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# ATTENDANCE AUDIT SUMMARY

**CES® 2026**  
January 6-9, 2026  
Las Vegas, NV  
CES.tech



Powered by The Consumer Technology Association<sup>®</sup>

CES is where innovators show up, business gets done, and together we solve the world's biggest challenges. In a crowded global events landscape, CES stands apart as the world's most powerful technology gathering because of who comes, what gets built, and the results that follow. CES 2026 once again proved the power of convening the full tech ecosystem in one place.

We're proud to report that CES 2026 drew 148,392 attendees from around the globe, including 86,679 industry professionals and 7037 members of the media. 55,841 international attendees showed CES's continued global reach. From industry titans to groundbreaking startups, from investors to policymakers representing 141 countries, regions and territories, innovators came together in Las Vegas to forge deals, create jobs, and plan for what's next.

Across the show floor, on keynote stages, and in hundreds of conference sessions, attendees explored the latest in AI, digital health, energy transition, mobility, quantum, sustainability, and more. More than 4100 exhibitors—including some 1200 startups in Eureka Park—showed how technology is changing lives today, from AI-driven advances that make us healthier and more productive to accessibility technologies opening new doors for people with mobility challenges.

Transparent, verifiable data is core to how we run CES. Our attendance figures are independently audited by a third party and meet or exceed the standards set by UFI, the Global Association of the Exhibition Industry. That focus on auditing gives exhibitors, partners, and attendees confidence that the numbers behind CES reflect the scale and quality of the experience on the ground. For a deeper look at who came to CES 2026 and how they participated in the show, we invite you to explore this Attendance Audit Summary.

Thank you for being a part of CES 2026. We look forward to welcoming you to CES 2027, January 6–9 in Las Vegas, Nevada.

Sincerely,



A handwritten signature in black ink that reads 'Kinsey Fabrizio'.

**Kinsey Fabrizio**  
President  
Consumer Technology Association



A handwritten signature in black ink that reads 'John T. Kelley'.

**John T. Kelley**  
VP, CES and CES Show Director  
Consumer Technology Association

Introduction..... 3

Attendance Highlights ..... 4

International Attendance..... 5

Speaker Highlights..... 6

Attendance Profiles ..... 7

Industry Attendee Profiles ..... 8

Government Representatives..... 10

Social Media Reach ..... 11

Media Coverage..... 11

About CTA..... 14



## PREFACE

CES is the most powerful tech event in the world—the proving ground for breakthrough technologies and global innovators. This is where the world’s biggest brands do business and meet new partners, and the sharpest innovators hit the stage. Owned and produced by the Consumer Technology Association (CTA)<sup>®</sup>, CES features every aspect of the tech sector.

Visit [CES.tech](https://CES.tech) for news and information about the show.

To speak directly with a CES sales representative regarding exhibit space or promotional opportunities, please contact us at [ExhibitSales@CTA.tech](mailto:ExhibitSales@CTA.tech).

## AUDIT SOURCES

The *CES 2026 Attendance Audit Summary* provides exhibitors and prospects insight into those in attendance at CES. This information will aid in evaluating opportunities and maximize your ROI from CES. Information included in this document was derived from:

- Alliance for Audited Media CES 2026 Event Audit Report
- CES 2026 Registration Data, provided by Maritz
- 2025 Fortune Global 500 list
- 2025 Twice Top 50 CE Retailers

### Alliance for Audited Media

AAM provides an independent, third-party verification of CES attendance, attendee demographic information, records and record-keeping systems. It is important that CES exhibitors have valuable, accurate attendance data to enhance market analysis and verify the show’s merits.



## Attendance Highlights

The following numbers are highlights of the top attendance segments and represent a snapshot of CES attendance. For more information, please contact a sales representative at [ExhibitSales@CTA.tech](mailto:ExhibitSales@CTA.tech).

