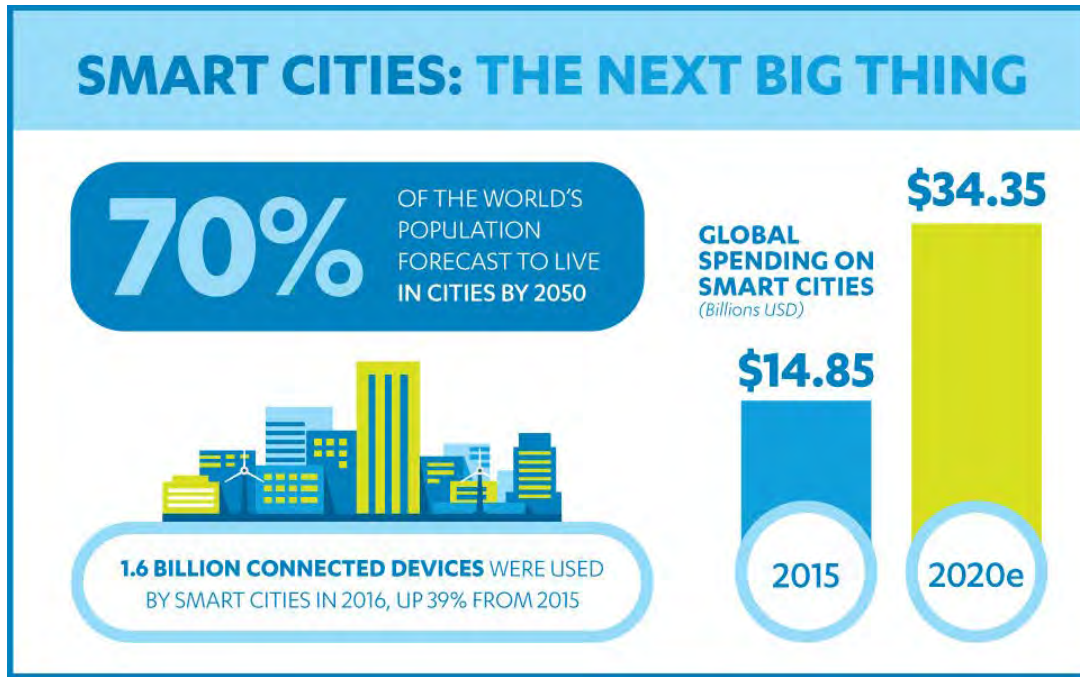




Smart Cities at CES 2018: January 9-12

Smart Cities Experiencing Explosive Growth

Global spending on Smart Cities is projected to reach \$34.35 billion by 2020 , which presents unprecedented market opportunities.



Source: CTA/UPS The Evolution of Smart Cities and Connected Communities, January 2017. This study is available for CTA members only.

NEW Smart Cities Marketplace at CES 2018

CES is the world's gathering place for all who thrive on the business of consumer technologies.

CES is already showcasing leading-edge Smart City innovation and IoT adoption and top tech companies from around the globe had Smart Cities solutions at CES 2017.

We are launching a comprehensive program that puts robust conference sessions from industry thought leaders center stage, and offers dedicated show floor space to demonstrate industry-shaping solutions.



CES Smart Cities Conference Program

The most influential tech leaders join the CES conference program as partners, speakers and participants to share insights on emerging technologies shaping the industry.

We constructed a new program inspired by the success of the full-day automotive and personal mobility sessions Deloitte hosted at CES 2017.

CES Smart Cities will feature 3 days of conference programming, with content from **Bosch**, **FirstNet**, **Ford** and **Qualcomm**, that will attract, engage and inform key decision makers, influencers, buyers and investors



Session Topics Include:

- Smart Cities and Venues
- Smart Transportation
- Smart Energy and Smart Grid
- Public Safety
- Healthcare
- Data, Analytics and Security
- Artificial Intelligence
- Governance and Policies

CES Smart Cities Exhibit Space

At CES 2017, we saw the world's leading technology companies showcase their Smart Cities plays including leading automotive manufactures, consumer goods companies and innovative startups in Eureka Park.

