



Consumer
Technology
Association®

CES® 2025

Innovation For All

Las Vegas | January 7-10, 2025

Innovation For All

Diversity is the bedrock of innovation. The Consumer Technology Association (CTA)[®] is committed to the advancement of diversity and inclusion at CES and beyond.

The **Innovation for All** program at CES 2025 will bring together thought leaders and allies for engagement opportunities, networking, and to share best practices in advancing diversity and inclusion in the tech industry.



Programming

The Innovation For All program centers itself on creating community for all at CES and advancing diversity and inclusion in the tech industry. Our CES 2024 program included:

Content: Our curated conversations focused on topics including accessibility, the ever-changing role of chief diversity officers and chief human resource officers, the funding landscape for women and diverse entrepreneurs, emerging technologies shaping the tech workforce, and supporting entrepreneurship.

Events: Our events, like the **LGBTQ+ & Allies meetup**, **Women in Tech Brunch**, and **Innovation for All D&I meetup**, are centered on building a robust community for all.

Startup Experience: CTA's Startup Experience at Eureka Park supports up to ten startups on their journey to exhibit at CES.



MONDAY, JANUARY 8

- 2:30-4:30 PM [Accessibility Roundtable](#)
+Invite-Only, Venetian Expo
- 4:30-6:30 PM [CTA Foundation Reception](#)
Venetian Expo, Level 1, 401-402

TUESDAY, JANUARY 9

- 1-1:40 PM [Women In Tech Q&A – Live at CES](#)
LVCC, Grand Lobby, CTA Stage
- 2-2:40 PM [The Future of the Chief Diversity Officer: What's Next?](#)
LVCC, Grand Lobby, CTA Stage
- 3-3:40 PM [A Look at the Funding Landscape for Women and Diverse Entrepreneurs](#)
Venetian Expo, Hall G, Startup Stage

WEDNESDAY, JANUARY 10

- 9-9:40 AM [Emerging Technologies Shaping the Tech Workforce](#)
Venetian Expo, Hall G, Startup Stage
- 10-10:40 AM [Driving Innovation Through Inclusive Design](#)
Venetian Expo, Hall G, Startup Stage
- 1-1:40 PM [Closing the Gender Equity Gap](#)
LVCC, Grand Lobby, CTA Stage
- 2-2:40 PM [Empowering Women's Entrepreneurship](#)
LVCC, Grand Lobby, CTA Stage
- 2-4 PM [CTA Foundation Pitch Competition](#)
Venetian Expo, Hall G, Startup Stage

- 3-3:40 PM [Growing Women In STEM](#), presented by UL Standards & Engagement
LVCC, Grand Lobby, CTA Stage
- 4-6 PM [LGBTQ+ & Allies Meetup](#), hosted by CTA & LGBT Tech
presenting sponsor quickplay
Innovation for All Hospitality Suite, Encore

THURSDAY, JANUARY 11

- 11 AM-2 PM [CES Women In Tech Brunch](#), hosted by CTA, The Female Quotient & Black Girl Ventures, **+Invite-only**,
Aria Sky Suite
- 4-4:40 PM [Masterclass: How to Maximize \(Social\) Media Exposure for your Startup](#)
Venetian Expo, Hall G, Startup Stage
- 5:30-7:30 PM [Innovation for All D&I Meetup](#), hosted by CTA & Black Girl Ventures
Innovation for All Hospitality Suite, Encore

Visit the [Innovation For All Startup Experience](#) in Eureka Park*.

+Invite Only – Contact diversity@cta.tech for more information.

+Invite Only – Contact sewell@cta.tech for more information.

Thank you to our Innovation For All Sponsors:



Hospitality Suite - LGBTQ+ & Allies Meetup

The Innovation For All Hospitality suite, located within the Encore Tower Suites, was new at CES 2024.

CTA's LGBTQ+ & Allies Meetup, hosted at CES 2024 by CTA and LGBT Tech, presenting sponsor Quickplay, provided a networking opportunity for CTA members and CES attendees celebrating LGBTQ+ attendees and allies.

Snapshot of Meetup Attendees:
+63% in attendance YoY
61.8% VP and above



“LGBT Tech’s partnership with CES is a bold step toward a more inclusive and innovative future. It’s more than just a partnership; it is advocacy for the LGBTQ+ community within the tech space. Diversity is not a challenge but an indispensable catalyst for the highest levels of tech innovation.”

CHRIS WOOD | EXECUTIVE DIRECTOR AND CO-FOUNDER, LGBT TECH

Hospitality Suite - Innovation For All D&I Meetup

The Innovation For All Hospitality suite, located within the Encore Tower Suites, was new at CES 2024.

