

innovators show up



JAN. 6-9, 2026 LAS VEGAS, NV



2026 Know Before You Go Webinar

PRESENTED BY:

Rebecca Lind
Specialist, International Programs

Danna Sherif
Coordinator, International Programs

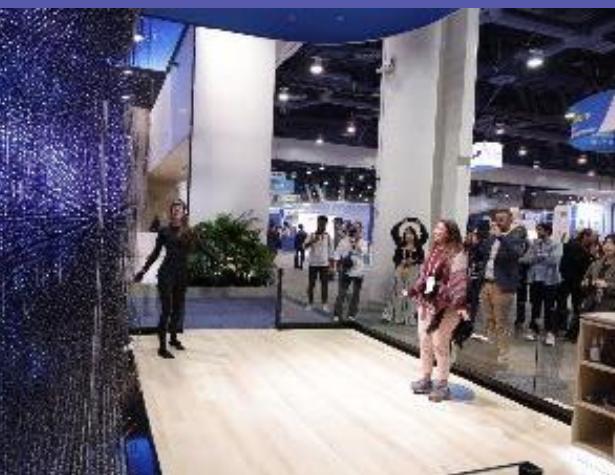
Agenda

- 1 CES and the 2025 Global Impact
- 2 Campus Overview
- 3 What to Expect
- 4 Logistics and Travel Tips
- 5 Business Centers and the Mobile App
- 6 Questions?
Delegations@cta.tech

About CES

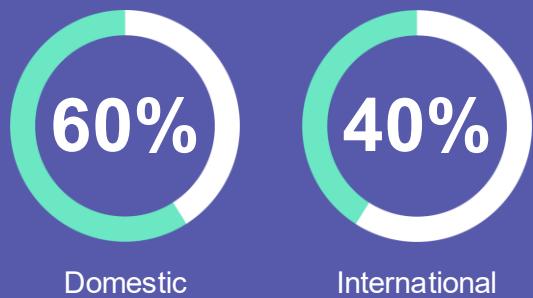
CES is the most powerful tech event in the world — the proving ground for breakthrough technologies and global innovators.

This is where global brands get business done, meet new partners and where the industry's sharpest minds take the stage to unveil their latest releases and boldest breakthroughs.





TOTAL ATTENDANCE
142K+



158
Countries, Territories and Regions Represented

62%
of attendees have a significant buying
influence for their organization

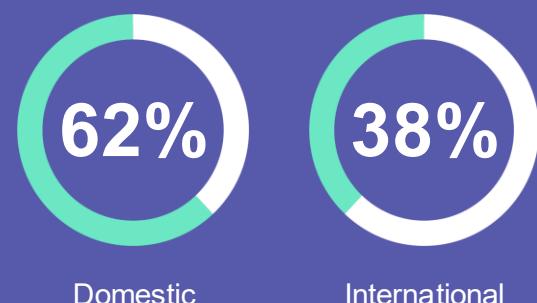
53%
of registered attendees are senior-level*

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

THE GLOBAL IMPACT OF CES 2025



MEDIA ATTENDANCE
6500+



292K+
Pieces of Media
Published

1.05T
Estimated Total
Coverage Reached



GLOBAL EXHIBITORS
4500+ 1400
Total Exhibitors Startups



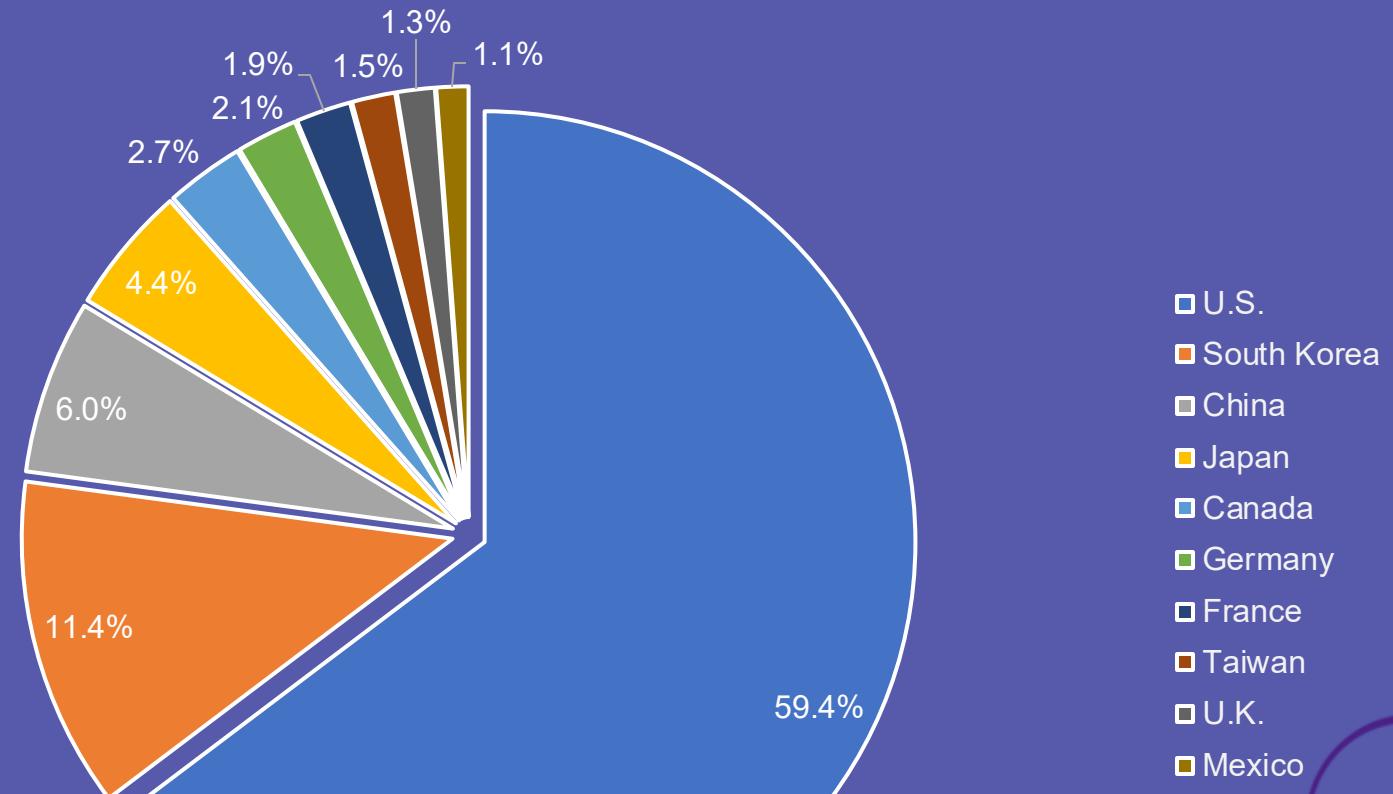
CONFERENCE
PROGRAMMING
AND KEYNOTES
300+
Conference Sessions
1200+
Speakers

