



Consumer  
Technology  
Association™

# **ATTENDANCE AUDIT SUMMARY**

**CES® 2020**

January 7-10, 2020

Las Vegas, Nevada

CES.tech



# Letter from Consumer Technology Association (CTA)<sup>®</sup>

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**Consumer  
Technology  
Association**<sup>™</sup>

For more than 50 years, CES<sup>®</sup> has served as a global platform for companies to share innovative technology with the world. In these challenging times, CES showcases the spirit of innovation and brings together energy and creativity that will enable technology to make the world healthier, safer, more resilient and connected.

CES 2020 featured transformative technologies such as artificial intelligence, the 5G ecosystem and mobile connectivity. CES 2020 inspired and connected major industries across the globe and highlighted trends that are now more important than ever, including non-traditional tech and tech for good. We are certain that technology, including the innovations at CES, will help energize the global economy and pull the world through the current crisis to emerge safer and stronger than before.

CES 2020 hosted 4419 exhibiting companies across more than 2.9 million net square feet and attracted a total attendance of 171,268, including 6517 members of media. This result aligns with our strategy of managing attendee numbers and attracting the most highly qualified attendees.

CES is one of a select group of trade shows that follow the strict auditing requirements set by UFI, the Global Association of the Exhibition Industry. CES adheres to these requirements to ensure that you have the most detailed and accurate information on CES's trade event attendance. To help you succeed and grow your business, we are proud to provide you with this independently audited attendance data in our *CES 2020 Attendance Audit Summary*.

Thank you for your endless support and commitment to CES, and we look forward to welcoming you back to CES 2021, January 6-9.



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

**Gary Shapiro**  
President and CEO  
Consumer Technology Association



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

**Karen Chupka**  
EVP, CES  
Consumer Technology Association

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# Introduction

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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)<sup>®</sup>, it attracts the world's business leaders and pioneering thinkers.

Visit [CES.tech](https://CES.tech) for news and information about CES.

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

## Audit Sources

The *CES 2020 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:

- BPA Worldwide's CES 2020 Exhibition and Conference Audit Report
- CES 2020 Registration Data, provided by Compusystems
- 2019 Fortune Global 500 list
- *TWICE* 2020 Top 100 CE Retailers

## BPA Worldwide

BPA Worldwide provides an independent, third-party verification of CES attendance, attendee demographic information, records and record-keeping systems. It is important that CES exhibitors have valuable, accurate attendance data to enhance market analysis and verify the show's credibility.



## Attendance Highlights

The following numbers are highlights of the top attendance segments and represent a snapshot of CES attendance. For more information, please contact a sales representative at [exhibit@CTA.tech](mailto:exhibit@CTA.tech) or +1 703-907-7645.

### CES 2020 TOTAL ATTENDANCE OVERVIEW

Registration Type	Domestic	International	Total Verified Attendance
Industry Attendees	66,633	34,165	100,798
Exhibitor Personnel	40,017	23,936	63,953
Media	3,931	2,586	6,517
<b>Total Verified Attendance</b>	<b>110,581</b>	<b>60,687</b>	<b>171,268</b>

### PAID CONFERENCE PROGRAM PARTICIPATION\*

	Domestic	International	Total Verified Attendance
Conference Session Attendance	3,008	1,879	4,887
Speakers	1,279	125	1,404