### CES 2026 TOTAL ATTENDANCE OVERVIEW

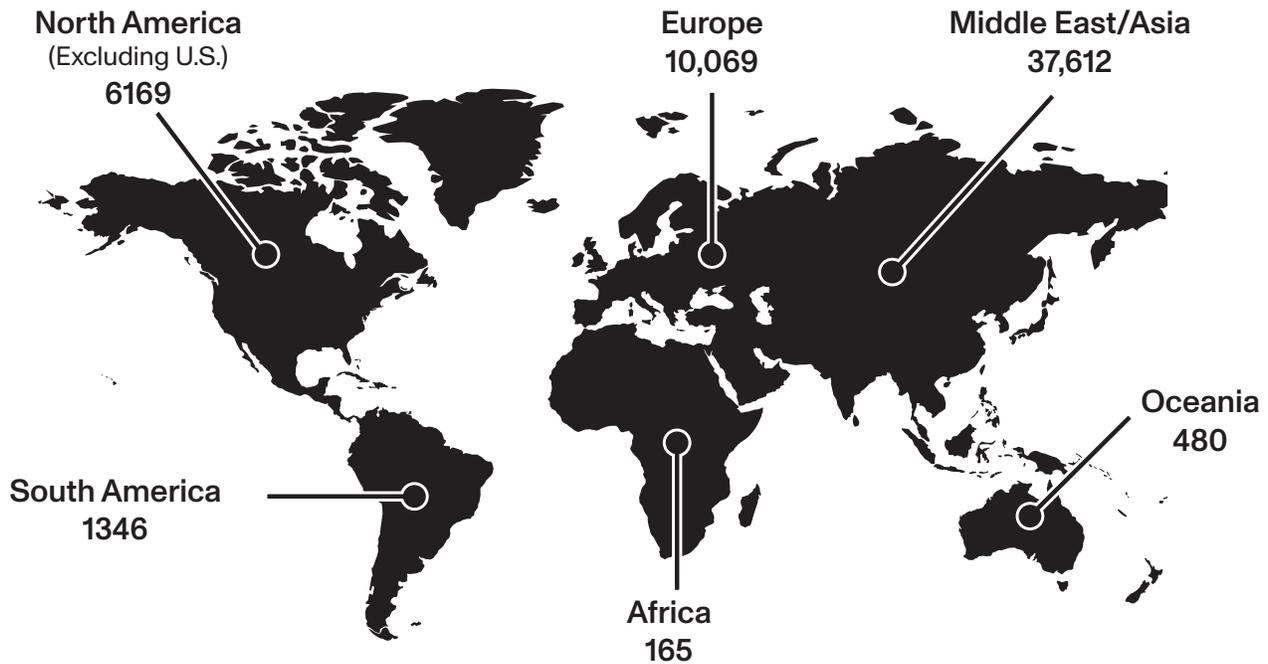
Registration Type	Domestic	International	Total Verified Attendance
Industry Attendees	57,426	29,253	86,679
Exhibitor Personnel	30,697	23,979	54,676
Media	4,428	2,609	7,037
Total Verified Attendance	92,551	55,841	148,392

CES 2026 attracted **307** of the 2025 Fortune 500 companies

### SENIOR-LEVEL EXECUTIVE ATTENDANCE

Job Title	Verified Attendance	% of Total Verified Attendance
President/Founder	18,215	12%
C-Level Executives	15,325	10%
Vice President/SVP/EVP	19,229	12.9%
Director/Sr. Manager/General Manager	24,428	16%
Total Senior-Level Executives	77,197	52%

CES welcomed a global audience with 55,841 international visitors from 141 countries, regions and territories.