Innovation for All D&I Meetup, hosted by CTA and Black Girl Ventures, provided a networking opportunity for diverse entrepreneurs, founders, and allies.

Snapshot of Meetup Attendees:

+72% in attendance YoY

61% VP and above



“CES is an ideal and important partnership for the Black Girl Ventures Foundation because it provides a dynamic platform to showcase and amplify the innovation, entrepreneurship and brilliance of people of color in technology and innovation, ultimately fostering diversity and inclusion in the tech industry.”

OMI BELL | CEO, BLACK GIRL VENTURES

CTA Women In Tech Brunch

CTA's second annual **Women In Tech Brunch** convened women and allies for a networking reception to celebrate women in tech. The program featured stories and remarks by top executives from HP, Salesforce, Black Girl Ventures, The Female Quotient, and CTA. This is a curated, invite-only event and has been at capacity the past two years!

Snapshot of attendees:

71.7% VP and above

+33% in attendance YoY

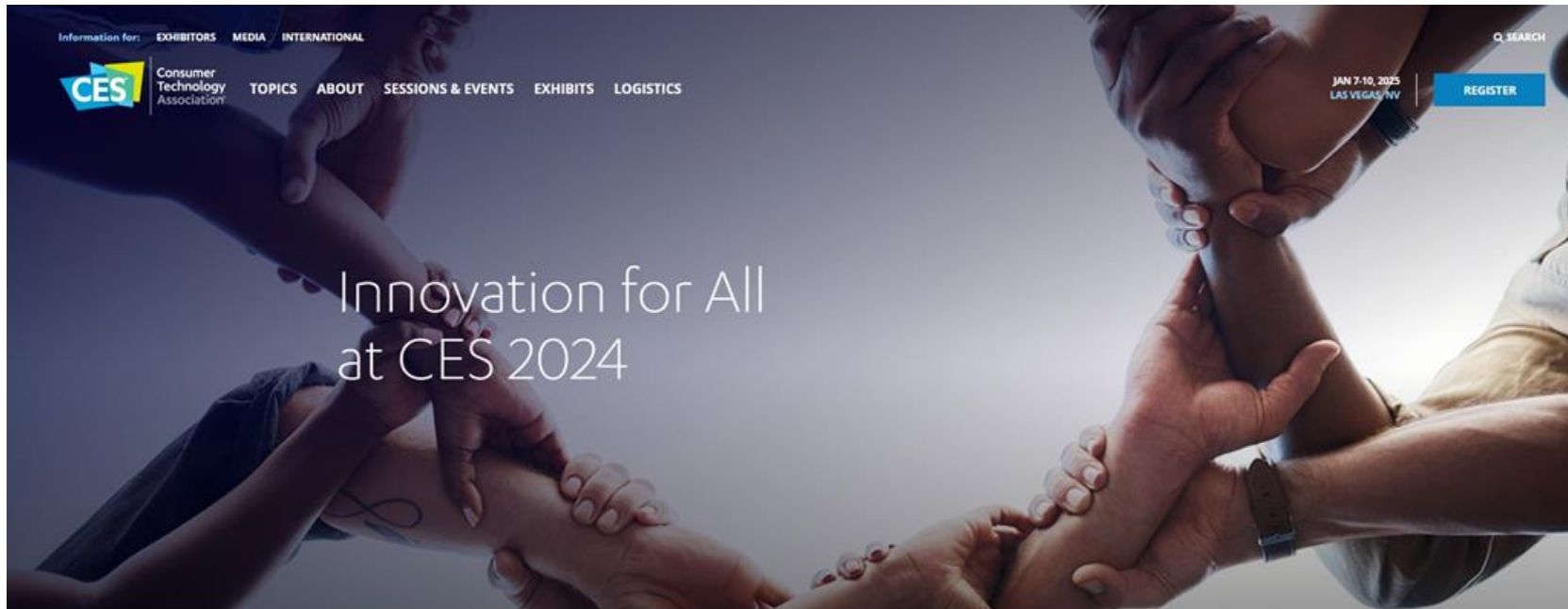
“As the official equality partner of CES, we propel women in tech, making the invisible visible, changing the equation and closing the gap.”

**SHELLEY ZALIS | FOUNDER AND CEO,
THE FEMALE QUOTIENT**



Dedicated Page on CES.tech

New for CES 2024, there was a dedicated [Innovation For All landing page](#) which served as the central place to find information pertaining to Innovation For All events, sessions, Startup Experience information, and sponsors.