**CES 2020** attracted **330** of the 2019 Fortune Global 500 companies

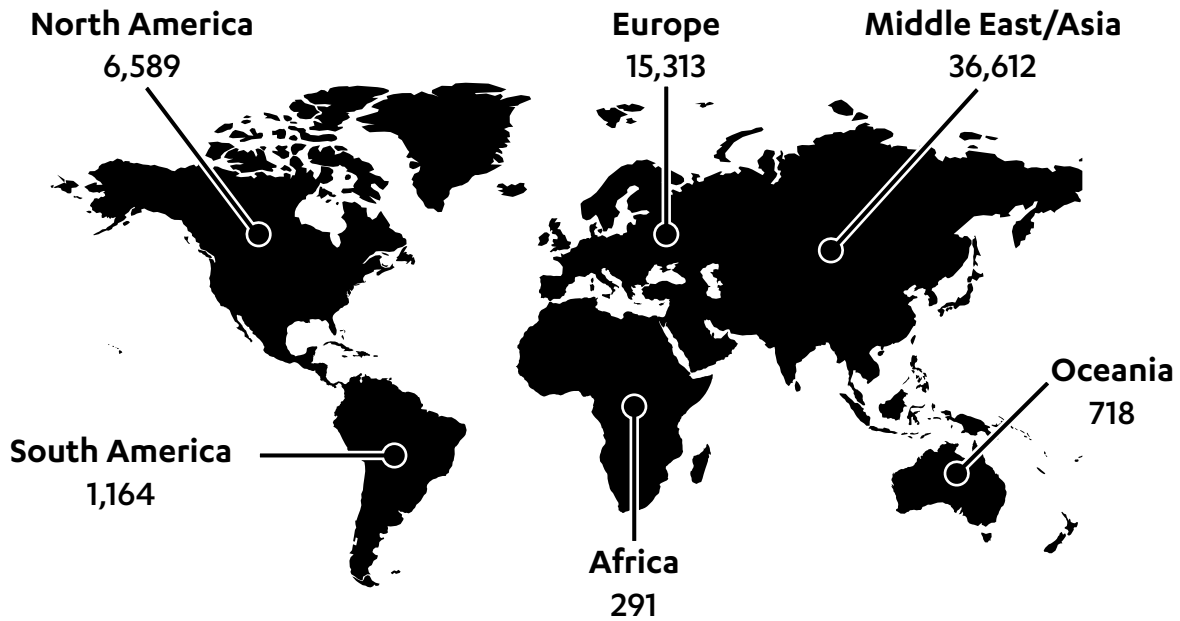
### SENIOR-LEVEL EXECUTIVE ATTENDANCE

Job Function	Verified Attendance	% of Total Verified Attendance
President/Founder	13,364	7.8%
C-Level Executives	8,490	4.9%
Vice President/SVP/EVP	25,027	14.6%
Director/Sr. Manager/General Manager	26,312	15.3%
<b>Total Senior-Level Executives</b>	<b>73,193</b>	<b>42.7%</b>

\*Conference Program participation numbers are included in Total Verified Attendance.

## International Highlights

CES welcomed a global audience with 60,687 international visitors from 164 countries, regions and territories attending CES 2020. Many of our international visitors came as part of 85 formal delegations.



**35.4%** of CES 2020 attendance came from outside the United States.

### TOP 20 COUNTRIES, REGIONS & TERRITORIES IN ATTENDANCE

Country	Verified Attendance	Country	Verified Attendance
United States	110,581	Israel	1,150
China	11,067	Italy	941
South Korea	10,471	Netherlands	887
Japan	8,245	Hong Kong SAR, China	823
Canada	4,360	Switzerland	724
France	4,153	Sweden	619
Germany	2,471	Australia	558
United Kingdom	2,359	India	482
Taiwan, China	2,354	Singapore	444
Mexico	1,660	Brazil	423

## Speaker Highlights

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Top executives presented their insights and visions for the industry's future at CES 2020, with presentations from:

