



Consumer
Technology
Association™

ATTENDANCE AUDIT SUMMARY

CES® 2017
January 5-8, 2017
Las Vegas, Nevada
CES.tech



**Consumer
Technology
Association[™]**

Half a century after our very first show, CES[®] attracts the most innovative and creative professionals from across the global consumer technology spectrum. Year after year, industry executives from 158 countries, regions and territories come to Las Vegas to learn, meet and be inspired as the future of technology comes alive at CES.

We are thrilled to be a platform for visionaries to grow their business. CES 2017 was another record-breaking year as we celebrated 50 years as the global stage for innovation. We welcomed 184,498 executives to our 2.61 million net square feet of exhibit space, with 4,015 exhibiting companies and more than 7,000 media highlighting ground-breaking and life-changing technologies. And with technology debuts in 5G, vehicle technology, fashion, health care, sports, artificial intelligence and more, CES was proud to feature tech from all facets of the industry.

CES is the only consumer technology show that follows strict requirements for auditing set by UFI, the global association of the exhibition industry. The CES 2017 Attendance Audit Summary contains independently-verified information on attendee demographics, ensuring you have accurate data to reach and evaluate your business objectives at CES.

CES succeeds because of each and every one of you and your commitment to the magic and magnitude of innovation. Thank you for your support of and commitment to CES. We look forward to seeing you at CES 2018, January 9-12, 2018, in Las Vegas.



A handwritten signature in black ink that reads 'Gary Shapiro'.

Gary Shapiro

President and CEO
Consumer Technology Association (CTA)[™]



A handwritten signature in black ink that reads 'Karen Chupka'.

Karen Chupka

Sr. VP, CES and Corporate Business Strategy
Consumer Technology Association (CTA)[™]

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Preface

CES is the world's gathering place for all who thrive on the business of consumer technologies. It has served as the proving ground for innovators and breakthrough technologies for 50 years-the global stage where next-generation innovations are introduced to the marketplace. As the largest hands-on event of its kind, CES features all aspects of the industry. Owned and produced by the Consumer Technology Association (CTA)[™], it attracts the world's business leaders and pioneering thinkers.

Visit CES.tech for up-to-the-minute news and information about CES.

To speak directly with a CES sales representative regarding exhibit space or promotional opportunities, please contact us at CESsales@CTA.tech or +1 703-907-7645.

Audit Sources

The *CES 2017 Attendance Audit Summary* provides exhibitors and prospects insight into those in attendance at CES. This information will aid in evaluating opportunities and maximize your ROI from CES. Information included in this document was derived from:

- Vault Consulting's CES 2017 Exhibition and Conference Audit Report
- CES 2017 Registration Data, provided by CompuSystems
- *CES 2017 Post-show Exhibitor Survey*
- *CES 2017 Post-show Attendee Survey*
- 2017 Fortune 500 list
- *TWICE's Top 100 CE Retailers list*

Vault Consulting Inc.

Vault Consulting provides an independent, third-party verification of CES attendance, attendee demographic information, records and record-keeping systems. CES wants to provide our exhibitors valuable, accurate attendance data to enhance market analysis and verify the show's credibility.



Attendance Highlights

The following numbers are highlights of the top attendee segments and represent a snapshot of CES attendance. For more information please contact a sales representative at CESsales@CTA.tech or +1 703-907-7645.

