SLEEP TECH MARKETPLACE
EXHIBITING & SPONSORSHIP OPPORTUNITIES
JANUARY 9-12, 2018
SANDS EXPO, LAS VEGAS, NV
The Sleep Tech Marketplace @ CES convenes some of today’s most well-known brands, innovative startups, and empowered sleep technology professionals and industrious business leaders shaping the sleep industry as we know it.

From **smart beds** and **sleep trackers**, to **advancements in wearables** and new devices tackling **sleep apnea**, **respiratory issues** and **stress management**, explore the evolution these technologies are making on our improved slumber.

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**High Visibility:** Place your brand in the middle of the one of the most high-traffic zones at CES located at the front of CES Tech West in the Sands Expo directly adjacent to Digital Health and Fitness Tech.

**Networking:** The turbocharged exhibition along with exclusive events provides countless opportunities for making new contacts and opening up new business opportunities.

**Press & Product Launches:** With over 7,500 domestic and international press in attendance as well as being at the largest global gathering of connected technology, there is no better platform to showcase your brand and launch your latest innovations.

**Record Attendance:** 2017 broke all records with over 180,000 CES attendees. Showcase your innovation at one of the most exclusive and well-attended shows in the world.

**Private Meeting Rooms:** Exhibiting at the Sleep Tech Marketplace gives you access to our show floor rooms where you can conduct important meetings in a private setting. *

* Private meeting room access is available to Silver Sponsor exhibitors and above.
WHAT YOU’LL SEE

There will be no shortage of cutting-edge innovations on display.

RELAXATION DEVICES & APPS
RESPIRATORY AIDS
SLEEP APNEA SOLUTIONS
SLEEP DIAGNOSTIC TOOLS
SLEEP PODS
SLEEP TRACKERS
SMART ALARM CLOCKS
SMART LIGHTING
SMART BEDS & PILLOWS
WEARABLES
There was no shortage of print, online and broadcast coverage at the Digital Health Summit and Sleep Tech at CES.
No matter what your business goal—gaining brand exposure, sharing your expert leadership or connecting and engaging with a worldwide audience—we have the sponsorship and exhibiting opportunities that fit your needs.

Whether your budget is modest or robust, we have many options that put your brand front and center at the largest global gathering of innovation.
## Everest Sponsor

**$70,000**

### Digital Health Speaking & Summit Benefits

- Speaking - Invitation to participate in a Digital Health featured session
- Digital Health Live Interview
- Social Media Coverage - Promotion of the Marketplace through the DHS Twitter Feed and Facebook Page with (2) Tweet and (2) Facebook Post before CES and (2) Tweet and/or (1) Facebook Post during CES
- Rotating Logo on Strategically Place Plasma Screens in Conference Room (:20 seconds each rotation)
- Five (5) Passes to Digital Health Summit
- Eight (8) Passes to the Invite-Only Networking Event
- Executive Video Interview (pre-Event)
- Full Page color advertisement in the DHS Official Printed Program
- Logo and link on the DHS website - Sponsor’s Page

### CES Onsite Showfloor Branding

Promote Sponsor in relevant and appropriate CTA-produced promotional materials

- Marketplace signage throughout CES to read: **Sleep Tech Marketplace Presented by ABC Company and Digital Health Summit**
- Illuminated Meterboards in Sands Expo Main Lobby
- Thank You Partners/Presenters Banner in the Sleep Tech Marketplace
- Hanging banners at LVCC and Sands Expo (Banners supplied by sponsor). Location TBD.

### CES Website Promotion

- Everest Sponsor will be promoted on the Marketplace page of CESweb.org with Sponsor’s named as Presenter; and will include sponsor’s four-color logo SAMPLE
- Inclusion in the Marketplace section of the Thank You Partners/Presenters page on CES.tech

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Everest benefits continued on next page
### CES Emailed Newsletters
- Attendee Newsletter, dropping to over 200,000 CES prospects/past attendees. Sponsor will be promoted as one of the CES Marketplaces. Promotion will not be dedicated to this Marketplace alone, but will promote Marketplaces as a whole.
- Non-Dedicated Attendee Newsletter, dropping to over 200,000 CES prospects/past attendees. Featured Marketplace story with Sponsor named as Presenter.
- Non-Dedicated Attendee Newsletters to over 200,000 readers. Promotion to include a 40 word description, logo and URL.
- Non-Dedicated Email Blast Sponsor to over 200,000 readers, including 2018 CES pre-registrants, 2017 CES verified attendees, loyal CES customers, prospects and more.
- SmartBrief e-newsletter story, dropping to over 85,000 industry subscribers. Promotion of Marketplace with Everest Sponsor named as Presenter. Story will include 50-100 words.

### CES Printed Materials
- Inclusion in the Marketplace section of the printed CES Map/Show Guide and CES Printed Directory.
- Inclusion in the Thank You Partners/Presenters Spread in the CES Map/Show Guide.

### CES Social Media
Promotion of the Marketplace through the CES Twitter Feed and Facebook Page with (1) Tweet and (1) Facebook Post before CES and (1) Tweet and/or (1) Facebook Post during CES.

### CTA i3 Publication
Sponsor will receive a two-page advertorial in i3, the flagship magazine of the Consumer Technology Association, that reaches more than 51,000 CE industry leaders and an additional 105,000 in online bonus circulation.
**SLEEP TECH LEADERSHIP SPONSOR**

**$55,000**

**DIGITAL HEALTH SPEAKING & SUMMIT BENEFITS**

- Promote Sponsor as Content and Branding Sponsor of Sleep Tech Content Category
  - Sponsor name associated with Content Category (Example: Sleep Tech Sponsored by ABC Company)
  - Featured announcement in DHS distributed newsletter
  - Center stage speaking opportunity during the Digital Health Summit (Panel, Fireside chat or Keynote-style presentation) 25 minutes
  - Rotating logo on plasma screen located in conference room
  - Social media coverage and promotion
  - One Pre-Summit Online Executive Video Interview
  - Branding on podium during Selected Theme
  - Full page color ad in the program
  - Company listing on all Digital Health Summit program booklets and website
  - Six (6) Passes to Digital Health Summit
  - Eight (8) Passes to the Invite-Only Networking Event
  - High-top table in room to distribute sponsor materials in the Digital Health Summit Conference room

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**CES WEBSITE, PRINT & EMAIL PROMOTIONS**

- Promote Sponsor in relevant and appropriate CTA-produced promotional materials.
  - Sponsor name Branding on CES Website - Digital Health conference track (example: Sleep Tech Sponsored by ABC Company)
  - Listing in CES printed agenda
  - Include in CES Conference Section of the Show Guide. The Show Guide will be distributed on-site at CES.
  - Include in the CES Show Directory - To include track name, date and location listed in conference section of CES Directory, to be distributed on-site at CES.
  - Non-Dedicated Email Blast Sponsor to over 200,000 readers, including 2018 CES pre-registrants, 2017 CES verified attendees, loyal CES customers, prospects and more

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**CTA I3 PUBLICATION**

- Sponsor will receive a two-page advertorial in i3, the flagship magazine of the Consumer Technology Association, that reaches more than 51,000 CE industry leaders and an additional 105,000 in online bonus circulation.
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CONTACT US

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