

innovators show up



JAN. 6-9, 2026 LAS VEGAS, NV



INTERNATIONAL
DELEGATION PROGRAM

WHAT IS CES?

CES® is the most influential tech event in the world — the proving ground for breakthrough technologies and global innovators. This is where the world's most impressive tech brands do business, meet new partners, investors, and buyers, and the sharpest innovators hit the stage. Owned and produced by the Consumer Technology Association (CTA)®, CES features every aspect of the tech sector.



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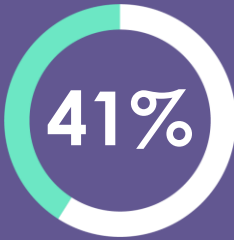




TOTAL ATTENDANCE
138K



Domestic



International

161

Countries, Territories and Regions Represented

63%

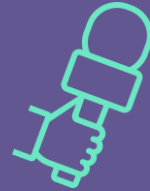
of attendees have a significant buying
influence for their organization

51%

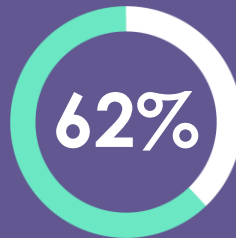
of registered attendees are senior-level*

*President/Owner, C-level, VP, Director/Sr. Manager/General Manager

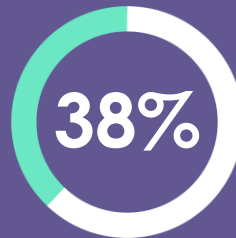
THE GLOBAL IMPACT OF CES 2025



MEDIA ATTENDANCE
5355



Domestic



International

254K

Stories Produced

400B+

Impressions



GLOBAL EXHIBITORS
4312 **1442**
Total Exhibitors Startups



CONFERENCE
PROGRAMMING
AND KEYNOTES

292

Conference Sessions

1158

Speakers

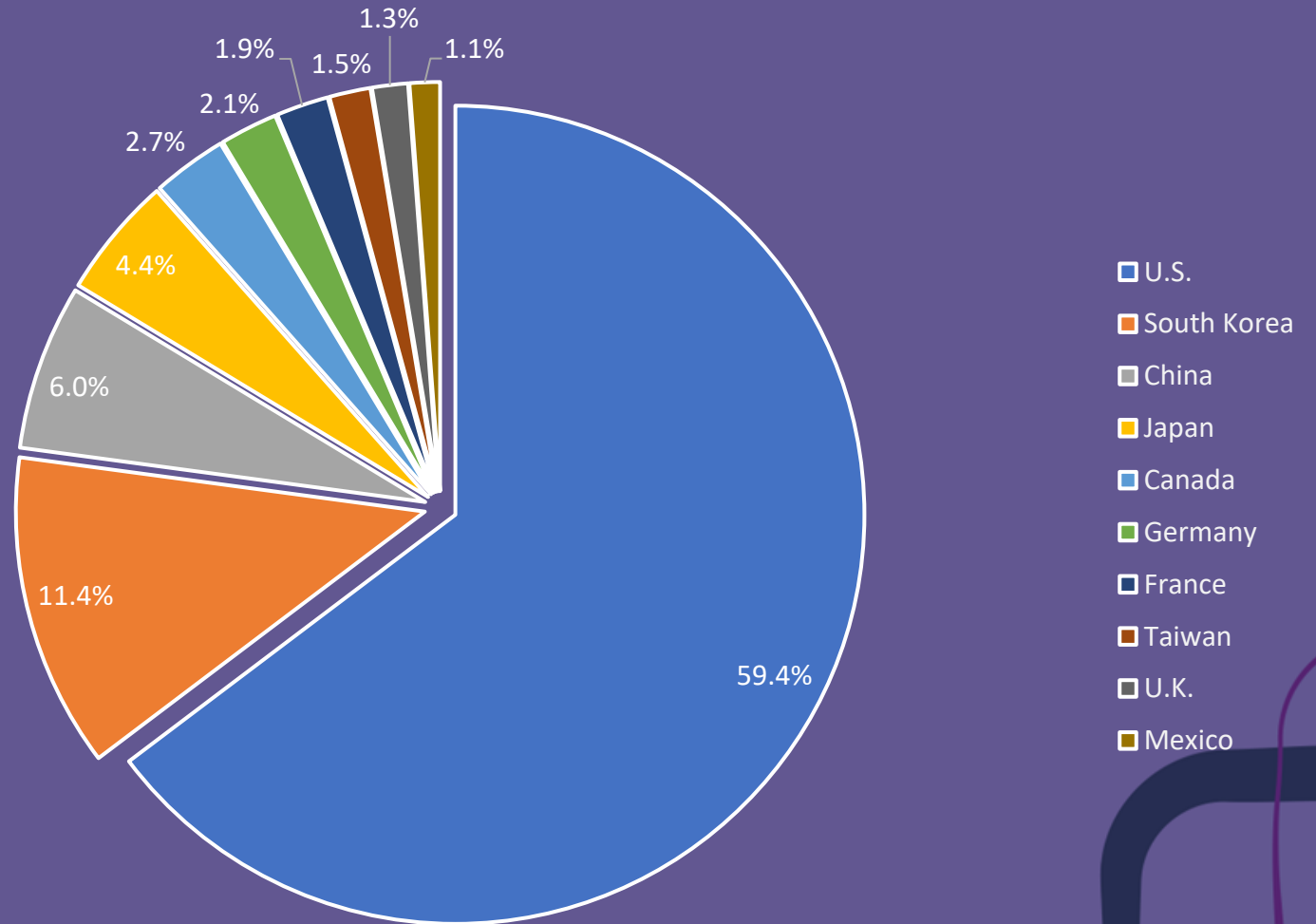
All figures are pre-audited through January 31, 2025.
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CES 2025 Attendees By The Numbers