CES 2017 Total Attendance Overview

REGISTRATION TYPE	DOMESTIC	INTERNATIONAL	UNCLASSIFIED	TOTAL VERIFIED ATTENDANCE
Attendees	72,290	36,672	536	109,498
Exhibitor Personnel	46,148	20,999	174	67,321
Media	4,856	2,548	56	7,460
Total Attendance	123,294	60,219	766	184,279

Conference Program Participation*

	DOMESTIC	INTERNATIONAL	UNCLASSIFIED	TOTAL VERIFIED ATTENDANCE
Conference Session Attendance	5,141	2,625	20	7,786
Speakers	1,026	120	29	1,175

Job Title Breakdown

JOB TITLE	ATTENDEES	EXHIBITOR PERSONNEL	TOTAL VERIFIED ATTENDANCE
Analyst	2,305	524	2,829
Buyer	8,605	442	9,047
Content Developer	825	367	1,192
Distributor	1,499	506	2,005
Engineer	8,891	3,581	12,472
Manager/Store Manager/ Product Manager	8,298	8,420	16,718
Manufacturer's Representative	1,671	7,720	9,391
Partner/Agent	1,819	1,730	3,549
Service Technician	698	259	957
Systems Installer/Integrator	592	63	655

Entertainment & Advertising Community**

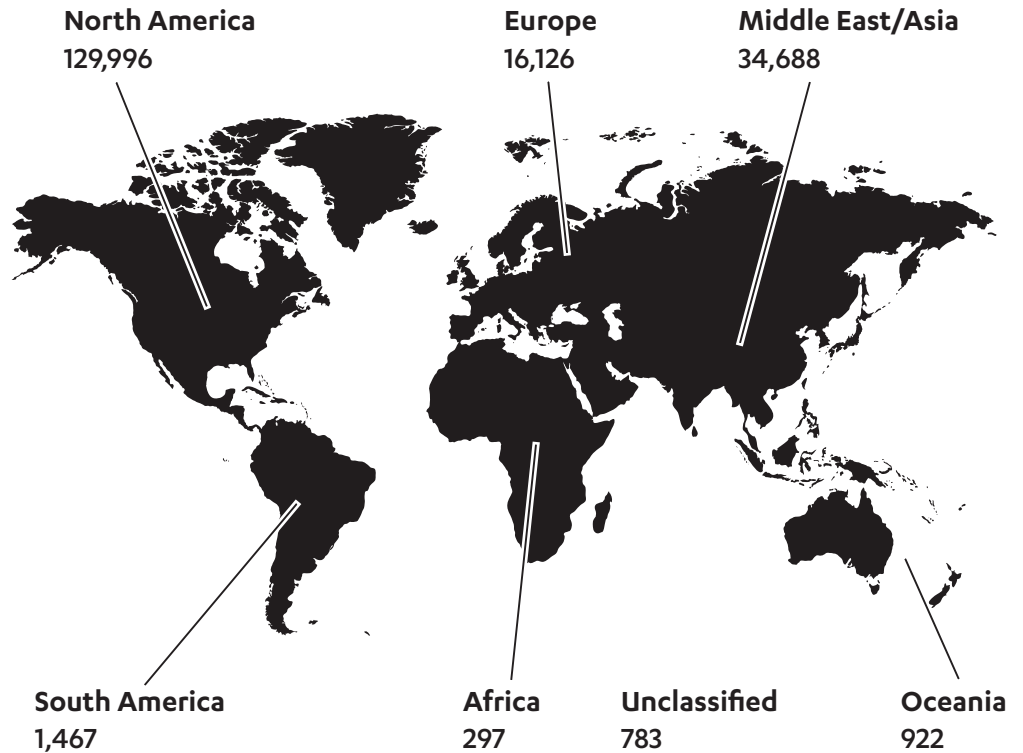
INDUSTRY PROFESSIONALS	TOTAL VERIFIED ATTENDANCE
Advertising & Marketing	22,061
Entertainment & Content	22,467
Total Advertising & Entertainment	33,294

* Conference Program participation numbers are included in Total Attendance.

** Individuals self-reported; total represents a single individual with duplicate selects removed.

CES welcomed a global audience with **60,219** international visitors from **158** countries, regions and territories attending CES 2017. Many of our international visitors came as part of 128 formal delegations.