**37.6%** of CES 2026 attendance came from outside of the United States

TOP 20 COUNTRIES, REGIONS AND TERRITORIES IN ATTENDANCE

Country	Verified Attendance	Country	Verified Attendance
United States	92,551	Hong Kong, SAR	782
South Korea	13,509	India	746
China	12,175	Italy	699
Japan	5819	Singapore	596
Canada	3791	Israel	594
Germany	2359	Brazil	523
Taiwan	2044	Turkey	498
France	1829	Netherlands	478
Mexico	1790	Australia	382
United Kingdom	1761	Switzerland	354

Industry leaders took the stage at CES 2026 to share their perspectives on the future of technology, including presentations from:

- Nyesha Arrington, Chef and Television Personality
- Corie Barry, CEO, Best Buy
- Yannick Bolloré, CEO and Chairman, Havas; Chairman of the Supervisory Board, Vivendi
- Roland Busch, President and CEO, Siemens AG
- Jason Calacanis, Entrepreneur, Angel Investor and Co-Host, All-In Podcast
- Alessandra Catanese, CEO, Smosh
- Joe Creed, CEO, Caterpillar
- Tyler Florence, Chef, Restaurateur and Television Host
- Joseph Gordon-Levitt, Actor, Filmmaker and Entrepreneur
- Tom Hale, CEO, ÔURA
- Simon Helberg, Actor
- Grace Kao, Chief Marketing Officer, Snap Inc.
- Billy Magnussen, Actor
- Kelly Mahoney, Chief Marketing Officer, Ulta Beauty
- Don McGuire, EVP and Chief Marketing Officer, Qualcomm
- Breckin Meyer, Actor and Producer
- Sandra Douglass Morgan, President, Las Vegas Raiders
- Alexis Ohanian, Founder, Seven Seven Six; Co-Founder, Reddit
- Penny Pritzker, Founder and Chairman, PSP Partners
- Peggy Roe, Executive Vice President and Chief Customer Officer, Marriott International
- Hank Shocklee, Music Producer and Member, Public Enemy
- Sir Martin Sorrell, Founder and Executive Chairman, S4 Capital
- Bob Sternfels, Global Managing Partner, McKinsey & Company
- Dr. Lisa Su, Chair and CEO, AMD
- Hemant Taneja, CEO, General Catalyst
- Dara Treseder, Chief Marketing Officer, Autodesk
- Gary Vaynerchuk, CEO, VaynerMedia
- Bryan Voltaggio, Chef and Restaurateur
- Marcel Vigneron, Chef and Restaurateur
- Serena Williams, Entrepreneur
- will.i.am, Founder and CEO, FYI.AI
- Yuanqing Yang, Chairman and CEO, Lenovo
- RZA (Bobby Diggs), Musician, Producer and Filmmaker

**JOB TITLE BREAKDOWN**

	Industry Attendee	Exhibitor Personnel	Total Verified Attendance
Account Management/Sales Rep	3770	4086	7856
Analyst	1609	298	1907
Chief Executive Officer	4850	1432	6282
Creative Professional	1039	1300	2339
Manager/Store Manager/ Product Manager	5992	5387	11,379
President/Founder	15,181	3034	18,215
Technical Professional	4395	3027	7422
Systems Installer/Integrator	448	121	569
Trainer/Educator	734	152	886
Vice President/Senior VP/Executive VP	12,193	7036	19,229

**ENTERTAINMENT & ADVERTISING COMMUNITY\***

Industry Attendees	Total Verified Attendance
Advertising & Marketing	7661
Content, Media and Entertainment	3186
Total Advertising and Entertainment	10,847

**TOP 20 REPRESENTATION FROM TWICE'S TOP 50 CE RETAILERS OF 2025**

Company	Number of Reps at CES 2026	Company	Number of Reps at CES 2026
Amazon	1817	Newegg	35
Lenovo	970	Micro Center	34
Microsoft	492	QVC/HSN	34
Hewlett Packard	365	Lowe's	29
Walmart	362	Staples	26
Apple	247	InMotion Entertainment	26
Dell Technologies	140	iBUYPOWER	25
Best Buy	133	Sam's Club	17
Costco	51	CDW	17
Target	43	B&H Photo	16

\*Individuals self-reported; total represents a single individual with duplicate selects removed.