All figures are from the CES 2025 Audit.
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CES 2025 Attendees By The Numbers

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

40%
international attendees
(driven by growth from APAC)



Delegation Program Stats

150 Delegation Leaders

42 USDOC Delegation Leaders

Top 5 Countries and their recruitment numbers

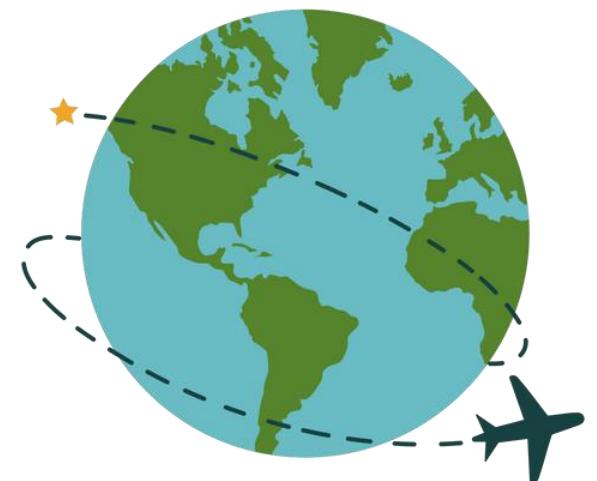
1. South Korea
2. Japan
3. China
4. Germany
5. India

58 Total Recruiting Countries

27 Delegation Leaders with over 50 delegates

New countries:

1. French Polynesia
2. Mozambique
3. Saudi Arabia
4. Georgia
5. Malaysia
6. Kuwait



CES 2026: Delegation Program

Benefits Refresher

All Delegations enjoy:

- Discounted registration upgrade rates to access exclusive conference programming
- Dedicated support from our CES International Programs team
- Show Floor Tours discount



Don't forget to share and promote your delegation with our recruitment graphics!





CES 2026: Campus Overview

Navigating Las Vegas

Download the campus maps and interactive floorplans to design your visit:

Visit CES.tech, navigate to ***Explore CES*** in the top menu, and select ***Maps and Locations***.

View the **2026 Floor Plan** to explore the interactive CES maps!

Next: Campus Breakdowns



LVCC Campus

- ❖ **Las Vegas Convention and World Trade Center (LVCC)**
- ❖ **Westgate**
- ❖ **Renaissance**
- ❖ **Fontainebleau**

Venetian Campus

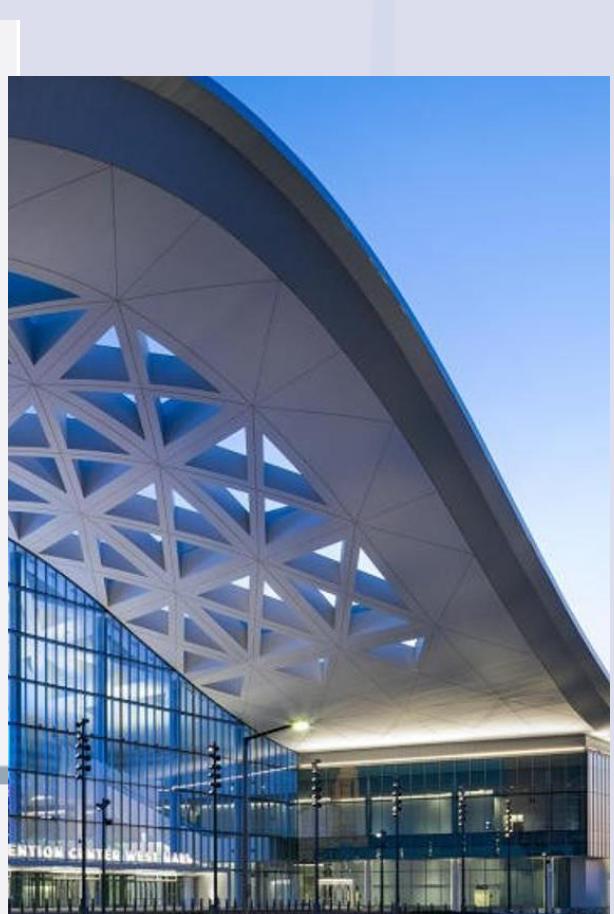
- ❖ **Venetian Expo**
- ❖ **The Venetian**
- ❖ **Palazzo Hotel**
- ❖ **Wynn Las Vegas**
- ❖ **Encore at Wynn**