32%
of CES 2017
attendance
came from
outside of the
United States



Top 20 Countries, Regions & Territories in Attendance

COUNTRY	VERIFIED ATTENDANCE	COUNTRY	VERIFIED ATTENDANCE
United States	123,294	Hong Kong	1,108
China	13,903	Netherlands	969
South Korea	8,937	Israel	775
France	4,927	Sweden	727
Japan	4,680	Australia	687
Canada	4,260	India	633
Germany	2,860	Italy	569
Taiwan	2,558	Turkey	497
United Kingdom	2,508	Denmark	487
Mexico	1,770	Switzerland	462

Senior-Level Executive Attendance

JOB FUNCTION	VERIFIED ATTENDANCE	% OF TOTAL ATTENDANCE
President/Owner	14,464	7.8%
C-Level Executives	9,598	5.2%
Vice President	10,543	5.7%
Director/Sr. Manager/General Manager	32,471	17.6%
Total Senior-Level Executives	67,076	36.4%

Top executives presented their insights and visions for the industry's future at CES 2017, with presentations from:

- **Arnold Donald**, Carnival Corp.
- **Barry Diller**, Expedia Inc.
- **Mark Fields**, Ford Motor Co.
- **Randy Freer**, Fox Networks Group
- **Carlos Ghosn**, Nissan Motor Corp. Ltd.
- **Jen-Hsun Huang**, NVIDIA
- **Michael Kassin**, MediaLink
- **Alison Lewis**, Johnson & Johnson Consumer Co.
- **Steven Mollenkopf**, Qualcomm Inc.
- **Jim Norton**, Conde Nast
- **Kevin Plank**, Under Armour
- **Gary Shapiro**, Consumer Technology Association
- **Roel de Vries**, Nissan Motor Corp.
- **Linda Yaccarino**, NBCUniversal
- **Richard Yu**, Huawei

CES 2017
attracted
343
of the 2016
Fortune 500
companies

Representation from Buying Organizations

TYPE OF BUYING ORGANIZATION	ATTENDEES*	% OF TOTAL ATTENDEES
Corporate (Non-Retail)	3,453	3.1%
Distribution	6,607	6%
Institutional	302	<1%
Government Procurement	95	<1%
Retail	8,955	8.2%
Specialty Retail	1,991	1.8%
System Integrator/Installation	2,098	1.9%
VAR/Dealer	877	<1%
Total Representing Buying Organizations	24,378	22.3%

Representation from Other Industry Organizations

COMPANY'S PRIMARY ROLES	ATTENDEES*	% OF TOTAL ATTENDEES
Advertising and Marketing	3,895	3.6%
Business Development/Sales	3,151	2.9%
Business Services	2,039	1.9%
Content Development, Entertainment	4,187	3.8%
Digital Health and Fitness, Health Care Related Services	3,078	2.8%
Digital Media	4,761	4.3%
Engineering/Research & Development	8,368	7.6%
Financial Services	1,134	1%
Manufacturer's Rep, Manufacturer (Non-exhibiting)	12,038	11%
Public Policy, Government Agency	1,852	1.7%
Service Provider (Non-Retail)	1,433	1.3%
Software Development/Publishing	4,980	4.5%
Travel & Hospitality	1,067	<1%
Venture Capitalist/Private Equity/Investing	2,151	2%

Representation from Top 20 Product Categories

PRODUCT CATEGORY**	ATTENDEES*
Computer Hardware & Software	17,440
Wireless Devices	15,676
Accessories	15,283
Automotive Electronics/Vehicle Technology	14,570
Smart Home/Appliances/Energy Management	13,598
Other Consumer Technology	12,161
Audio	12,106
Wearables	12,059
Telecommunication and Infrastructure	10,049
Video	9,862
Digital Media/Online Media	9,154
Mobile Apps	9,059
E-Commerce	8,965
Audio, High-Performance/High-Resolution	7,692
Augmented Reality/Virtual Reality	7,589
Health and Biotech	7,553
Sensors	6,742
Gaming	6,606
Drones	6,549
3D Printing	5,952

* Attendees = Exhibits Only Attendance; Does not include media or exhibitor personnel

**Attendees may represent multiple product categories

Seventy-eight percent of *TWICE's* 2016 Top 100 Consumer Electronics Retailers sent representatives to CES 2017.