## REPRESENTATION FROM BUYING ORGANIZATIONS

Type of Organization	Industry Attendees*	% of Total Verified Industry Attendees
Consumer Goods	2097	2%
Distribution	2980	3%
Retail	4927	5.6%
System Integrator/Installation/ VAR	2003	2%
Total Representing Buying Organizations	12,007	13.8%

## REPRESENTATION FROM OTHER INDUSTRY ORGANIZATIONS

Type of Organization	Industry Attendees*	% of Total Verified Industry Attendees
Advertising & Marketing	7661	8.8%
Business Services	4622	5%
Content, Media and Entertainment	3186	3.6%
Digital Health	1403	1.6%
Education/Training	1802	2%
Engineering/Research and Development	5538	6%
Finance (Banking, Service, Insurance)	2691	3%
Healthcare/Pharmaceuticals/Biotech	2097	2%
Manufacturer's Rep	1258	1%
Non-Profit/NGO/Lobbying	719	<1%
Software Development/Publishing	4403	5%
Sports & Fitness	508	<1%
Telecom & Utilities	1898	2%
Travel & Hospitality	1041	1%
Venture Capitalist/Private Equity/Investing	2162	2%

\*Industry Attendees = Does not include media or exhibitor personnel

TOP 20 PRODUCT CATEGORIES OF INTEREST

Market/Product Category**	Total Number*	First Choice
Artificial Intelligence	39,929	22,263
Robotics	19,605	2139
Computing	17,468	5137
IoT/Sensors	16,921	2121
Vehicle Technology & Advanced Mobility	15,457	3976
Smart Home & Appliances	14,005	1493
Marketing & Advertising	13,433	3092
Retail/E-Commerce	13,271	2423
Startups	13,154	1364
Digital Health	12,056	2687
Video & Display	12,010	1445
Cloud Computing	11,520	1429
Cybersecurity	10,375	1238
Content & Entertainment	9883	2133
Audio	9187	2822
Gaming & Esports	8929	1157
Drones	8699	933
Lifestyle	8541	786
Sourcing & Manufacturing	8532	1287
Home Entertainment & Office Hardware	8209	946

\*Industry Attendees = Does not include media or exhibitor personnel

\*\*Industry Attendees may select multiple /product categories

CUSTOMER BASE SUMMARY – INDUSTRY ATTENDEES\*

Classification by Customer Base	Total Verified Attendance	% of Total Verified Industry Attendees
Business to Business (B2B)	36,981	42.6%
Business to Consumer (B2C)	17,322	19.9%
Both (B2B and B2C)	30,485	35%

\*Industry Attendees = Does not include media or exhibitor personnel



## Leaders in Technology

Through our Leaders in Technology program, CES 2026 attracted 189 government guests from across the globe including state elected officials, high-ranking U.S. congressional and agency staff, as well as international governmental officials and staff.

### APPOINTED AND ELECTED OFFICIALS

The White House (2)	European Union (3)
U.S. Senate (4)	Government of Austria (4)
U.S. Department of Commerce (2)	Government of Belgium (1)
U.S. Department of Energy (2)	Government of Canada (3)
U.S. Department of Health and Human Services (2)	Government of Estonia (1)
U.S. Department of Homeland Security (2)	Government of France (2)
U.S. Department of State (1)	Government of Georgia (4)
U.S. Department of Transportation (3)	Government of Germany (4)
Federal Communications Commission (3)	Government of Ireland (1)
State of Alaska (1)	Government of Israel (3)
State of Arizona (1)	Government of Italy (2)
State of California (1)	Government of Japan (3)
State of Connecticut (2)	Government of Lithuania (2)
State of Hawaii (2)	Government of Luxembourg (3)
State of Illinois (5)	Government of Netherlands (3)
State of Kansas (1)	Government of Philippines (5)
State of Minnesota (1)	Government of Rwanda (1)
State of Nevada (2)	Government of South Korea (4)
State of North Carolina (1)	Government of Switzerland (1)
State of Utah (1)	Government of UAE (5)
State of Virginia (1)	
State of Washington (2)	
State of West Virginia (1)	