C Space Campus

- ❖ **C Space at ARIA**
- ❖ **Cosmopolitan**
- ❖ **Park MGM**
- ❖ **Vdara**

Mandalay Bay

- ❖ **Media Days (Media Only)**
- ❖ **CES Unveiled: Sunday, Jan 4**
- ❖ **Exhibitor Press Conferences: Sunday, Jan 4 & Monday, Jan 5**

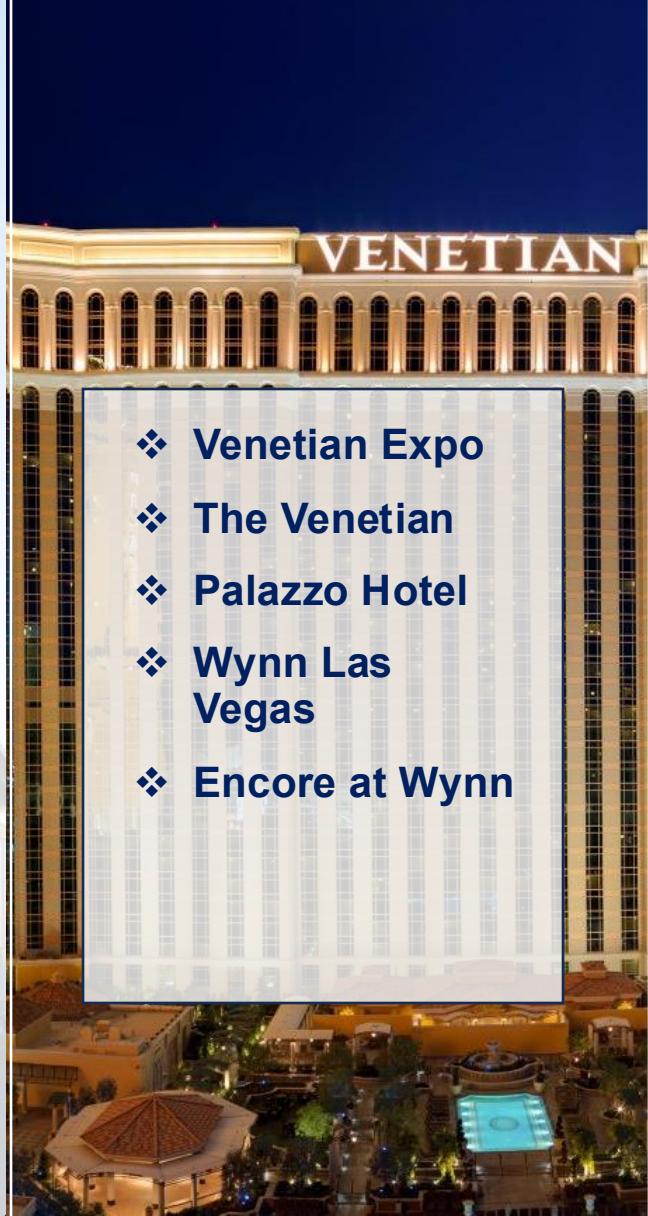


LVCC Campus Map

LVCC Campus

- ❖ Las Vegas Convention and World Trade Center (LVCC)
- ❖ Westgate
- ❖ Renaissance
- ❖ Fontainebleau

