments designed to generate pre-show buzz. For partnership announcements, this can help companies set the narrative before the show floor opens. Space is limited, so exhibitors with major announcements should explore these opportunities early.

CES Media Days Press Conferences

Dates: Jan. 4-5

Location: Mandalay Bay

Cost: Paid opportunity

Press conference slots are available for companies of all sizes and are listed on the official CES 2027 Media Days schedule on CES.tech and in the CES mobile app. CES Media Days press conference participants receive access to the CES Media List on Nov. 1.

Best fit for: Exhibitors announcing a partnership, collaboration or joint initiative with clear market relevance and prepared spokespersons from one or more organizations.

Next step: [Contact Lauren Forrer](#)

Be the Conversation: Sponsored Storytelling Opportunities

Inside Innovation: A CES Tech Talk Podcast Special Edition

Timing: Ahead of and during CES 2027

Cost: Paid sponsorship opportunity

Announce your partnership on the official CES Tech Talk podcast, share how your innovations are shaping the future and preview your joint show presence.

Best fit for: Exhibitors announcing a strategic partnership, collaboration, platform integration, joint initiative or other relationship with a clear CES story.

Next step: [Contact us to inquire about CES Tech Talk Podcast Sponsorships](#)

C Space Studio Interview

Timing: During CES 2027

Cost: Paid opportunity

For companies in advertising, brand marketing, entertainment, media and related industries, C Space Studio interviews offer an opportunity to share how your partnership connects to the future of advertising, brand marketing, entertainment, media and consumer engagement.

Best fit for: Partnerships tied to marketing, media, entertainment, consumer engagement, brand innovation or related technology shifts.

Next step: [Contact us to inquire about CES C Space Opportunities](#)

Sponsored Speaking Opportunities

Timing: Ahead of and during CES 2027

Cost: Paid sponsorship opportunity

CES sponsored thought leadership opportunities can elevate your experts through sponsored sessions, tracks and other programming opportunities, positioning them as industry visionaries and trusted voices in innovation.

Best fit for: Partners with executives or experts who can speak to the broader industry issue, technology trend or market opportunity behind the announcement.

Next step: [Secure your sponsorship today](#)

**CES Call for Speakers is no longer open for submissions. For each year, applications open over the summer and close in early September.*

Tools to Amplify Your Partnership Announcement

Cision Press Release Distribution

Timing: Ahead of and during CES 2027

Cost: Paid opportunity

Send press releases ahead of and during CES 2027 through Cision PR Newswire at an exclusive CES exhibitor discount.

Best fit for: Exhibitors issuing partnership news, company announcements or other CES-related press releases.

CES Daily Advertising

Timing: During CES 2027

Cost: Paid opportunity

Announce your new partnership to CES attendees with an ad in the Official CES Daily.

Best fit for: Exhibitors looking to increase visibility for a partnership announcement during the show.

Next step: [Explore content, advertising and entertainment opportunities](#) with [Adam Goldstein](#)

In-Booth Events

Timing: During CES 2027

Cost: Up to four Exhibitor Scheduled Events may be added complimentary via the Map Your Show Exhibitor Dashboard. To upload more events, speak to your sales representative about upgrading your package.

Upload event details for press events, ribbon cuttings, Q&As and other partnership-related moments in the Exhibitor Dashboard.

Best fit for: Exhibitors with a joint demo, partner appearance, executive Q&A, ribbon cutting or other onsite moment tied to the announcement.

Next step: [Add event details through the Map Your Show Exhibitor Dashboard](#)

How-to: [Where to Publish Exhibitor Scheduled Events](#)



Quick Tips

Plan media outreach: The CES Media List will be available in the Map Your Show Exhibitor Dashboard on Dec. 1. CES Media Days press conference participants receive access on Nov. 1. Use it for targeted outreach around partnership news, executive interviews, demos and other activations.

Make the partnership clear: Explain what the partnership is, why it matters, what each partner brings and what new capability, market opportunity, customer value or industry impact it creates.

Extend the announcement: Coordinate your announcement across press releases, social media, executive interviews and onsite events, then continue pitching and building on momentum after CES.

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