MATSO MEETS
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Key Takeaways from 10 and 11 January 2024 at
Consumer Electronics Show (CES) in Las Vegas, Nevada

CES Presentation and Discussion

Show Information:
- The 4-day show representing 3,200+ brands is 2.5 million NSF (Net Square Feet) with 4,000 exhibitors citywide and 130,000 attendees from 151 countries.
- Keynote speakers open the show as well as a kick-off with media and press conferences.
- 10 days is the move-in for the largest exhibitor halls – Central and West Hall. 30 days is the move-in and lot rental for outdoor building booths such as for Google and Kia.
- The show is completely set-up and broken down each year. No exhibits stay onsite.
- Samsung has the largest booth at 27,000 NSF.
- The 15-person sales team is almost all internal and on site.

Show Registration:

- 28 badge pick-up stations and 7 information desks are available throughout the city with full customer service and 678 temporary staff. This includes hotels, the airport, motorail stations, show facilities, and the Las Vegas Convention Center and World Trade Center (LVCC).
- 3 badge pick-ups are at the Las Vegas airport. 22,000 badges were printed in baggage claim 1. 75% of registrants' pick-up badge before they come to the show.
- No badges are mailed due to very strict pick-up standards. Registrants submit business credentials, and everyone must submit a photo for security on the badge to prevent credential or event fraud which a team reviews. Training for this process is 3 ½ days. There is a third-party post show audit of registration.
- Reprints are $350, so they have vastly decreased to the rate of 2%.

Show Overview:
- The citywide show is divided into:
  - Tech East - LVCC, Westgate, and Renaissance
  - Tech West - The Venetian, Venetian Expo, The Palazzo, Wynn, and Encore at Wynn
  - Tech South - Aria, Cosmopolitan, Vdara, Park MGM
- There is a 50% rule of what the company is displaying that needs to correspond to that product category, which is researched before and vetted onsite. If a booth is shared, they must complement each other. Some exhibitors exhibit in more than 1 area.
- Guided tours are provided by CES and partners such as government officials tours for awareness, product category tours, and targeted interest tours.
- Bag checks, a command center, and a police substation are used for security for all properties and an app called Titan. There is a crisis plan in place.
- There are programs and tool kits to orientate people to the floor. The walkthrough is about 4 days before the show to put tables out for exhibitors to be close to food and beverage. Think of where people want to stand and sit in their exhibition space.
- Internal communications used is phone – call, text, and Slack App. External communications is the CES app, email, and social media.

- Webinars and a manual to help the exhibitors.
- Successes noted are new people on the exhibition side and on the Exhibitor Appointed Contractors (EAC) side.
- Concerns discussed were directional signage and maps, EAC wristbands and EAC's doing their own wiring and causing fires.

Tech East:

- At the Convention Center:
  o West Hall – vehicle technology and advanced mobility
  o North Hall – artificial intelligence, robotics, digital health, enterprise, FinTech, and IoT Infrastructure
  o Central and South Halls – audio/video, gaming, metaverse, and XR
- At Westgate, it is designed and sourced primarily for international leaders that can help make components for various products.
- At the Renaissance, there is a growing area in hospitality suites that allows for private one on one activation appointments and private parties.

Tech West:

- At Venetian Expo, there is Eureka Park which is first time exhibitors and showcase start-ups for 3D printing, accessories, food technology, innovations showcase, lifestyle, smart home, and sports technology. There are international country areas and pavilions. This fosters a community for investors and buyers who are on the cutting edge.
- At Nation Theater at The Venetian, there were keynote speakers from Walmart, Siemens, C Space, Intel, Hyundai, and Qualcomm.

Tech South:

- At Aria, there are ballrooms and meeting rooms. This is where content creation, marketing and marketing technology have its community.