Venetian Campus



- ❖ **Venetian Expo**
- ❖ **The Venetian**
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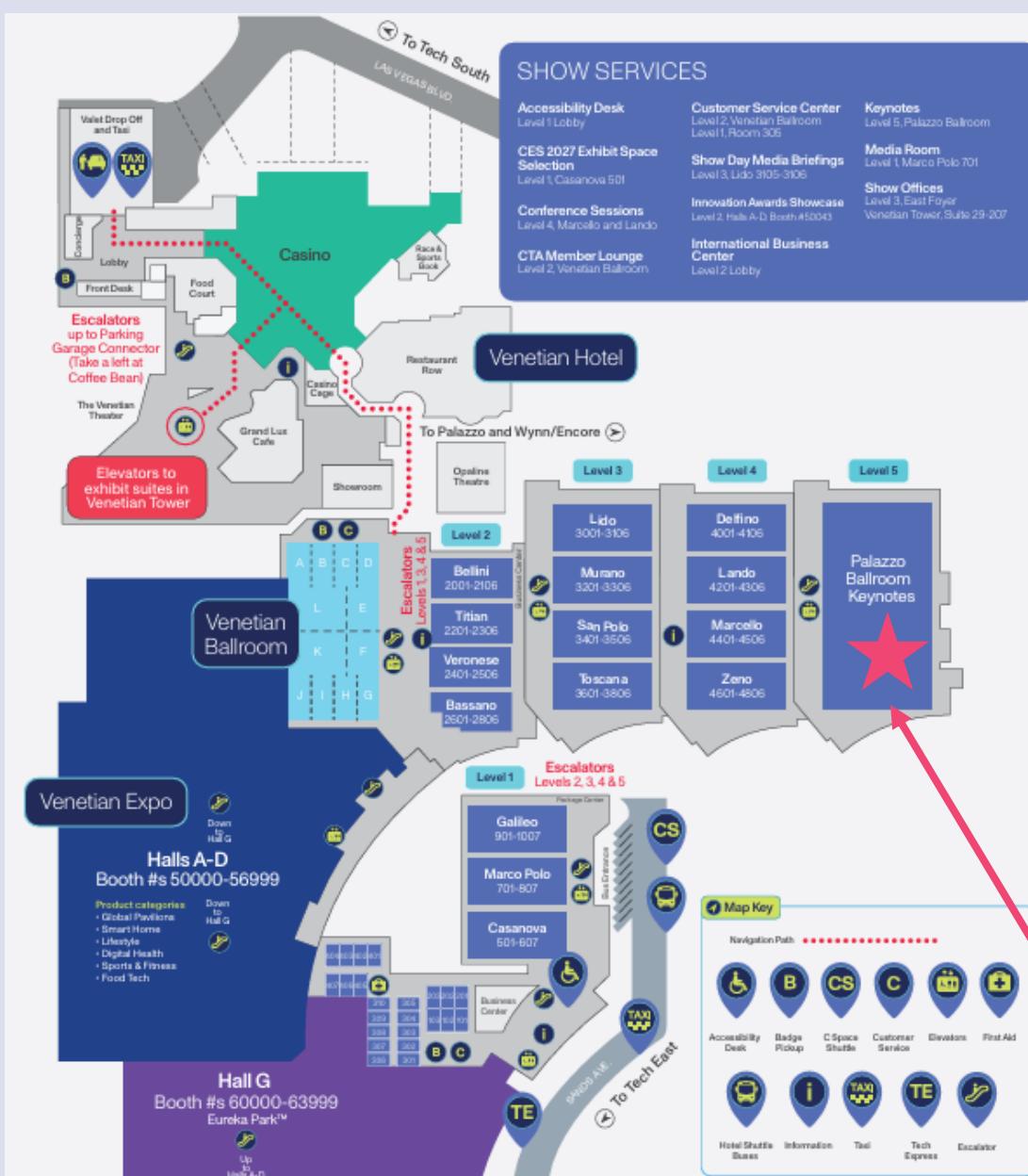
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Venetian Campus Map

Global Pavilions are country-led exhibition spaces where companies showcase products together—maintaining their own identity while gaining visibility through a unified national presence. Find them in the Venetian Expo above Eureka Park.



Eureka Park at the Venetian Expo is CES's premier startup hub, connecting disruptors with investors and showcasing breakthrough innovations.



Eureka Park and Global Pavilions

LVCC Campus

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- ❖ Westgate
- ❖ Renaissance
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Venetian Campus

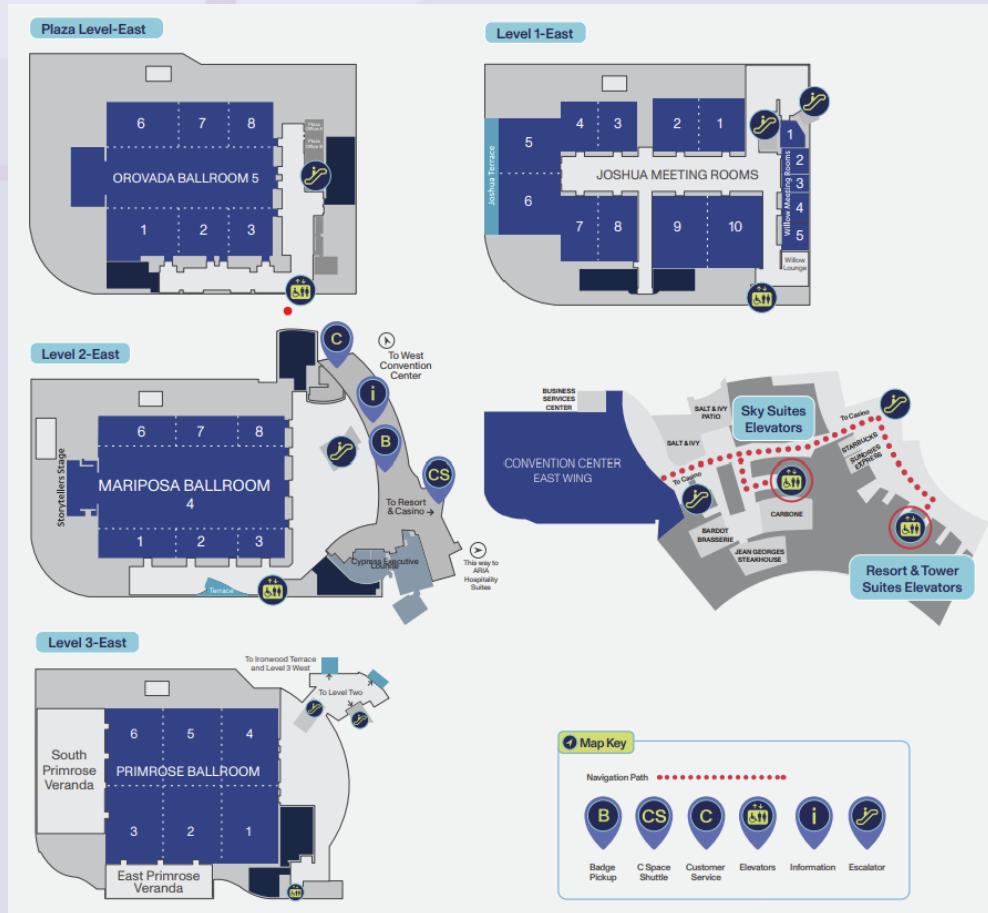
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C Space Campus