138,820 Total Attendees

U.S., South Korea, China, Japan, Canada, Germany, France, Taiwan, U.K., Mexico top 10 countries in attendance

41% international attendees
(driven by growth from APAC)



CES 2025 Global Coverage

5,355

journalists attended CES 2025

20%

increase of international media attendance Y/Y

254,956

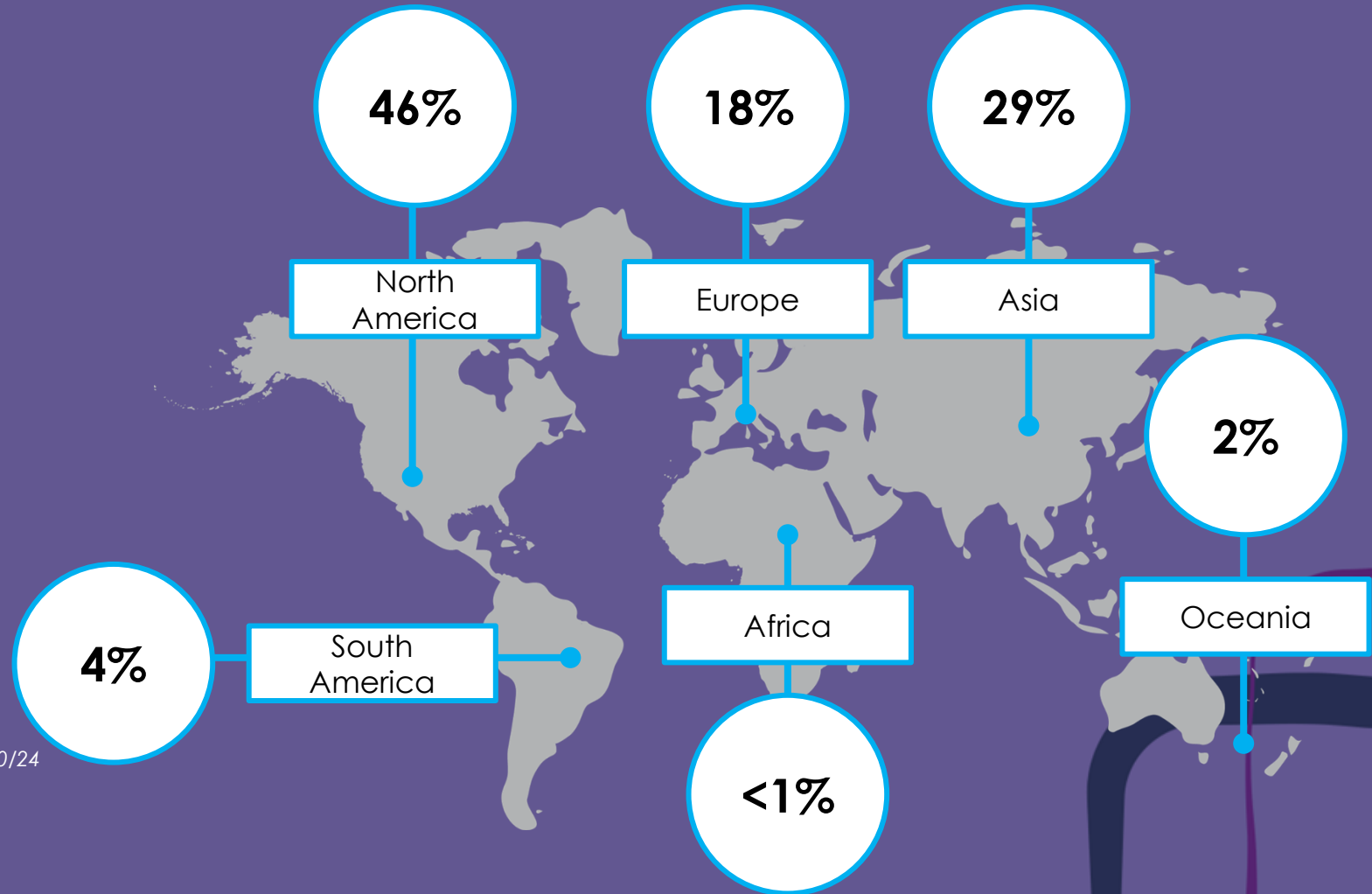
total pieces of coverage published worldwide

401 Billion

estimated media impressions worldwide

Analyzing a selection of 2,315 global news outlets from 12/1/23 to 1/20/24

Worldwide Breakdown



“There isn’t any other show in the world that touches a big audience like CES, it is a very exciting time for us.”

Embodme



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#CES2025

 CES™

CES 2026 DELEGATION PROGRAM



CES 2026 | Jan 6-9, 2026



WHAT IS THE INTERNATIONAL DELEGATION PROGRAM?

The Delegation Program provides a curated CES experience exclusively to international industry attendees. The program supports industry leaders with their objectives at CES through many benefits pre-show and on-site.

Invited Delegates must be from outside of the United States. All Delegations must have a minimum of 15 Delegates.

How to Participate?

The Delegation Program consists of CTA® approved Delegation Leaders, who act as the designated point person for their Delegation. When registration launches for the upcoming CES, the Delegation Leader will send a complimentary invitation to Delegates to join.

All Delegations must consist of business professionals affiliated with the consumer technology industry – no students allowed.

Are you interested in becoming a Delegation Leader at CES?

[Learn more and apply.](#)



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DELEGATE BENEFITS

Attending CES 2026 with an international delegation has several benefits:

- Complimentary CES 2026 industry attendee registration (Exhibits Plus Pass)
- 25% discount off the Deluxe Conference Pass
- 10% discount off the exclusive [StoryTech](#) VIP Industry Expert Tours
- On-site exclusive access to the International Business Centers (IBCs)
- Access to U.S. Department of Commerce Trade Specialists
- Special invitation to the annual CES International Reception

TIP: For a smoother process, delegates are encouraged to wait for a special invitation to register from their Delegation Leader to join, instead of completing their own registration.