Company	Number of Reps sent to CES 2017	Company	Number of Reps sent to CES 2017	Company	Number of Reps sent to CES 2017
ABC Warehouse	5	CyberPower	13	Navy Exchange	4
Abe's of Maine	0	Dell	170	Nebraska Furniture Mart	13
Abt Electronics and Appliances	17	Dollar General	0	Newegg.com	87
Adorama Camera	10	Dollar Tree	0	Office Depot	26
Amazon.com	932	Electronic Express	9	P.C. Richard & Son	11
Apple Retail Stores	245	Fred Meyer Stores	13	Pacific Sales	2
Army - Air Force Exchange	9	Fry's Electronics	75	PC Connection	0
Audio Express	7	Gamestop	9	PC Nation	0
Auto Zone	10	Groupon	24	Pep Boys	1
B & H Photo	29	Hastings Entertainment	0	QVC	16
Badcock Home Furnishing Centers	0	Hewlett Packard	230	R.C. Willey Home Furnishings	18
Beach Trading Co.	6	hhgregg	10	RadioShack	18
Best Buy	262	Home Shopping Network	34	Rakuten.com	10
Bi-Mart	1	Howard's Appliance	0	Rite Aid	0
Bjorn's	2	Hunt's Photo & Video	3	Ritz Interactive	0
BJ's Wholesale Club	10	Huppin's	6	Sam's Club	58
Bluestem Brands	6	iBUYPOWER Computer	3	Samy's Camera	3
Bob & Ron's World Wide Stereo	0	InMotion Entertainment	6	Sears	40
Bose	151	J.C. Penney	13	Seventh Avenue	5
BrandsMart USA	19	Jetson TV & Appliance Centers	0	ShopKo Stores	8
Brookstone	21	Kmart	0	Simply Mac	2
Cabela's	1	Kohl's	36	Staples	49
Cameta Camera	2	Lenovo	209	Stereo Advantage	3
Car Toys	9	Lowe's	12	Target	84
CDW	12	MacMall	0	The Big Screen Store	1
Comp-U-Plus	0	Marine Corps Exchange	5	The Home Depot	31
Conn's	4	Meijer	7	Tiger Direct	0
Costco Wholesale	68	Menard's	0	Toys R Us	12
Cowboy Maloney's	2	Mickey Shorr	1	Valuevision/ShopNBC	0
Creve Coeur Camera Inc.	0	Micro Center	28	Vann's	0
Crutchfield	14	Microsoft	971	Video Only	2
Curacao	29	Modia	0	Walgreen's	6
CVS	9	National Camera Exchange & Video	0	Wal-Mart	177



Through our Leaders in Technology program, CES 2017 attracted 172 government officials from across the globe, including State Elected Officials, High-Ranking U.S. Congressional and Agency Staff as well as International Officials and Staff.

Highlights include:

U.S. Government Officials

The Hon. Anthony Foxx, Secretary, U.S. Department of Transportation
 The Hon. Dean Heller, Senator, (R-NV)
 The Hon. Bennie Thompson, Representative, (D-MS2)
 The Hon. Darrell Issa, Representative, (R-CA49)
 The Hon. Robert Latta, Representative, (R-OH5)
 The Hon. Cedric Richmond, Representative, (D-LA2)
 The Hon. Billy Long, Representative, (R-MO7)
 The Hon. Eric Swalwell, Representative (D-CA15)
 The Hon. Will Hurd, Representative, (R-TX23)
 The Hon. Michael Huerta, Administrator, Federal Aviation Administration
 Dr. Reuben Sarkar, Deputy Assistant Secretary for Transportation,
 U.S. Department of Energy
 The Hon. Suzanne Spaulding, Under Secretary,
 U.S. Department of Homeland Security
 The Hon. Robert Silvers, Assistant Secretary for Cyber Policy,
 U.S. Department of Homeland Security DHS
 The Hon. Michelle Lee, Director and Under Secretary,
 U. S. Patent and Trademark Office