Now you can join other B2B, B2C and B2G companies investing in Smart Cities, Smart City Infrastructure Providers, City Services, Smart Energy Suppliers, and Public Safety and Communications.

Our dedicated exhibit space provides a central location for face-to-face interaction and real-time demonstrations that show buyers, investors and media how Smart Cities solutions and applications truly benefit consumers.

Last year, almost 25% of CES 2017 attendees were representatives from Buying Organizations and more than 36% were Senior-Level Executives



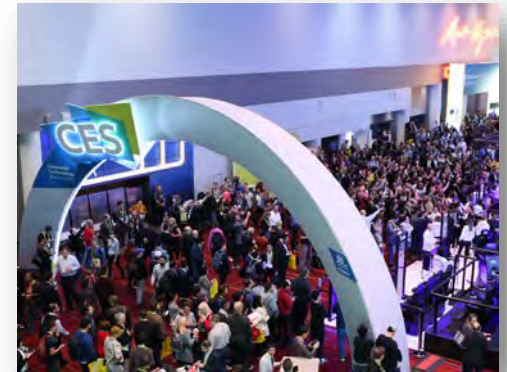
CES Smart Cities Audience Insights

CES is the only place to experience the entire connected ecosystem that brings together the technologies, solutions, players and audiences in the smart city sector including: **IoT, 5G Connectivity, Transportation and Smart Automotive, Energy and Utilities, Health and Public Safety, Artificial Intelligence and Data Analytics.**

Last year, our Leaders in Technology program attracted government officials from across the globe, including State Elected Officials, High-Ranking U.S. Congressional and Agency Staff, as well as International Officials and Staff.

By delivering compelling content and showcasing leading-edge technologies, CES Smart Cities will attract Local and State municipalities and Federal agencies with a vested interest in Smart Cities including:

- Mayors
- State governors
- Federal government for key agencies including HUD and Dept. of Energy
- Law enforcement and First Responders
- Utility and energy companies
- Transportation companies
- Investors/financial institutions looking to invest in smart city technology
- State and local government and municipalities, titles include: City Planners, CTOs, CIOs/IT Manager, Chief Data Officers/Data Architects/Data Managers, City Managers, Innovation Officers/Managers, Public Works Department



Become a Premium Partner

Limited Space Available in CES Smart Cities Marketplace

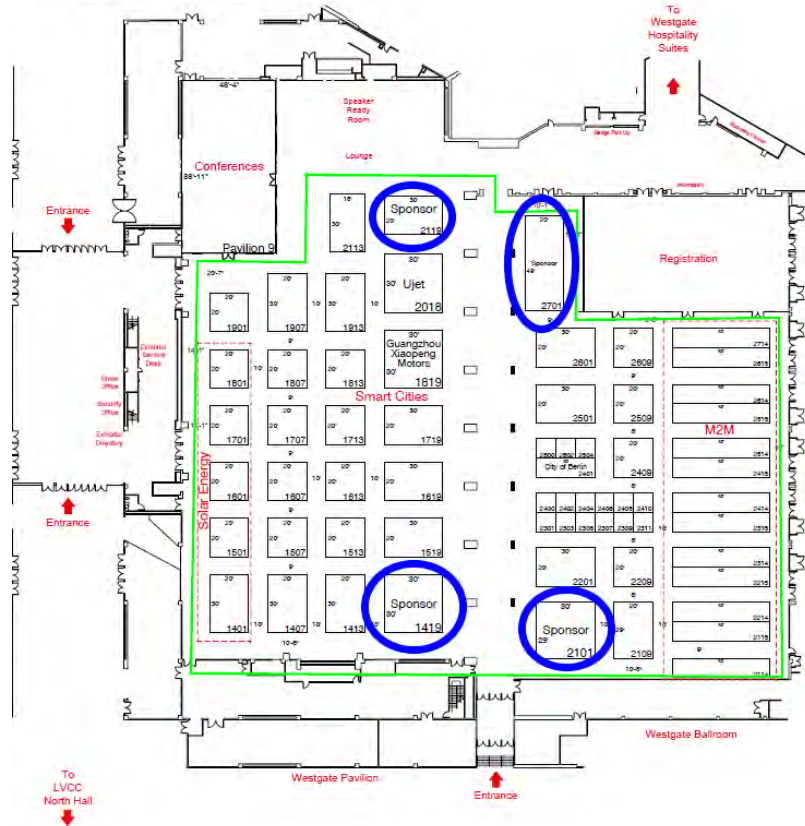
- CTA is offering 4 premier partnership opportunities, limited to leading players in the Smart Cities arena
- Partners will create a showcase centered on a leading Smart Cities initiatives:
 - Smart Transportation
 - Smart Cities and Venues
 - Smart Energy and the Smart Grid
 - Public Safety, Utilities and Healthcare
 - Data, Analytics and Security
- CTA will provide the partner with:
 - A premium location in the CES Smart Cities exhibition space
 - Extensive onsite branding opportunities including highly-visible column wraps, banners and signage
 - Recognition and branding in preshow promotions through CTA's digital properties and social media channels
 - Listing in key attendee tools and guides including the CES Mobile App, *CES Show Guide* and *CES Show Daily*
 - Exposure to global media, pre- and during the show, at CES Unveiled Paris and NY, with a strong focus at CES Unveiled Amsterdam, and via media tours, press releases and media briefings

