



SLEEP TECH MARKETPLACE

EXHIBITING &
SPONSORSHIP
OPPORTUNITIES

JANUARY 9-12, 2018

SANDS EXPO, LAS VEGAS, NV

digitalHealth
SUMMIT


LIVING IN DIGITAL TIMES
CONNECTING LIFE'S DOTS



**Consumer
Technology
Association™**

ABOUT THE MARKETPLACE



JANUARY 9-12, 2018
FOUR DAY EXHIBITION

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.

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



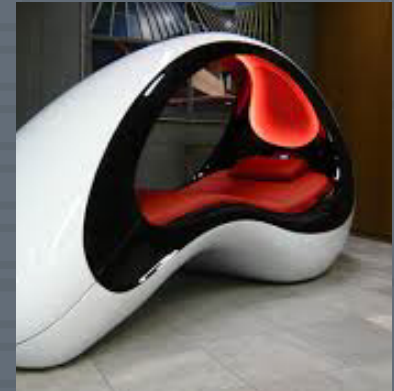
RESPIRATORY AIDS



SLEEP APNEA
SOLUTIONS



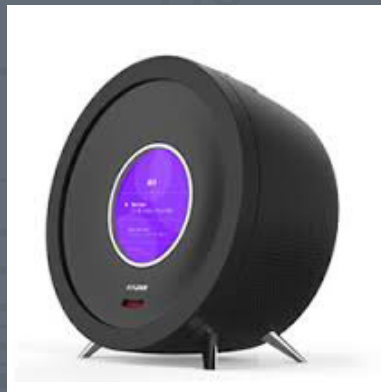
SLEEP DIAGNOSTIC
TOOLS



SLEEP PODS



SLEEP TRACKERS



SMART ALARM
CLOCKS



SMART LIGHTING



SMART BEDS &
PILLOWS



WEARABLES

PRESS

There was no shortage of print, online and broadcast coverage at the Digital Health Summit and Sleep Tech at CES

The New York Times



USA
TODAY

WIRED

Mashable

abc NEWS

BBC
NEWS

BUSINESS
INSIDER

San Francisco Chronicle

CBS
NEWS

CHICAGO
BUSINESS JOURNAL



FAST
COMPANY



CNN Money



The Washington Post

dsn

engadget

The
Telegraph

Chicago Tribune

Forbes

FOX
BUSINESS

Los Angeles Times



YAHOO!
FINANCE

Macworld

xconomy

Medscape

mHealth
Intelligence

Men's Health

mHIMSS

THE VERGE

mobihealth news

Newsday

PCWorld

Robb Report

RUNNER'S WORLD

siliconbeat

Sleep Review
THE JOURNAL FOR SLEEP SPECIALISTS

Sports
Illustrated

TECH TIMES

Daily Mail



THE
HUFFINGTON
POST

THE WALL STREET JOURNAL

UPLOAD

tom's guide

VentureBeat

Women's Health

SLEEP TECH MARKETPLACE

EXHIBITING & SPONSORSHIP OPPORTUNITIES



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



Our Premier Sponsorship Package offers exclusive CES Sleep Tech Marketplace branding, extensive CES onsite and online promotions and Digital Health Summit center stage speaking.

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

Everest benefits continued on next page

EVEREST SPONSOR



CES PROMOTIONAL BENEFITS CONTINUED

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

Strong visibility through CES promotions, Digital Health Summit promotions and content host as well as center stage speaking.

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

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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EXHIBIT SPONSORSHIP LEVELS

	Bronze	Silver	Gold	Platinum
Price	\$10,000	\$14,000	\$25,000	\$37,500
Pre-event Promotion Mentions				Included in Press Release
Participation on Conference Panel				X
DH Live Interview & Social Media Mentions		X	X	X
Exhibit Space	10' x 10' Space	10' x 20' Space	20' x 20' Space	20' x 30' Space
Listing in CES Printed and Online Directories	X	X	X	X
Rotating Logo on Large Plasma Screens in Conference Room		10 seconds	15 seconds	20 seconds
Logo & Company Description on DHS Website	X	X	X	X
Official Program Ad		half-page	full page	full page
Public Mentions at Conference			DHS Opening	DHS Opening
Passes to Digital Health Summit	1	2	4	5
Access to Shared Meeting Room on Exhibit Floor		X	X	X
Passes to Invite-Only Networking Event	2	4	6	8
Listing on Relevant DH Materials	X	X	X	X



CONTACT US

JILL GILBERT
PRODUCER

JILL.GILBERT@DIGITALHEALTHSUMMIT.COM

DENISE LAVARONI
SPONSORSHIPS & EXHIBITING

DENISE@DIGITALHEALTHSUMMIT.COM