



**THE GLOBAL STAGE FOR INNOVATION**



## **2012 International CES Delegation Leader Program**

More than 140,000 industry professionals, including some 30,000 international attendees from 140 countries, are expected to attend the 2012 International CES®. With more than 2,700 exhibitors showcasing the latest consumer electronics products and services, CES is great opportunity for foreign delegates to find their next business partner. Feature a world-renowned trade event in your delegation offerings for your ICT business clients by leading a delegation to the 2012 International CES, January 10-13, 2012 in Las Vegas, Nevada.

Maximize the value of your CES experience for both you and your delegates and take advantage of the many benefits available through the CES Delegation Program.

### **Program Details**

#### **Benefits for delegation leaders include:**

- Free hotel stay for delegation leaders who bring 50 individuals to CES (15 for government groups). Groups must be confirmed four weeks before CES or room is not guaranteed.
- Newsletter with the latest information on the delegation program and CES, including deadlines to receive program benefits.
- Promotional brochures and electronic templates to assist in recruitment efforts.
- The CES logo to add to promotional materials (marketing materials need to be reviewed by CES before providing the logo).
- Online capability to register delegation members, make changes or add new members.
- Invitation to the CES Delegation Leader Dinner.

#### **Benefits for individuals who come as part of a delegation include:**

- Complimentary Exhibits Plus Pass.
- List of exhibitors who export or indicate an interest in exporting to the group's country and/or region of the world.
- Opportunity to travel with other consumer electronics industry professionals from your country.
- Access to International Trade Specialists from the U.S. Department of Commerce who provide matchmaking assistance and export trade counseling to international attendees and exhibitors.
- Invitation to the CES International Reception

**For additional program information, please email [delegations@ce.org](mailto:delegations@ce.org)**