



Consumer
Technology
Association



All-Digital CES 2021 - Key Facts and Details

Show Dates

CES 2021 Jan. 11 –14

- Jan. 11 – Media Day: Exclusive media-only access to Media Day press conferences
- Jan. 12-13: Exhibitor showcase and conference programming
- Jan. 14: CES Partner Programming
- Access content on demand through Feb. 15

Additional Key Dates

- Jan. 10-15: Registered attendees can begin hosting meetings within the digital venue.
- Jan. 11: Keynote with Verizon's Chairman and CEO Hans Vestberg.

Expected Facts and Figures

- The all-digital CES 2021 is a brand-new, unique experience.
- **1,800+** expected exhibitors
- **100+** conference sessions

Registration Dates/Fees

- Registration available through the end of the show – Jan. 13.
- Registration fees:
 - Early-bird registration: Dec. 3 – Jan. 3.
 - Attendees not eligible for complimentary registration get the lowest price, \$149.
 - Registration increases to \$499 on Jan. 4.
 - **Media are encouraged to register by January 8, 2021. Following Jan. 8, early access and/or full access to Media Day is not guaranteed.**

Media Day – Jan. 11 (7 AM – 6 PM EST)

- Press conferences from top exhibitors, for media only.
- Companies using the CES digital venue to break news.
- Full day of 30-min press conferences.
- Product announcements from top exhibitors all day.
- Verizon Chairman and CEO Hans Vestberg will kick-off the CES program with a keynote at 6:30 PM EST.

Networking Opportunities

- Customized digital experience with opportunities to connect.
- Digital venue enables attendees to create a personal profile, schedule meetings and network.
- Media can use the digital venue to build a personal agenda, engage in 1:1 text chats and schedule meetings for the show.
- Media can add Media Day press conferences to a personal agenda and visit Media Day exhibitor pages to schedule exhibitor meetings.

Keynotes

- **Verizon's Hans Vestberg**
 - o Jan. 11, 6:30-7:30 PM EST
- **CTA's Gary Shapiro and Karen Chupka**
 - o Jan. 12, 8:15-8:35 AM EST
- **General Motors' Mary Barra**
 - o Jan. 12, 9-10 AM EST
- **AMD's Dr. Lisa Su**
 - o Jan. 12, 11 AM – 12 PM EST
- **Best Buy's Corie Barry**
 - o Jan. 12, 2:30-3 PM EST
- **Entertainment, Transformed Keynote**
 - o **Michael E. Kassan, Chairman and CEO, MediaLink**
 - o **Ann Sarnoff, Chair and CEO, WarnerMedia Studio and Networks**
 - o Jan. 13, 2021, 10:30-11:10 AM EST
- **Walmart's Doug McMillon**
 - o Jan. 13, 2021, 1-1:30 PM EST
- **Access the digital venue to view [featured speakers](#)**

NEW and Non-Traditional Tech Companies

New

- BioIntelliSense
- Bose
- Caterpillar
- Indy Autonomous Challenge
- SAIC Motor
- Volvo Penta

Non-Traditional

- Bridgestone
- Caterpillar
- Indy Autonomous Challenge
- John Deere
- Kohler
- L'Oréal
- Moen
- OMRON Healthcare
- Procter & Gamble

Top Tech

- Audi
- Canon
- Intel
- Hisense
- Lenovo
- LG Electronics
- Panasonic
- Philips
- Samsung Electronics
- Sony
- TCL
- Voxx

**Check the Exhibitor Directory for the full list of Exhibitors*

Top Platform Features

Customize Your Experience

- Attendees can create a personal profile, schedule meetings, network and develop a personal agenda so they have a customized CES experience.
- By searching the program schedule, speaker directory and using key words, attendees you can find content, exhibitors and topics most relevant to build a personal agenda.
- Review a personal agenda or saved on-demand content at any time, with the click of a button.

Live Anchors

- Three days of broadcast coverage – led by familiar faces from the tech media world – helping attendees find key events, set up meetings, visit exhibitors and more.
- “Home Base” – giving attendees recaps of major events, deep dives into key tech topics and previews of what’s coming up.
- Interviews with tech experts and business leaders from around the world.
- Includes a chat feature where audiences can participate in the conversation.

See the Latest Product Launches and Demos

- Jan. 11 – Media Day – will feature a full schedule of press conferences accessible only to media.
- Exhibitor showcases are where brands and products come to life – featuring live demos and exhibitor presentations.
- Spotlight Sessions offer live presentations by exhibitors.

Connect with Exhibitors

- Search for technologies or exhibitors by company name, country or technology keyword.
- Explore each exhibitor’s showcase to watch relevant content, read stories, join live sessions and set up meetings.

Collaborate with Exhibitors and other Attendees

- Features have been integrated into the platform to foster collaboration with both attendees and exhibitors.
- Live chat with exhibitors.
- Connect one-on-one with attendees by messaging them directly.
- Schedule on-demand meetings for up to 30 attendees.

Listen to Global Leaders

- Bringing global leaders to your home with more than 100 conference sessions.
- Many sessions accessible in 16 languages and American Sign Language.
- Access to the platform and on demand content through Feb. 15, 2021.