Suggested Stops:

- Central Hall – Grand Lobby – CTA (Consumer Technology Association) Center for 100-year anniversary and Anchor Desk
- Media Towers – Central and West Halls – Fox, CNN, BBC, other media companies
- West and North Halls – 3 conference stages – Brand Mind Stage
- Central Hall – LG, Panasonic, Canon, Samsung, Sony, Bosch, Hisense,
- North Hall – Essilor, Nuvilab, Siemens, Verge
- West Hall – Amazon, Hyundai, John Deere, Caterpillar, Brunswick, Indy Autonomous

Freeman Chat

Work with CES:

- 400,000 square feet of graphics covers half of LVCC. This helps attendees to see where to go.
- 40,000 feet of trucks are used. 17 million pounds of freight that comes in.
- 22,000 CAD hours are for the floor plan.
- Move-in the show 30 days ahead of time across 11 venues and 50+ acres with 3 days to break down.
- Starting a new show, Freeman visits a year ahead of time, viewing floor plans, requirements, and the building. There are 25 staff that work with the CES show.

Challenges:

- Wayfinding and logistics as well as design phase are some of the greatest challenges. Making permanent wayfinding cost effective.
- The attendees are changing:
    o Younger
    o Interactive experience
    o More takeaways
    o Social media
    o What your show is producing and why.
    o A smooth experience for attendees
- Moving in and out can be difficult to do in 30 days. There is not enough labor, and there are issues with the weather. Consider the move out before the move in
- Train the exhibitor with emails and then develop a relationship with the exhibitors.
- Doing more digital signage options. Switching to digital is the big trend now after COVID-19 as a greater sponsorship opportunity. Yet, it is expensive.
- Signs with QR codes are working well. Using a floor code for exhibitor, move out letter and links to the manual and use the CES app.
- Fabric signs are beautiful yet cumbersome.
- Sustainability and having exhibitors such as LG and Panasonic pair down their space.
- There is pressure from Europe and difficulties with waste and trash.
- 400 dumpsters are utilized after the show. Donations are possible and this is trackable.
- Emphasis is on reducing waste and exploring environmentally friendly practices.
- Company considering their spend in exhibiting and what their product will be.

Maritz Talk

CES Overview:
- Decentralization of the registration process is the key by putting 30 different registration booths throughout the city. This makes the process flexible and improves user experience. The airport is strict, with one in Terminal 1 and two in Terminal 3 and in hotels such as Mandalay Bay, The Venetian, and Aria.
- At LVCC, an outdoor registration area is offered with two registration areas in the Central Hall for a better user experience. The first touchpoint of the attendee's experience is to be positive. They use social media to gauge people's real time opinions on the registration process.
- Everyone must pick up their badge personally, even at the executive and CEO level.

Registration Trends:
- Attendee behavior shifts as late registration is now a trend. 50% of registrants are now booking within 30 days of an event.
- Uncertainty is causing attendees to delay decisions, causing an uptick in registrations and hotel bookings within the weeks before an event.
  - Waiting for budget approval.
  - Watching flights/airfares.
  - Waiting to see who else is coming.
  - There is delayed booth budget approval and debating who/how many exhibitors to send.
  - Business travel is now planned in tandem with personal travel.
  - Corporate sustainability policies are in play regarding carbon footprint and carbon credits.

  These late attendees are extremely engaged and valuable on their spending behavior at shows.

- How does this affect planners and suppliers of the event?
  - There is lack of hotel rooms/sold-out blocks.
  - Convention center is strained by having to add last minute food and beverage, session rooms, and space.
  - Having to add transportation and shuttles.
  - Limited supplies of badge stock, on-site equipment, etc. are available.
  - Vendors are charging surcharges for the late attendees.
  - It strains the support staff.
- Working on partnerships with technology provides for faster check-in, reduced need for staff, and secure, modern experience. Also, utilizing AI (Artificial Intelligence) for quick changes to registration/badges.

Exhibitor Lead and Data Trends:
- Show organizers are re-thinking pricing models, due to new attendee behavior patterns and rising costs.
- This also gives attendees more choice and control.
- This offers attendees more flexibility while targeting individual needs.
  - Tiers with differing access offered.
  - VIP packages provided.

- o   Rethinking early bird pricing.
- o   Tiers with session flexibility gives access to more benefits as you move up.
- o   Targeted discounts – retail model provides creative discounting via promo codes, or targeting towards specific groups – first timers, students, adjacent audience, etc.
- o   Bundling with membership and registration.