U.S. Federal Communications Commission

The Hon. Mignon Clyburn, Commissioner

The Hon. Ajit Pai, Commissioner

The Hon. Michael O’Rielly, Commissioner

U.S. Federal Trade Commission

The Hon. Edith Ramirez, Chairwoman

The Hon. Maureen Ohlhausen, Commissioner

The Hon. Terrell McSweeney, Commissioner

U.S. International Trade Commission

The Hon. Meredith Broadbent, Commissioner

The Hon. Dean Pinkert, Commissioner

Foreign Government Officials

The Hon. François Fillon, French Presidential Candidate

The Hon. Axelle Lemaire, Minister of State for the Digital Sector and Innovation,
attached to the Minister of the Economy and Finance, France

The Hon. Michel Sapin, Minister, Economy and Finance, France

His Royal Highness Prince Constantijn of the Netherlands

The Hon. Hank Kemp, Minister of Economic Affairs, Netherlands

The Hon. Jaime Reyes Robles, Secretary of Innovation,
Science and Technology Government of the State of Jalisco, Mexico

The Hon. Barr. Adebayo Shittu, Minister of Communications, Nigeria

Rt. Hon. Matt Hancock MP, Minister of State for Digital and Culture,
Department for Culture, Media and Sport, UK Government

The Hon. Navdeep Bains, Minister, Innovation, Science and Economic Development,
Government of Canada

The Hon. Brad Duguid, Minister of Economic Development and Growth,
Government of Ontario, Canada

Highlights include:

Reflects period of January 3-8, 2017

- **998,779** social media mentions of #CES2017 & @CES
- **133.9 million** views of Snapchat Live Story
- **4.3 million** views of official CES videos on Twitter
- **39,000** images shared on Instagram at CES that included the official CES hashtag #CES2017

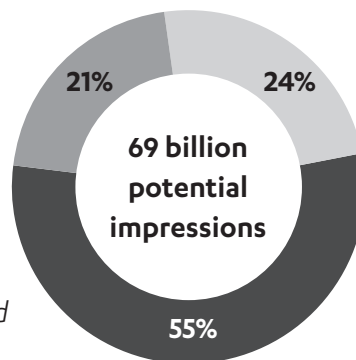
Media Coverage

Global media coverage of CES 2017 reached record heights for the eleventh year in a row with 7,460 members of the media from 84 countries regions and territories in attendance. Coverage was provided by major broadcast networks, trade publications, magazines, newspapers, websites and blogs. CES 2017 media coverage expanded well beyond traditional technology media outlets to include new vertical channels such as lifestyle, travel, health & fitness, food and more, bringing highlights of the show to new audiences.

January 2017 Media Coverage: 59,969 Media Hits

■ Print (12,271)

Architectural Digest, Autoweek, Bloomberg, Consumer Reports, Conde Nast, Daily Telegraph, Financial Times, Fortune, GQ, Hollywood Reporter, New York Times, PC Magazine, Reuters, Sports Illustrated, Travel and Leisure, Variety, Wall Street Journal, Washington Post, Wired



■ Broadcast (14,561)

ABC, ARD, BBC, CBC, CBS, CCTV, CNN, Fox, HBO, KBS, NBC, NHK, NPR, RTL, SBS, Sky, TBS, Telemundo, Xinhua, ZDF

■ Online (33,137)