- Cristiano Amon, President, Qualcomm Inc.
- Melissa Andresko, Corp. Brand Ambassador, Lutron
- Jim Bankoff, Chairman and CEO, Vox Media
- Amy Baker, EVP Strategy & Insights, A+E Networks
- Ed Bastian, CEO, Delta
- Michael Bess, VP Healthcare Strategies, United Healthcare Group
- Marc Benioff, CEO Salesforce
- Dr. Pat Brown, CEO, Impossible Foods
- Heidi Browning, CMO, National Hockey League
- James Cameron, Director, Screenwriter and Producer, Lightstorm Entertainment
- Hon. Elaine L. Chao, U.S. Sec. of Transportation
- Liz Claman, Fox Business
- Bernard Coleman, Head of Inclusive Engagement, Uber
- Katie Couric, Emmy-winning Journalist and Founder, Katie Couric Media
- Terry Crews, Host, *America's Got Talent* & *America's Got Talent: The Champions*; *Star*, *Brooklyn Nine-Nine*
- Mark Cuban, Entrepreneur and Judge, Shark Tank
- Ester Dean, Producer-Mentor, *Songland*
- Suzy Deering, VP, CMO eBay
- Kate del Castillo, an international superstar and the lead on *La Reina del Sur*
- Erin Egan, Chief Privacy Officer, Facebook
- Peggy Fang Roe, Global Officer, Customer Experience, Loyalty, and New Ventures, Marriott
- Tadashi Ted Funahashi, MD, Chief Innovation Officer, Kaiser Permanente Southern California
- Adam Harter, SVP, Sports, Media, and Entertainment, PepsiCo
- Audrey Hendley, President, American Express Travel
- Jane Horvath, Sr. Director, Global Privacy, Apple
- Barbara Humpton, CEO, Siemens USA
- Jo Ann Jenkins, CEO, AARP
- Alan Jope, CEO Unilever
- Ola Källenius, Chairman of the Board of Management of Daimler AG & Head of Mercedes-Benz Cars
- Jeffrey Katzenberg, founder and Chairman, Quibi
- Alicia Keys, Grammy Award-Winning Artist
- Hyun-Suk Kim, President & CEO, Consumer Electronics, Samsung
- Michael Kratsios, United States Chief Technology Officer, OSTP
- Julie Loeger, EVP Discover
- Alan Lotvin, EVP, Chief Transformation Officer, CVS Health
- Andrea Mallard, CMO, Pinterest
- Tim Mapes, SVP, CMO Delta
- Michelle McKenna, CIO, NFL



## Speaker Highlights

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- Dr. Mehmet Oz, M.D. attending Physician NY Presbyterian- Columbia Medical Center
- Joe Montana, Professional Football Hall of Famer
- Mandy Moore, Star, *This Is Us*
- Natalie Morales, *West Coast Anchor, TODAY; Host, Dateline*
- Albert Ng, CEO, Misapplied Sciences
- Diana O'Brien, Global Chief Marketing Officer, Deloitte
- John Padgett, Chief Experience & Innovation Officer, Carnival Corp.
- Marc Pritchard, Chief Business Officer, P&G
- Mark Read, CEO, WPP
- David Rhew, Chief Medical Officer, Microsoft
- Michael Roth, Chairman and CEO, IPG
- Natalie Schneider, VP, Digital Health, Samsung
- Tariq Shaukat, President, Industry Product & Solutions, Google Cloud
- Mike Sievert, President and COO, T-Mobile
- Sir Martin Sorrell, S4 Capital
- Andre Stapleton, Global Head of Label Relations, Amazon Music
- Michael Thacker, EVP, Bell Helicopter
- Ivanka Trump, Special Advisor to the President, The White House
- Lulu Wang, Writer and Director
- Meg Whitman, CEO, Quibi
- Linda Yaccarino, Chairman, Advertising Sales and Client Partnerships, NBCUniversal
- John Zimmer, Co-Founder and President, Lyft

## Social Media Reach

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Highlights include:

**839K**

mentions of CES 2020 across social media

**785K**

cross-channel audience

**6K+**

tweets an hour during CES 2020

**87%**

positive sentiment on social

*Reflects period of January 5-10, 2020*

## Attendance Profiles

### JOB TITLE BREAKDOWN

	Industry Attendee	Exhibitor Personnel	Total Verified Attendance
Analyst	1,493	505	1,998
Buyer	7,167	670	7,837
Creative Professional	1,312	1,331	2,643
Engineer	6,683	5,622	12,305
Manager/Store Manager/ Product Manager	4,783	6,484	11,267
Manufacturer's Representative	9,465	4,565	14,030
Medical Professional, Doctor	735	89	824
Production Technician	404	984	1,352
Systems Installer/Integrator	552	241	793
Trainer/Educator	4,651	1,062	5,713

### ENTERTAINMENT & ADVERTISING COMMUNITY\*

Industry Attendees	Total Verified Attendance
Advertising & Marketing	5,245
Content, Media & Entertainment	5,500
Total Advertising & Entertainment	10,745