- Smaller Show, bigger impact
  - o   More committed exhibitors are attending despite a smaller footprint.
  - o   17% is the average increase in lead retrieval spend.
  - o   3% is the increase in percentage of exhibitors purchasing lead retrieval.
  - o   Lead retrieval usage is exceeding pre-lockdown numbers as more exhibitors strive to boost traffic and capture leads in their booths.

Group Discussion on the CES Show

Observations:

- Minimum signage on buildings around Las Vegas was seen.
- Exhibitors come for the global exposure for the media, not to necessarily talk to people at the show.
- The automobile section is more about the technology inside the vehicles and for the investors and media.
- There is a percentage of the products on the floor that will not make it to market.
- There was the SK Wonderland booth with a mini coaster, "dancing car," "magic carpet," and a train. It was very engaging and exciting for the observer.
- Photo opportunities were available.
- The booths had a museum and celebrity-like qualities rather than being like a regular booth.
- The CES Booth for 100th Anniversary was a main feature of Central Hall which included a 100-year wall that was very dynamic.
- At many booths, no one tried to sell to customers or scan the badges.
- Are exhibitors just trying to get buzz worthy moments to get press? Or are they trying to sell things? It was not clear for some booths are what they were selling.
- There was use of You Tube influencers at the Google Booth.
- At the Wynn, there was still a presence of Microsoft even though they did not have a booth.
- Carpet gaps were observed.
- Many booths were walled off. There were closed off booths and limited access areas for appointments and VIP's.
- There were skinny aisles in Central Hall.
- Noted more space between booths. Are exhibitors reducing their square footage? This started to happen after COVID-19. The space was used wall to wall before.
- There are changes to exhibitor spaces, such as more islands and open areas due to COVID-19.
- Event merchandise was discussed with feedback on how it was done at their shows, such as automated self-service, use of a third party, and giving the merchandise away.
- The noise level was disruptive and appealing at the same time, especially in the video game exhibits section or in crowded areas. Eureka Park was the busiest place.
- Attendees are aggressive to get photos and videos.
- There was the impression of Samsung's double-decker booth design with an elevator for accessibility compared to other exhibitors lacking ramps or accessibility features.
- There was a booth with stadium seating.
- In the LG booth, there were wireless transparent televisions.
- Several celebrities and influencers were sighted.
- Building security seemed inconsistent. There were 4 different companies. There were challenges in getting security staffed.
- Security issues at their shows were discussed.
- Meeting spaces were sold to have private exhibitions for VIP's. The spaces were built out like a booth. This creates a more personalized experience.
- There were few free items, except for bags.
- There was a VR roller coaster.
- The tours that were being held are around $750 to $1000 in cost.

Open Group Discussion

- Having an increase in prefabricated exhibit space.
- Utilizing spaces in the hallways.
- Offering turnkey exhibitors with 10 X 10 booths.
- Converting non-exhibiting attendees (NEMs) through incentives.
- Discussed attendee demographic questions during registration process.
    - Streamlining registration forms by auditing demographic questions regularly.
    - Collect information relevant to marketing teams' needs without overwhelming attendees.
- Addressing concerns over data privacy when sharing event attendee lists with exhibitors' post event.
- Placing buyers on the show committee or advisory group for feedback on decision making processes relating to exhibiting options/regulations/pricing structures/market strategies and app adoption.
- How shows are utilizing apps for registration, badge pick up, and matchmaking.
- Discussion on traffic management efforts from both technology clients' perspectives and the show.
- Getting to Pre COVID19 numbers.
- Utilizing phones for registration and on site.
- Understanding challenges of tracking paid versus free registrations.
- Having quality attendees rather than just quantity.
- Reporting attendance numbers and differentiating tickets.
- Verifying badges and mailing them out.
- Many exhibitor parties and events are being held outside the show. Creating partnerships with these events rather than trying to halt them seems to be more productive.

A special thanks to TMS for sponsoring this important session that allows large show organizers to learn about key issues affecting shows larger than 200,000 NSF while providing a forum for open dialogue and exchange.

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