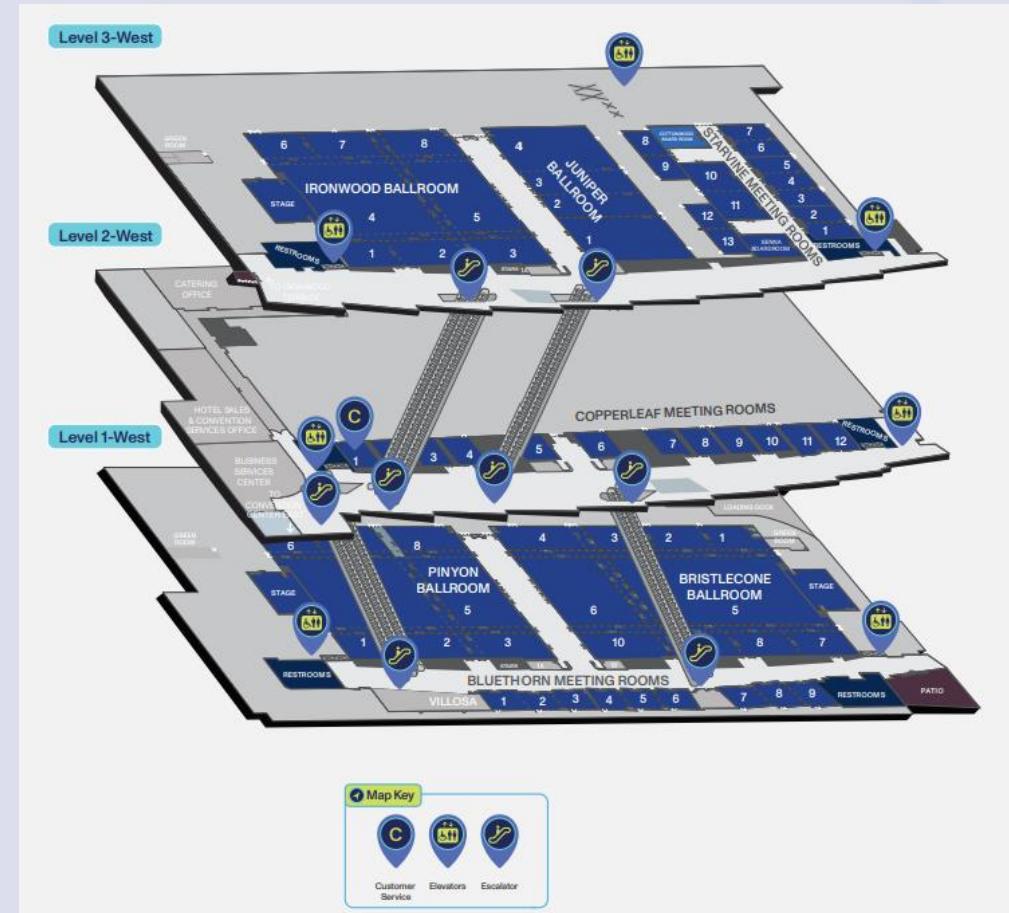
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Aria EAST



Aria WEST

C Space Campus Map

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CES 2026: What to Expect

2026 CES Keynotes



Dr. Lisa Su
Chair and CEO
AMD



Roland Busch
President and CEO
Siemens AG

McKinsey
& Company

Bob Sternfels
Global Managing Partner
McKinsey & Company

(joint keynote)



GENERAL



CATALYST

Hemant Taneja
CEO
General Catalyst



Yangqing Yang
Chairman and CEO
Lenovo



Joe Creed
CEO
Caterpillar

vivendi

Yangqing Yang
Chairman and CEO
Lenovo

CES 2026 KEYNOTES

Keynote Tips:

- **Seating is first come, first served**
- **Lines start 1 hour prior to the Keynote's start time**
- **You can also stream through the CES Mobile App!**

Monday, January 5:

6:30 PM | AMD

Dr. Lisa Su, Chair and CEO, AMD

Level 5, Palazzo Ballroom, The Venetian

Tuesday, January 6

8:30 AM | CTA Opening Keynote

Gary Shapiro, CEO and Vice Chair, CTA and Kinsey Fabrizio, President, CTA

Level 5, Palazzo Ballroom, The Venetian

9:00 AM | Siemens

Roland Busch, President and COE, Siemens AG

Level 5, Palazzo Ballroom, The Venetian

2:00 PM | McKinsey/General Catalyst

Bob Sternfels, Global Managing Partner, McKinsey & Company and Hemant Teneja,

CEO, General Catalyst

Level 5, Palazzo Ballroom, The Venetian

Tuesday, January 6

5:00 PM | Lenovo

Yangqing Yang, Chairman and CEO, Lenovo

Las Vegas Sphere

Wednesday, January 7, 2026

9:00 AM | Caterpillar

Joe Creed, CEO, Caterpillar

Level 5, Palazzo Ballroom, The Venetian



New this year!

CES™ Foundry

A bold new community for **AI**,
blockchain, and **quantum innovation**

January 7-8, 2026
Fontainebleau Las Vegas



CES Foundry is the heartbeat of AI and Quantum innovation at CES. Hosted at the Fontainebleau Las Vegas, just steps from the Convention Center, this two-day experience is where visionaries, disruptors, and global leaders come together to build what's next.

Step into immersive discussions, dynamic product showcases, and high-impact networking. From AI ethics to enterprise transformation, quantum security to decentralized finance, this is where futures are forged.

Artificial Intelligence



Transforming industries. Opening up new capabilities. Enhancing efficiencies. Artificial intelligence is already enhancing our lives in profound ways — and the possibilities for the future are seemingly limitless.