Ars Technica, Business Insider, CNET, Car and Driver, Digital Trends, Engadget, Fast Company, Forbes, Gizmodo, HuffPost, Inc., Mashable, Popsugar, Recode, Sina, TechCrunch, Tencent, Tom's Hardware, USA Today, VentureBeat, Verge, Vice, Wirecutter, ZOL

ABC	HBO	TechnoBuffalo
Ad Age	HuffPost	TechRadar
Adweek	Inc. Magazine	Telemundo
AFP - Agence France-Presse	Investor's Business Daily	Tencent
ARD German Television	KBS (Korea Broadcasting System)	The Daily Beast
Associated Press	Kyodo News	The Drive
Automotive News	LA NACION	The Drum
Autoweek	Le Figaro	The Economic Observer
Autoworld	Le Monde	The Economic Times
Aving News	Los Angeles Times	The Guardian
Axel Springer Auto Verlag GmbH	MarketWatch	The Hill
BBC	Mashable	The Hollywood Reporter
Bloomberg	MKBHD	The Korea Economic Daily
Business Insider	Motor Trend	The New Yorker
BuzzFeed	NAPCO Media	The Seattle Times
Car and Driver	NBC	The Times
Cars.com	New York Times	The Verge
CBS	NewBay Media	The Wall Street Journal
CCTV	NHK	The Wirecutter
CNBC	Nikkei	Thomson Reuters
CNET	NPR	Time Inc.
CNN	O Globo	Tom's Guide & Laptop Mag
Consumer Reports	PC World	Tom's Hardware
Daily Mail	PCMag	Travel + Leisure
Daily Telegraph	POPSUGAR	Unbox Therapy
Denver Post	Popular Mechanics	Univision
Detroit News	Popular Photography	Variety
Digital Trends	Purch	VentureBeat
Doctor Weighs In	Recode	Wall Street Journal
El Mundo	Red Herring	Washington Post
El Pais	Reuters	What HiFi?
El Universal	Reviewed.com/USA TODAY	WIRED
Fast Company	RTL	Women's Health
Financial Times	SINA	Xinhua News Agency
Forbes	Sky News	Yahoo Finance
Fortune	Slash Gear	Yahoo Tech
Fox News	SOHU	Yesky.com
Gear Patrol	Sports Illustrated	Yomiuri Shimbun
Gizmodo	Stuff	ZDF German TV
Good Housekeeping	Sunday Times	ZDNet
GQ	T3	ZIFF-DAVIS
Handelsblatt	TBS (Tokyo Broadcasting System)	ZOL
Haymarket Media Group Ltd.	TCT Group	
Heise	TechCrunch	

ADWEEK



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**Consumer
Technology
Association**[™]



CTA is the trade association representing the \$292 billion U.S. consumer technology industry, which supports more than 15 million U.S. jobs. More than 2,200 companies – 80 percent are small businesses and startups; others are among the world’s best known brands – enjoy the benefits of CTA membership including policy advocacy, market research, technical education, industry promotion, standards development and the fostering of business and strategic relationships. CTA also owns and produces CES[®] – the world’s gathering place for all who thrive on the business of consumer technologies. Profits from CES are reinvested into CTA’s industry services.

CTA Members participating in CES enjoy numerous benefits including discounts on exhibit space and registration, on-site access to member lounges with private meeting rooms and refreshments, invitations to member-only networking lunches, evening receptions and more. Visit CTA.tech/membership to learn about the benefits of CTA membership at CES and all year round.

Upcoming CES Events



Unveiled Paris

October 24, 2017
Paris, France



Unveiled Las Vegas

January 7, 2018
Las Vegas, NV



Unveiled Amsterdam

October 26, 2017
Amsterdam, Netherlands



CES[®] 2018

January 9-12, 2018
Las Vegas, NV



Unveiled New York

November 9, 2017
New York, NY



CES[®] Asia 2018

June 13-15, 2018
Shanghai, China

**Consumer
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Association™**



Consumer Technology Association (CTA)™

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