Smart Cities at Tech East, Westgate

#CES2018 | JANUARY 09-12 | EXHIBIT@CTA.TECH | CTA.TECH

Premium Location for Premier Partners

CES 2018
JANUARY 9-12, 2018
Westgate Las Vegas - Las Vegas, NV



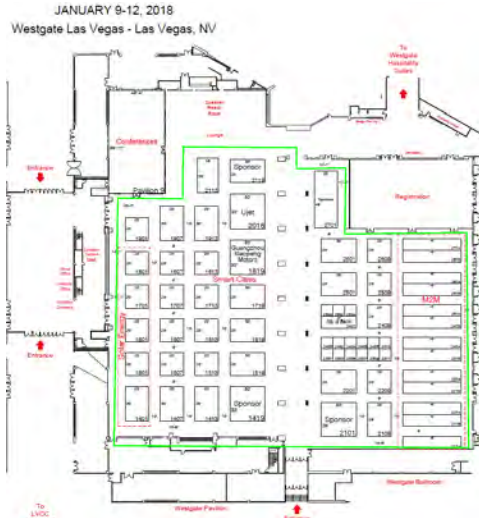


Exhibit Space Options

- Open booth space \$44/sq.ft.
- Turnkey packages range from \$6,775 - \$27,100

Additional Branding Opportunities

- Lounge Sponsor
- Brand Activation Sponsor
- Column Wraps
- Signage
- Starting at \$5,000

Learn More about Smart Cities at CES

Smart Cities at CES 2017

- [Qualcomm Keynote](#) Steve Mollenkopf, CEO of Qualcomm Inc., showed how Qualcomm is leading the way in 5G connectivity.
- [Innovation Policy Summit](#) An expert panel discussed the future of tourism and mobility, including challenges with policy and bringing innovations to market.
- [CES Smart Cities Hackathon, presented by Amazon Alexa and ReadWrite](#)
- See [Panasonic's vision](#) for the Smart City of the future at their CES exhibit

Read More About Smart Cities

- [Three Reasons Why You Should Invest In Smart Cities Now](#) Smart cities are the urban landscapes of the future. Powered by the ubiquitous connectivity of the Internet of Things (IoT), smart cities collect data on a variety of factors – from pollution to traffic – and employ that data to make cities safer and more sustainable.
- [Smart Cities: The Next Big Thing](#) The smart city concept is generally viewed through the lens of technology and data analytics. But in reality the definition—and implementation—is much more elaborate.
- [Smart Cities on the Rise](#) Current transportation, energy, water and waste systems were not designed for a rapidly rising population and the consequences are dire.



Your prospects, customers, colleagues and competitors will be in the CES Smart Cities Marketplace. Contact us to start planning today.



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