CES Foundry
Fontainebleau

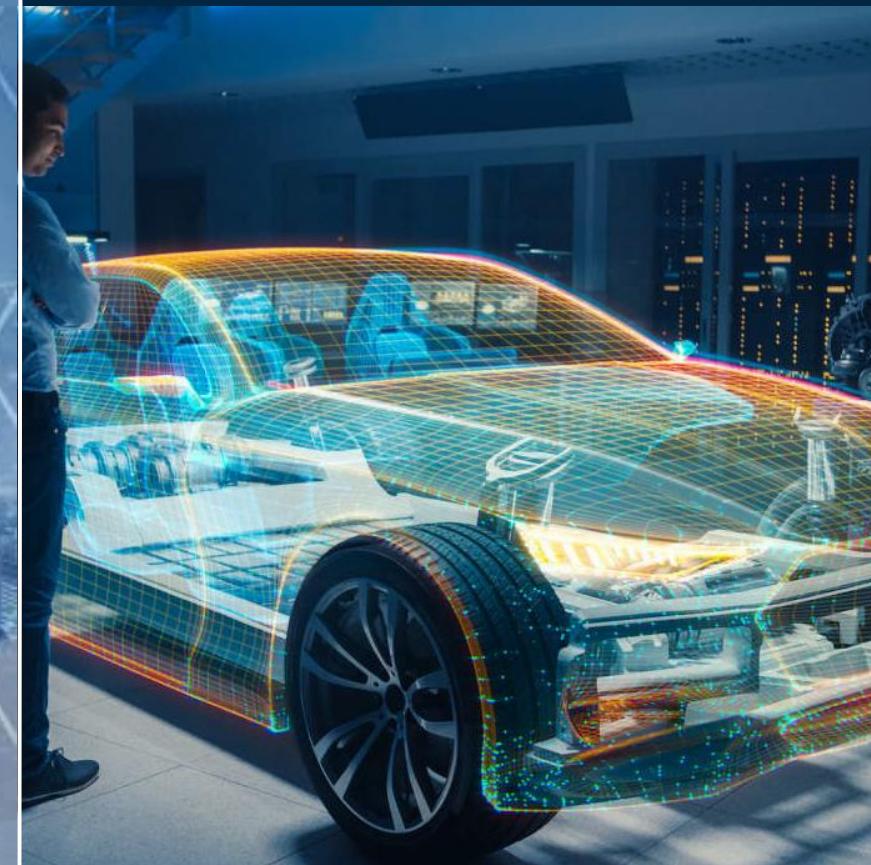
Digital Health



Explore the latest advancements in AI, IoT, telehealth, and digital health solutions. These groundbreaking technologies are reshaping healthcare delivery, improving patient outcomes, and enhancing operational efficiency.

Digital Health Summit
Venetian Expo, Level 2

Vehicle Tech and Advanced Mobility



From autonomous and connected vehicles to advancements in air transport, technology has transformed the way we experience mobility.

LVCC
West Hall

Audio and Visual



Food Tech



Enterprise



Entertainment & Culture



Smart Home



Sustainability & Smart Communities



Space Tech



Gaming & Esports



Tech Trends at CES 2026

Discover this year's biggest trends and innovations in the
[CES Content Library](#)



01:38 ▶ CES

tech trends: mobility

#CES2026

JAN. 6-9, 2026
LAS VEGAS, NV

Driving the Future of Mobility at CES 2026

VEHICLE TECH AND ADVANCED MOBILITY

From autonomous vehicles to air taxis, CES 2026 is where the full mobility ecosystem takes shape. See groundbreaking innovations on land, air, and sea — all redefining how the world moves.



01:16 ▶ CES

tech trends: AI

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ARTIFICIAL INTELLIGENCE ROBOTICS

AI Everywhere: Inside CES 2026



01:38 ▶ CES

tech trends: digital health

#CES2026

JAN. 6-9, 2026
LAS VEGAS, NV

DIGITAL HEALTH ACCESSIBILITY

The Future of Health Tech at CES 2026



08:05 ▶ CES

the creator experience at CES

JAN. 6-9, 2026
LAS VEGAS, NV

Why CES Is the Ultimate Event for Creators

CES 2026: Innovation Awards



The world-renowned **CES Innovation Awards®** program is an annual competition honoring outstanding design and engineering in consumer technology products.

The program recognizes honorees in a multitude of technology product categories and distinguishes the highest rated in each.

**Venetian Expo, Level 2, Hall A,
Booth 50043**



**Know before you go:
Logistics and Travel**

International Travel Tips and Discounts

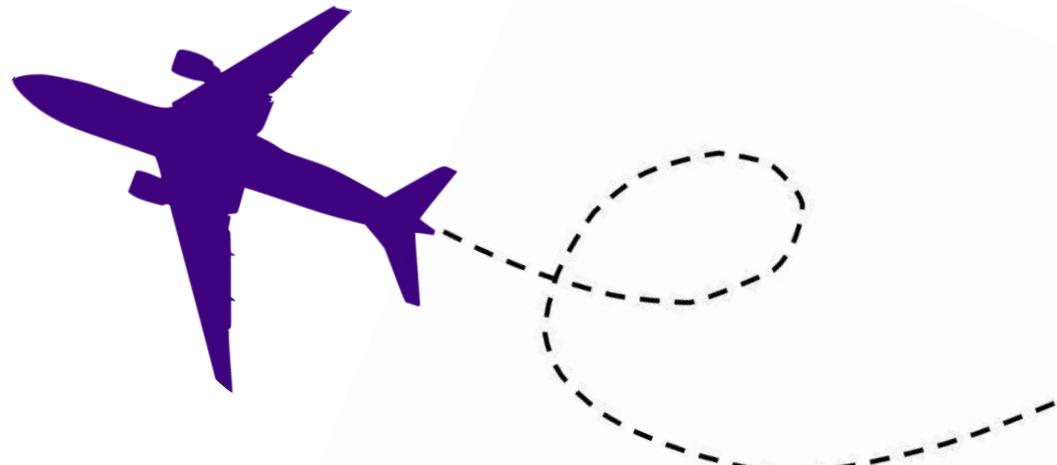
Let's make your CES experience seamless, so you can focus on what really matters:

Shaping the Future

To support your experience, we offer dedicated international resources that guide you through the visa application process and pre-show planning:

Attendee Travel Benefits:

- Discounts on Air Travel
- CES Exclusive Hotel Blocks
- International Step-by-step guide
- Travel and Visas



Complimentary Transportation

Shuttle Schedule

Boarding Locations at LVCC & Venetian



LVCC – Routes 1-8 will be available in both the South Hall & West Hall bus areas*

Venetian Expo – Venetian underground shuttle area (Routes 3-8)

*The West Hall also serves Fontainebleau Hotel

All Day Route 7

	Inbound (every 20 min)	Midday (every 30 min)	Outbound (every 20 min)
Monday	-----	8 AM-6 PM	-----
Tuesday-Thursday	7:30-10:30 AM	10:30 AM-4 PM	4-6:30 PM
Friday	7:30-10:30 AM	10:30 AM-2 PM	2-4:30 PM

Tech Express 9

Between LVCC & Venetian (every 10 min)

Monday	8 AM-6 PM
Tuesday-Thursday	7:30 AM-6:30 PM
Friday	7:30 AM-4:30 PM

Split Day Routes 1 2 3 4 5 6 8

	Inbound (every 20 min)	Midday (every 30 min)	Outbound (every 20 min)
Monday	-----	8 AM-6 PM	-----
Tuesday-Thursday	7:30-10:30 AM	-----	4-6:30 PM
Friday	7:30-10:30 AM	-----	2-4:30 PM

Shuttle Routes

Hotel **Boarding Locations** 

Please Note: Official CES 2026 badges are required to ride CES Shuttles.

1 Encore at Wynn Wynn	At Wynn, South Gate Bus Area (Service to LVCC only) South Gate Bus Area (Service to LVCC only)	
2 Treasure Island	Tour Bus Area (Service to LVCC only)	
3 MGM Grand New York New York Signature at MGM	Grand Garden Entrance Valet Entrance At MGM Grand, Grand Garden Entrance	
4 Mandalay Bay W Las Vegas	Shark Reef Entrance At Mandalay Bay, Shark Reef Entrance	
5 Circa The D Las Vegas The Golden Nugget The Plaza	The Golden Nugget, Carson Tower Entrance The Golden Nugget, Carson Tower Entrance Carson Tower Entrance The Golden Nugget, Carson Tower Entrance	
6 Bellagio Cosmopolitan*	Tour Bus Area Tiffany Lot *Accessible via Route 7/ARIA during midday shuttle hours	
7 CES C Space	ARIA Park MGM Vdara at City Center	Tour Bus Area At ARIA, Tour Bus Area At ARIA, Tour Bus Area
8 Excalibur Luxor		Tour Bus Area/Rotunda Entrance At Excalibur, Tour Bus Area/Rotunda Entrance
9 Tech Express		Express service provided between the LVCC and Venetian Campuses from Monday through Friday.

Boarding locations:

LVCC – Central Plaza near Monorail Station

Venetian Expo – Curbside on Sands Ave.

Additional Services:

- Airport Shuttle**
- Las Vegas Monorail**

CES 2026 Shuttle Flyer

Badge Pickup Details

IMPORTANT: You must pick up your own CES® badge **BEFORE** entering show facilities.

- All show attendees, including media and individual exhibitor personnel must pick up their own CES 2026 official badge at a remote badge pickup location. You cannot pick up badges for other attendees.
- To pick up your badge at a remote badge pick up location, you must present the following:
 - Government-issued photo ID
 - Registration confirmation – either saved in your Google or Apple wallet or confirmation email with QR code to scan.

If you or your delegates have not yet completed registration, you may do so on site.

Expect long lines.

[BADGE PICK UP INFORMATION](#)

20+ Badge Pickup Locations!

- Harry Reid International Airport, Baggage Claim, Terminal 1
- Harry Reid International Airport, Baggage Claim, Terminal 3 West (United)
- Harry Reid International Airport, Baggage Claim, Terminal 3, International
- LVCC, Central Hall 2, Patio
- LVCC, Central Hall, Level 1 Meeting Room, N102 near C5 Entrance
- LVCC, South Hall 1, Patio
- LVCC, South Hall 2, Lobby
- LVCC, West Hall 4, Patio
- ARIA, East Convention Space, Level 2, Mariposa Foyer
- Bellagio, Registration Desk 1
- Cosmopolitan, Level 2, Condesa Registration Desk
- Encore at Wynn, near Las Vegas Loop Station Entrance
- Encore at Wynn, outside of the Encore Theater Promenade
- Excalibur, Shuttle Bus Rotunda
- Fontainebleau Las Vegas, South Lobby Kiosk
- Golden Nugget, Conference Center Registration Desk, Level 2
- Mandalay Bay, Front Desk Check-In
- Mandalay Bay, Convention Center, Level 1, Bayside Foyer
- MGM Grand, Hotel Lobby Desk near Mobile Check-In
- Palazzo, Main Entrance Lobby near to VIP Check-In
- Resorts World, near the Las Vegas Loop Entrance
- Venetian Hotel, Front Desk Check-In
- Westgate, Ballroom Foyer
- Wynn Las Vegas, Registration Desk 3 across from Wynn Bus Lobby