### U.S. AND INTERNATIONAL GOVERNMENT STAFF

The White House (7)	U.S. Trade Representative (2)
U.S. Senate (21)	Federal Trade Commission (1)
U.S. House of Representatives (51)	Federal Communications Commission (5)
U.S. Department of Commerce (4)	State of Alaska (1)
U.S. Department of Energy (3)	State of Colorado (1)
U.S. Department of Health and Human Services (11)	District of Columbia (2)
U.S. Department of Homeland Security (6)	State of Illinois (1)
U.S. Department of Labor (2)	State of Nevada (9)
U.S. Department of State (5)	
U.S. Department of Transportation (14)	
U.S. Environmental Protection Agency (2)	

HIGHLIGHTS INCLUDE:

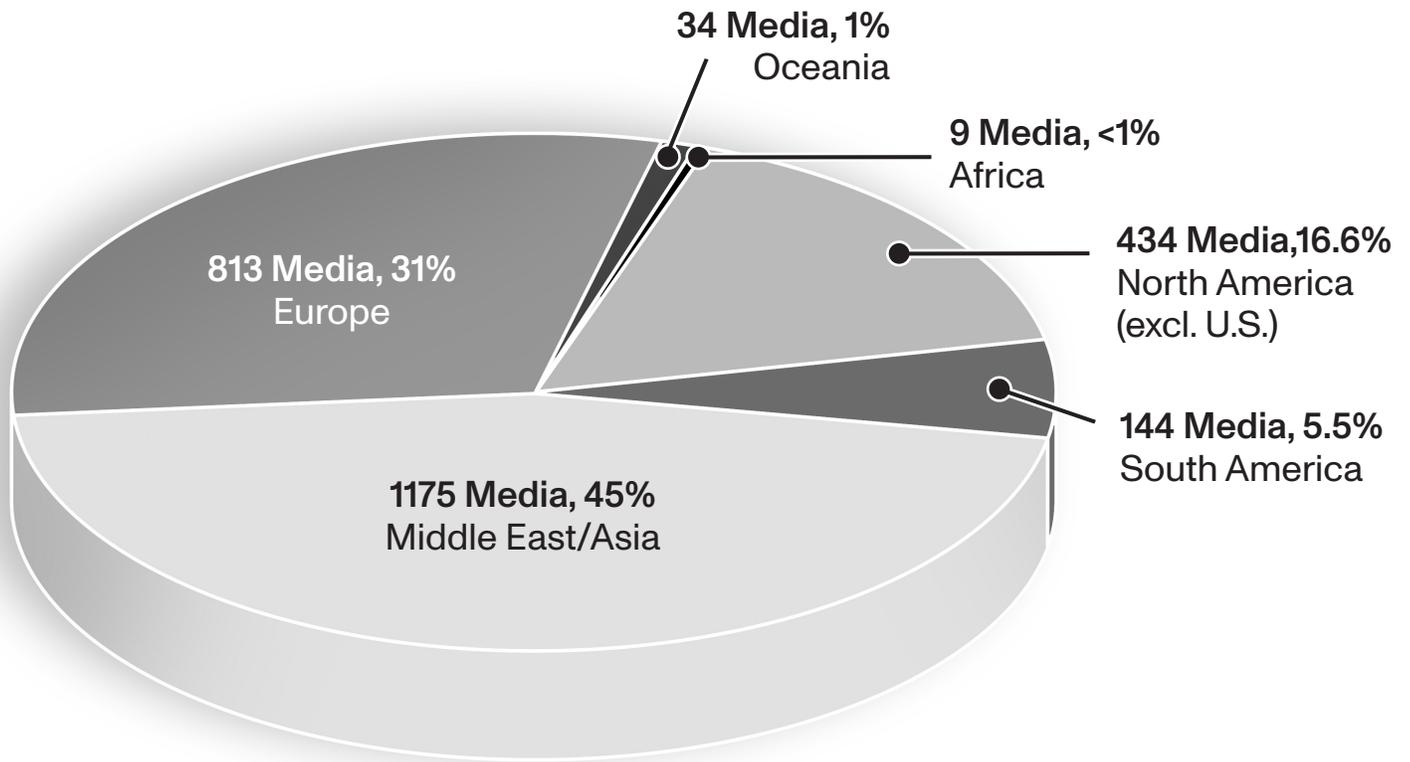
**57.8B CES Global Reach** on social media