### TOP 20 REPRESENTATION FROM TWICE'S 2020 TOP 100 CE RETAILERS

Company	Number of Reps at CES 2020	Company	Number of Reps at CES 2020
Amazon	1,445	Target	64
Microsoft Retail Stores	817	Rakuten	63
Lenovo	629	Newegg.com	44
Apple	349	The Home Depot	35
Dell Technologies	310	Staples	34
Hewlett Packard	262	B&H Photo Video	31
Best Buy	240	Fry's Electronics	25
Walmart	207	Curacao	22
Bose	79	Sam's Club	20
Costco	66	Walgreens Boot Alliance	18

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

## Industry Attendee Profiles

### REPRESENTATION FROM BUYING ORGANIZATIONS

Type of Organization	Verified Industry Attendees*	% of Total Verified Industry Attendees
Corporate (Non-Retail)	726	<1%
Distribution	4,731	4.6%
Retail	7,655	7.5%
System Integrator/Installation/VAR	3,073	3%
<b>Total Representing Buying Organizations</b>	<b>16,185</b>	<b>16%</b>

### REPRESENTATION FROM OTHER INDUSTRY ORGANIZATIONS

Type of Organization	Verified Industry Attendees*	% of Total Verified Industry Attendees
Advertising & Marketing	5,245	5.2%
Business Services	3,427	3.3%
Content, Media & Entertainment	5,500	5.4%
Digital Health	1,404	1.3%
Education/Training	2,755	2.7%
Engineering/Research & Development	5,754	5.7%
Finance (Banking, Service, Insurance)	2,665	2.6%
Healthcare/Pharmaceuticals/Biotech	2,634	2.6%
Manufacturer's Rep, Manufacturing	10,614	10.5%
Non-Profit/NGO/Lobbying	798	<1%
Software Development/Publishing	5,433	5.3%
Sports & Fitness	1,029	1%
Telecom & Utilities	3,829	3.7%
Travel & Tourism	1,310	1.2%
Venture Capitalist/Private Equity/Investing	2,075	2%

\*Industry Attendees = Does not include media or exhibitor personnel

## Industry Attendee Profiles

### TOP 20 PRODUCT CATEGORIES OF INTEREST

Market/Product Category**	Industry Attendees*
Artificial Intelligence	32,271
Smart Home	31,009
Wireless Devices	27,556
Software and Apps	25,787
Vehicle Technology	24,916
Wearables	24,590
Robotics	21,296
Computer Hardware	21,233
Virtual Reality & Augmented Reality	20,551
Telecommunications	19,874
Smart Cities	18,560
Sensors and Biometrics	18,557
Cloud Services	17,881
Digital Health	16,466
Audio/High-End/High Performance	16,416
Gaming	15,606
Video	15,249
Wireless Services	14,851
Drones	14,674
Cyber Security and Privacy	14,293

\*Industry Attendees = Does not include media or exhibitor personnel

\*\* Industry Attendees may select multiple market/product categories

# Government Representatives



## Leaders in Technology

Through our Leaders in Technology program, CES 2020 attracted 238 government guests from across the globe, including state elected officials, high-ranking U.S. Congressional and agency staff as well as international government officials and staff.

### APPOINTED AND ELECTED OFFICIALS

The White House (4)	Government of Panama (1)
U.S. Senate (2)	Government of Taiwan (2)
U.S. Department of Commerce (2)	State of New Hampshire (2)
U.S. Department of Transportation (1)	State of Georgia (1)
U.S. Department of Energy (2)	State of New York (1)
U.S. Department of State (1)	State of South Carolina (1)
U.S. Department of Labor (1)	State of Pennsylvania (1)
Federal Trade Commission (3)	State of Louisiana (1)
Federal Communications Commission (4)	State of Michigan (7)
Department of Homeland Security (1)	State of Florida (7)
Government of France (3)	State of Texas (3)
Government of Switzerland (2)	State of Wisconsin (1)
Government of Italy (2)	State of Nevada (2)
Government of Canada (2)	State of Colorado (1)
Government of United Kingdom (1)	State of Washington (2)
Government of Netherlands (2)	State of North Dakota (1)
Government of South Korea (1)	State of Utah (2)
Government of Bulgaria (1)	State of Arizona (1)
Government of Nigeria (1)	State of Hawaii (1)