***Know before you go:
Business Centers***

CES Attendee and International Business Centers (IBC)

Amenities include:

- Complimentary Wi-Fi
- Laptop and laptop stations
- Printers
- Private meeting rooms
- Lounge areas
- Light refreshments

DATE	Operating Hours
January 6, 2026	8:30 AM – 6:00 PM
January 7, 2026	8:30 AM – 6:00 PM
January 8, 2026	8:30 AM – 6:00 PM
January 9, 2026	8:30 AM – 4:00 PM

Business Centers

VENETIAN EXPO

📍 Level 1 Lobby

702-733-5070

📍 FedEx Office: Level 2 (near Bellini 2006)

702-836-4400



LVCC: FedEx Offices

📍 Grand Lobby Concourse

📍 West Hall 2 Lobby

📍 Front of South Hall 1

702-733-2898



ARIA

📍 Level 2, West Convention Space

702-590-9750

International Business Centers (IBC)

**International Badge required for entry

LVCC IBC

📍 North Hall 219

Available Translators:

Mandarin and French



CES 2026 | Jan 6-9, 2026

VENETIAN IBC

📍 Venetian Upper Lobby (L2)

Available Translators:

Spanish and Japanese



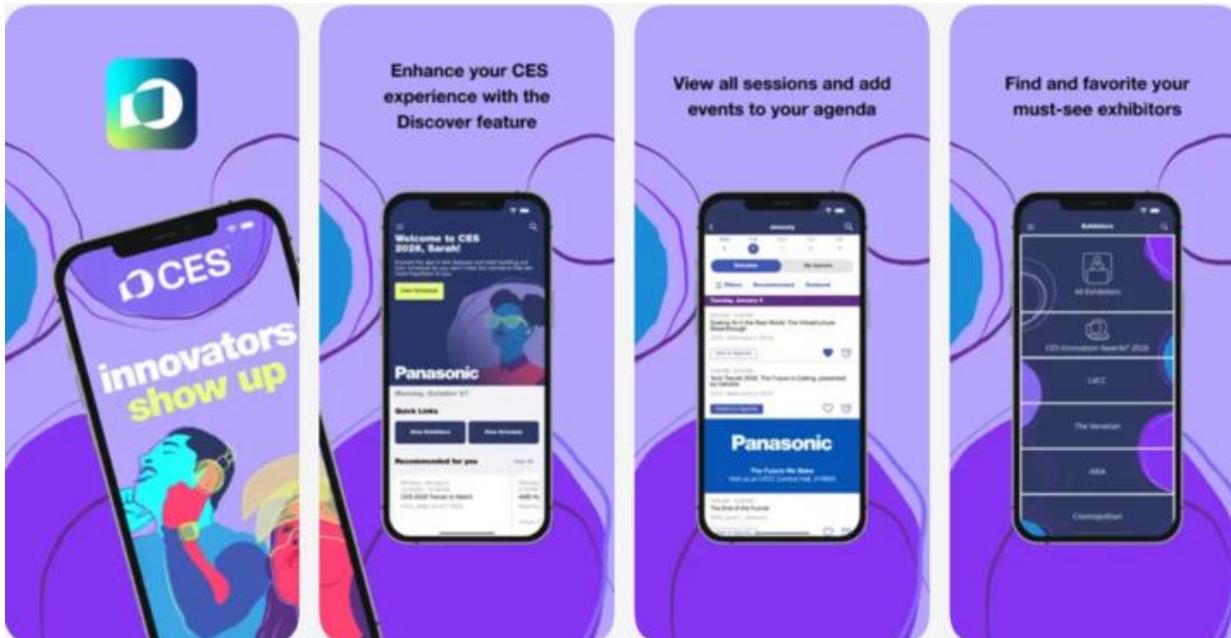
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CES 2026: Mobile App

CES 2026 Mobile App



IOS Download



Google Download



CES 2026 | Jan 6-9, 2026

CES 2026 MOBILE APP Sponsored by Panasonic

Download the official show app to access everything you need to plan for and navigate the show.

NEW 2026 FEATURES

- Attendee Connect:
 - Attendees can share contact information with one another via a secure QR Code
- In-App Live Translation
 - Select sessions will have live audio translation available directly in the mobile app!
- Ask AI Chat Bot
 - Get quick AI Answers to your pressing CES Questions
- Live Transportation Updates
 - Real Time wait times for your route, including capacity information



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YOU'RE INVITED

Vocês estão convidado

邀請您

당신은 초대되었습니다

usted está invitado

Ты приглашен

أنت مدعو

あなたは招待されて

Siete invitati

Sie sind herzlich eingeladen

bạn được mời

jste pozváni

vous êtes invités



Please join us for the
International Reception
Tuesday, January 6, 2026 | 7-8:30 PM
Venetian - Level 1, Casanova 605

Don't miss this opportunity to network, connect with your colleagues from around the world, and enjoy light refreshments after an exciting day on the CES show floor. This event is open to all international attendees, exhibitors, and media.

Please bring your CES 2026 show badge for entry.



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THANK YOU

Questions? Contact Us! Delegations@CTA.tech