The **Innovation for All** program at CES 2024 will bring together thought leaders and allies for engagement opportunities, networking, and to share best practices in advancing diversity and inclusion in the tech industry. Program formats range from dynamic panel discussions to networking events that connect industry professionals and tech founders from underrepresented groups.

Diversity is the bedrock of innovation. The Consumer Technology Association (CTA) is committed to the advancement of diversity, equity, and inclusion across the tech industry.

2024 Innovation For All Sponsors – Thank You!

Platinum:



Gold:



Women in Tech Brunch:



LGBTQ+ & Allies Meetup Presenting Sponsor:



Sponsorship Opportunities

CES® offers an abundance of opportunities to set yourself apart.

Sponsorship of the **Innovation For All** program will demonstrate a commitment to diversity, equity, and inclusion at CES 2025. Program formats range from dynamic panel discussions and pitch competitions to luncheons and networking events that connect industry professionals and tech founders from underrepresented groups.

CES marketing channels will amplify the **Innovation For All** program to the global CES audience, including investors, media, and business leaders. Programming takes place at Eureka Park, the buzz-worthy home to startups and entrepreneurs, where future-forward products debut, partnerships are forged, and investments are made.

Your participation also helps support **CTA's Startup Experience at Eureka Park**, which awards ten women and diverse-led startups with booth space in Eureka Park and travel assistance.

Over 1,300 individuals engaged with **Innovation For All programming**, ensuring that the CES experience continues to be welcoming and inclusive of all who work in the tech industry.

CTA Innovation For All Platinum Sponsor

CTA's Innovation For All program at CES 2025 will bring together thought leaders and allies for engagement opportunities, networking, and to share best practices in advancing diversity and inclusion in the tech industry. Sponsorship will demonstrate a commitment to diversity, equity, and inclusion at CES.



Platinum Sponsor:

- Recognition as a Platinum Sponsor of **Innovation For All** on marketing materials as appropriate
- Premium logo placement on conference signage during the **Innovation For All** sessions with recognition as a Platinum sponsor
- Inclusion of logo on the sponsor slide to be shown once during each session
- Recognized as Platinum Sponsor of the **CTA Women in Tech Brunch**, including event signage
- Opportunity for short remarks at curated, invite-only **CTA Women in Tech Brunch**
- Eight (8) tickets to the **CTA Women in Tech Brunch**
- Recognition as a **CTA Innovation for All Lounge** Platinum sponsor on on-site signage. Hospitality suite will host various networking receptions, including **CTA's LGBTQ+ & Allies Meetup** and **CTA Innovation For All D&I Founders Meetup**
- Hospitality Suite/Lounge is open for two hours a day, includes potential for light food and beverages

Investment: \$40,000

CTA Innovation For All Gold Sponsor

CTA's Innovation For All program at CES 2025 will bring together thought leaders and allies for engagement opportunities, networking, and to share best practices in advancing diversity and inclusion in the tech industry. Sponsorship will demonstrate a commitment to diversity, equity, and inclusion at CES.



Gold Sponsor:

- Recognition as a Gold Sponsor of **Innovation For All** on marketing materials as appropriate
- Inclusion of logo on the sponsor slide to be shown once during each session
- Recognition as a **CTA Innovation for All Lounge** sponsor on onsite signage. Hospitality suite will host various networking reception, including **CTA's LGBTQ+ & Allies Meetup** and **CTA Innovation For All D&I Founders Meetup**
- Recognized as Gold Sponsor of the **CTA Women in Tech Brunch**, including event signage and marketing materials
- Eight (8) tickets to the **CTA Women in Tech Brunch**
- Logo placement on conference signage during the **Innovation For All** sessions with recognition as a Gold sponsor
- Hospitality Suite/Lounge is open for two hours a day, includes potential for light food and beverages

Investment: \$25,000

CTA Women In Tech Brunch Sponsor

The Women in Tech Brunch will convene women and allies to network and celebrate their roles and contributions in the tech sector.

Hear from industry leaders as they discuss the advancement of women in the tech industry.

This is a curated, invite-only event.

Women In Tech Brunch Sponsor

- Recognition as a **CTA Women In Tech Brunch** sponsor, including event signage and marketing materials
- Five (5) tickets to the **CTA Women In Tech Brunch**
- Opportunity for a sponsorship giveaway during the Brunch (optional)

Investment: \$5,000



One Day Activations

Get involved with a one-day activation! Contact us for more details on how your brand can engage with our audience.

Contact: Diversity@cta.tech for more information