

NORTH CAROLINA STARTUP PAVILION – CES 2020

Jan 7- 10, 2020 Las Vegas, NV

CES is the global event for startups where new partnerships are formed, new acquisitions happen and new ideas are launched and funded.

- Largest consumer technology trade show in the world
- 180,000+ attendees
- 60,000+ international

The NC Startup Pavilion provides NC startups a turnkey exhibit package to gain global exposure

- Premium location
- Individual exhibit booth for each startup
- Pre-show training, promotion and podcast program
- On-site promotion, live social media and live streaming
- On-site operations support and lead retrieval management

New for 2020!

- Investor meetings for selected NC startups (Details, including fees to participate, will be provided at a later date.)

Participating Startup Criteria

- Startup technology must be applicable to consumer technology space
- Startups with consumer product launches and revenues prior to Jan 1, 2018 will not be accepted
- Startups must be a first-time exhibitor at CES

Pavilion Package Components

Turnkey Exhibit Booth

- 8x10 Eureka Park Exhibit Booth for each exhibitor with electricity & internet

On-site Management

- On-site operations staff to manage pavilion and provide exhibitor support
- Central coordination with show organizer and exhibitors to ensure all required exhibitor graphics and logos are provided to show organizer for show marketing, signage, etc.
- Move-in/move-out coordination and management
- Manage lead retrieval for pavilion

Exhibitor Services

- Exhibitor training session(s) prior to show to review exhibit best practices and tools
- Coordinate with exhibitor marketing personnel/agencies to ensure individual exhibitor marketing plans leverage and align with Startup Pavilion marketing and promotional initiatives

Digital Services

- Pre-show planning to discuss individual exhibitors' social media goals, media targets and priorities for social media coverage pre-show and on-site to ensure maximum media coverage.
- On-site digital staff to provide social media ambassador outreach on behalf of each exhibitor and the Startup Pavilion throughout the show.

Pavilion Promotion, Podcast & Live Streaming Program

- Pre-show social media and promotional outreach to industry and media channels to build additional interest and coverage for Startup Pavilion and participating exhibitors.
- Pre-show promotion including individual podcast featuring each Pavilion exhibitor as well as podcasts featuring North Carolina and technology leaders
- On-site live streaming featuring Pavilion exhibitors, industry thought leaders and other guests to drive additional pavilion traffic and interest.

Pricing & Payment

TSM is offering an all-inclusive package that includes all the components including two on-site trade show staff for entire show period including move-in/move-out. (*Investor meetings will be an additional fee provided at a later date.)

Pavilion Package Pricing: \$6,500

- **Early Bird Discount \$200 for space reservations received BEFORE 5/21/19**
- Payment in three installments: deposit at contract execution, June & September
- Specific payment dates provided in Pavilion package contract
- 100% Payment required by September 15, 2019.

Please note booth carpet and individual exhibitor lead retrieval systems are not included in package, but are available for an additional fee directly from CES. Please see CES Exhibitor Manual for details.

On-site Pavilion staff will manage lead retrieval for the entire pavilion. Staff provides coverage throughout the show and will attempt to capture all visitor data, but cannot guarantee 100% coverage due to traffic volume during show.

Pavilion Package Reservation – How to Reserve Your Booth

Booth locations in the North Carolina Startup Pavilion will be assigned on a **first-come first-served basis** by TSM staff.

- 1) Sign the attached reservation form and email to jbedor@thetradeshowmanager.com by **NOON on Wednesday 5/22/19**. By signing the reservation form, exhibitors acknowledge they have read and meet [Eureka Park Exhibitor Entry Criteria](#) and will submit an online Exhibitor application once reservation has been approved by TSM.
- 2) Once reservation has been approved, Exhibitor must submit online Eureka Park Exhibitor Application to CES, noting North Carolina Startup Pavilion participation. Do NOT apply to Eureka Park until notified by TSM to do so to ensure your booth is included in the Pavilion.

TSM reserves the right to cancel the Startup Pavilion (prior to deposit payments) if there is not sufficient participation.

NORTH CAROLINA STARTUP PAVILION PACKAGE RESERVATION FORM**I WANT TO RESERVE MY SPACE IN THE NORTH CAROLINA STARTUP PAVILION/CES 2020**

Signature

Name

Title

Company Name

Date