**383K CES Mentions** across social media

**Media Coverage**

CES 2026 attracted 7037 media, analysts and content creators from 82 countries, regions and territories. Major broadcast networks, online and print publications, business and trade magazines, newspapers, podcasts and blogs covered CES 2026 extensively. The show also welcomed creators from a variety of channels. These storytellers covered the show, reaching global audiences on topics like AI, mobility, health, enterprise, personal tech, and more.

**International Media Attendance by Region**



Ad Age	Financial Times	Punchbowl News
ADWEEK	Forbes	Reuters
Aftonbladet	Fortune	Reviewed
Agence France Presse	Fox News	Rolling Stone
Al Jazeera Media Net-work	Future PLC	Seoul Economic Daily
Android Authority	GamesBeat	Sina
ARD German Radio & TV	Gizmodo	South China Morning Post
Associated Press	Global News	STAT News
Autoweek	Good Housekeeping	TechCrunch
Automotive News	Healthcare IT Today	TechHive
Automotive World	Hearst	TechRadar
Axios	Herald Corporation	The Asahi Shimbun
BBC	Hypebeast	The Australian
Bloomberg	IGN	The Hollywood Reporter
Business Insider	iHeartMedia	The Independent
Canaltech	Inc. Magazine	The Korea Economic Daily
Car and Driver	International Business Times	The Korea Times
CBS	Investor's Business Daily	The New York Times
Cheddar	KLAS-TV	The Retail Observer
China Central Television	KTLA-TV	The Strait Times
Chosun Ilbo	KVVU-TV	The Sun
CNBC	La Tribune	The Times of India
CNET	La Repubblica	The Verge
CNN	Las Vegas Review-Journal	The Washington Post
Consumer Reports	Le Figaro	Times of India
Condé Nast	Les Echos	Tom's Guide
Corriere della Sera	Los Angeles Times	Tom's Hardware
Crain Communications	Maeil Business News	Trusted Reviews
Daily Mail	Mashable	USA Today
De Telegraaf	Morning Brew	Variety
DER SPIEGEL	MotorTrend	VentureBeat
Digital Trends	NBC News	Vox Media
DIGITIMES	NBC Today Show	Wirecutter
El Heraldo de Mexico	Nikkei Asia	WIRED
El Mercurio	Nikkei Business Publications	Xinhua News Agency
El País	NPR	Yahoo! Tech
El Tiempo	Panorama	Yicai
Engadget	Paréntesis	Yonhap News Agency
Euronews	PCMag	ZDNet
Fast Company	Publico	Ziff Media Group

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As North America's largest technology trade association, CTA is the tech sector. Our members are the world's leading innovators – from startups to global brands – helping support more than 17 million American jobs. CTA owns and produces CES® – the most powerful tech event in the world. Find us at [cta.tech](https://cta.tech). Follow us [@CTAtech](https://twitter.com/CTAtech).

#### UPCOMING CES EVENTS



## Unveiled

January 4, 2027

Las Vegas, NV

Additional Unveiled events will be announced in Spring 2026



January 6-9, 2027

Las Vegas, NV



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