### U.S. AND INTERNATIONAL GOVERNMENT STAFF

U.S. Senate (13)	Small Business Administration (3)
U.S. House of Representatives (31)	National Aeronautics and Space Administration (9)
U.S. Department of State (1)	Federal Aviation Administration (4)
U.S. Department of Justice (1)	Environmental Protection Agency (10)
U.S. Department of Defense (1)	Embassy of Sweden (1)
U.S. Department of Commerce (36)	Government of Italy (1)
Department of Transportation (18)	Government of Canada (3)
Department of Energy (16)	Government of Israel (1)
Department of Homeland Security (7)	European Parliament (1)
Food and Drug Administration (6)	State of Michigan (2)
Federal Trade Commission (3)	State of Colorado (1)
Federal Communications Commission (6)	State of Utah (1)

## Media Coverage

CES 2020 attracted 6517 members of the media from 79 countries, regions and territories. Major broadcast networks, trade publications, magazines, newspapers, websites, podcasts and blogs covered CES 2020 extensively. The show also partnered with and received coverage from media outlets around the world in lifestyle, health & fitness, automotive and beyond the traditional technology publications.

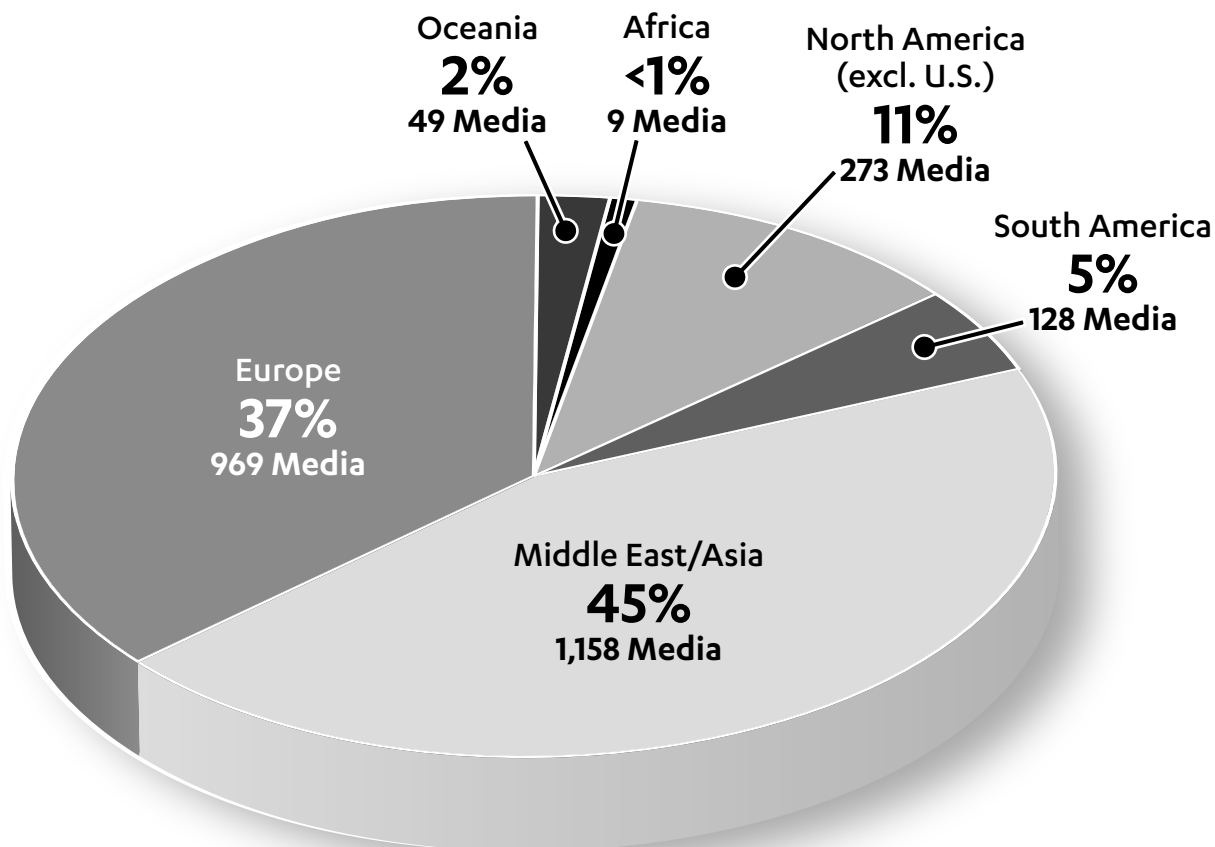
### MEDIA REACH

**200K+** global media hits

**20K+** broadcast hits

Positive coverage sentiment rose above **86%**

### INTERNATIONAL MEDIA ATTENDANCE BY REGION



## Big Names in Coverage Include

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ABC	Hi-Tech Mail	Tencent
AdAge	House Beautiful	The Asahi Shimbun
Adweek	HuffPost	The Chosun Ilbo
AFP	iHeartMedia	The Daily Beast
Associated Press	Inc.	The Daily Mail
Automotive News	Innovation & Tech Today	The Denver Post
Autoweek	Investor's Business Daily	The Detroit News
Axios	KBS (Korean Broadcasting System)	The Economic Times
BBC	Kyodo News	The Economist
Bloomberg	LA NACION	The Globe and Mail
Business Insider	La Tribune	The Guardian
Campaign	Laptop Magazine	The Hollywood Reporter
Car and Driver	Las Vegas Review-Journal	The Japan Times
CBC	Le Figaro	The Korea Economic Daily
CBS	Le Monde	The New York Times
CGTN	Los Angeles Times	The Retail Observer