Attend and Connect

Connect with other delegates, investors, and exhibitors in a wide variety of product categories that represent an entire connected technology ecosystem.



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FEATURED TECHNOLOGIES

Blockchain

AI

5G

Cloud

Quantum

Data

IOT/Sensors

Web3

Vehicle Tech & Advanced Mobility

Automotive OEMs

Automotive Technology

Car Audio

Self-Driving Technology

Electric Vertical Take-off and Landing (eVTOL)

Personal Mobility

Accessibility

IoT Infrastructure

Enterprise

Cloud

Cyber

Data

IT/Security

Privacy

Remote Work

Computing

Digital Health

Digital Therapeutics

Mental Wellness

Robotics

Telemedicine

COVID-19/virus technology

Women's Health Tech

Baby Tech

Wellness

Fitness

Mindfulness

Sleep

Wearables

AI/Robotics

Speech Recognition

Machine Learning

Autonomous Machines

Food Tech

Sustainability

Energy/Power

Communications

Food Tech (AgTech)

Resilience

Smart Cities

Water

Space Tech

Aerospace

Electric Vertical Take-off and Landing (eVTOL)

Satellite Communications

Satellite Landing

Security and Defense

Space Exploration

Space Tourism

FinTech

Mobile Payments

Blockchain

Cryptocurrency

Digital Financial Services

Digital Currencies

Decentralized Finance (DeFi)

Accessories

3D Printing

Lifestyle

Family Tech

Baby Tech (baby monitors, smart cribs, smart thermometers)

CBD Tech (additional approval required)

Education Tech

Fashion/Clothing

Fitness

Pet Tech

Remote Learning

ShopTech

Toys

Travel & Tourism

Wearables

Smart Home

Air Purification

Appliances

Connected Home

Home Cinema

Home Energy

Home Networks

Intelligent Spaces

Lighting

Remote Work Tech

Security

Smart Speakers

Sports Tech

Fan Engagement

Fitness Tracker

Exercise Equipment

eSports

Performance Enhancement Training

Smart Clothing

Sports Analytics

XR applications



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The IMPACT



Furthering Global Business

Investors have contributed \$10+ billion to startups within Eureka Park

CES Keynoters experience significant stock price increases after making announcements at CES

The average executive holds 20 meetings while at CES

1/3 of CES attendees come from outside the U.S.



Startup Success

The Impossible Whopper: Impossible Foods was discovered at CES 2019 by Burger King – the Impossible Whopper is now sold nationwide

Ring Doorbell: Debuted at CES 2019 and was then acquired by Amazon – now valued at \$1.2 billion

BenjiLock: After launching at CES, BenjiLock secured funding from Shark Tank, leading to a major licensing deal with Hampton



Driving Economic Growth

Since 1978, CES has drawn 4.9 million attendees to Las Vegas

To date, the estimated economic impact to Las Vegas from CES is more than \$6 billion

CES 2020 had an estimated impact of \$291 million to Las Vegas, including \$169 million in direct spending



Key Players

Government officials, policymakers and business leaders attend CES to experience innovation and forge partnerships

Startups to Fortune 500 companies break news: 3.1K+ media in attendance (CES 2022)

177K+ stories produced (CES 2022)

At CES 2020: 330 of the Fortune 500 companies were represented

94% of exhibitors said their annual sales were influenced by the show

“CES has foretold some of the most seismic shifts in the recent history of technology.”

Forbes



CES™

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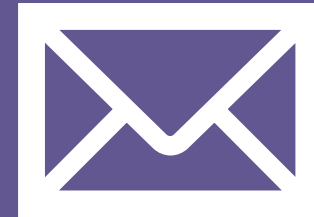


Powered by The Consumer Technology Association®

Join a CES® 2026 delegation!

Las Vegas | January 6-9, 2026

Contact the Delegations Team



Delegations@CTA.tech