Cheddar	Maeil Business News	The Sydney Morning Herald
Chicago Tribune	MarketWatch	The Verge
CNBC	Mashable	The Wall Street Journal
CNET	Men's Journal	The Washington Post
CNN	Motor Trend	TIME
CNN en Español	NBC	TMT Post
Consumer Reports	Newsweek	Tom's Guide
Digital Imaging Reporter	NHK (Japan Broadcasting Corp.)	Tom's Hardware
Digital Trends	Nikkei	TV Asahi
Edmunds	OUATCH TV	Univision
El Mundo	PBS	Upload VR
El País	PCMag.com	USA Today
El Universal	PCWorld	Variety
Elle	Popular Mechanics	VentureBeat
Engadget	Popular Photography	Vox
Euronews	Popular Science	What Hi-Fi?
Evening Standard	Reuters	Wirecutter
Fast Company	Reviewed.com	WIRED
FayerWayer	Rolling Stone	Women's Health
Financial Times	SINA	Xinhuanet
Forbes	SOHU.com	Yahoo
Forbes México	South China Morning Post	Yesky.com
Fortune	Sprout	YiCai News
Fox News	T3	ZDF German TV
France 24	TechCrunch	ZDNet
Gizmodo	TechRadar	ZOL.COM.CN
Good Housekeeping	TechWalker	
GQ	Telemundo	

## 2020 Media Partners

**ADWEEK**

Better Homes  
& Gardens

**campaign**<sup>US</sup>

**cheddar**

ChosunMedia  
**THE CHOSUNILBO**

**c|net**

**CNN**

Digital Imaging  
**Reporter**  
FOCUS ON THE SUBJECTS KNOWLEDGE

**DIGITAL TRENDS**

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**Forbes**<sup>MEXICO</sup>

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## About Consumer Technology Association

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**Consumer  
Technology  
Association**<sup>TM</sup>



As North America's largest technology trade association, CTA<sup>®</sup> is the tech sector. Our members are the world's leading innovators - from startups to global brands - helping support more than 18 million American jobs. CTA owns and produces CES<sup>®</sup> - the largest, most influential tech event on the planet. Find us at [CTA.tech](http://CTA.tech). Follow us @CTAtech.

### UPCOMING CES EVENTS



Paris, France  
October 7, 2020

Amsterdam, Netherlands  
October 15-16, 2020

New York, NY  
November 12, 2020

Las Vegas, NV  
January 4, 2021



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**Consumer Technology Association (CTA)®**

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