

innovators show up

An illustration of four stylized people with futuristic tech accessories. From left to right: a person with a large circular earpiece, a person with a red neck device, a person with a transparent face shield and yellow glasses, and a person with a head-mounted display and yellow glasses. The background is purple with abstract lines.

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.

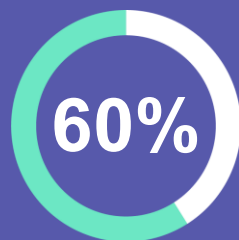


CES 2026 | Jan 6-9, 2026

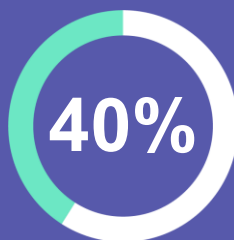




TOTAL ATTENDANCE
142K+



Domestic



International

158

Countries, Territories and Regions Represented

62%

of attendees have a significant buying
influence for their organization

53%

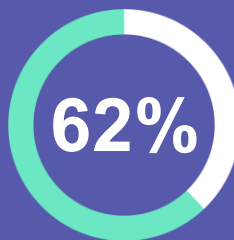
of registered attendees are senior-level*

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

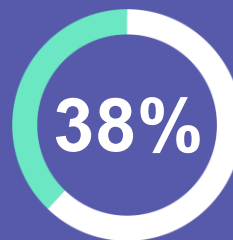
THE GLOBAL IMPACT OF CES 2025



MEDIA ATTENDANCE
6500+



Domestic



International

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+

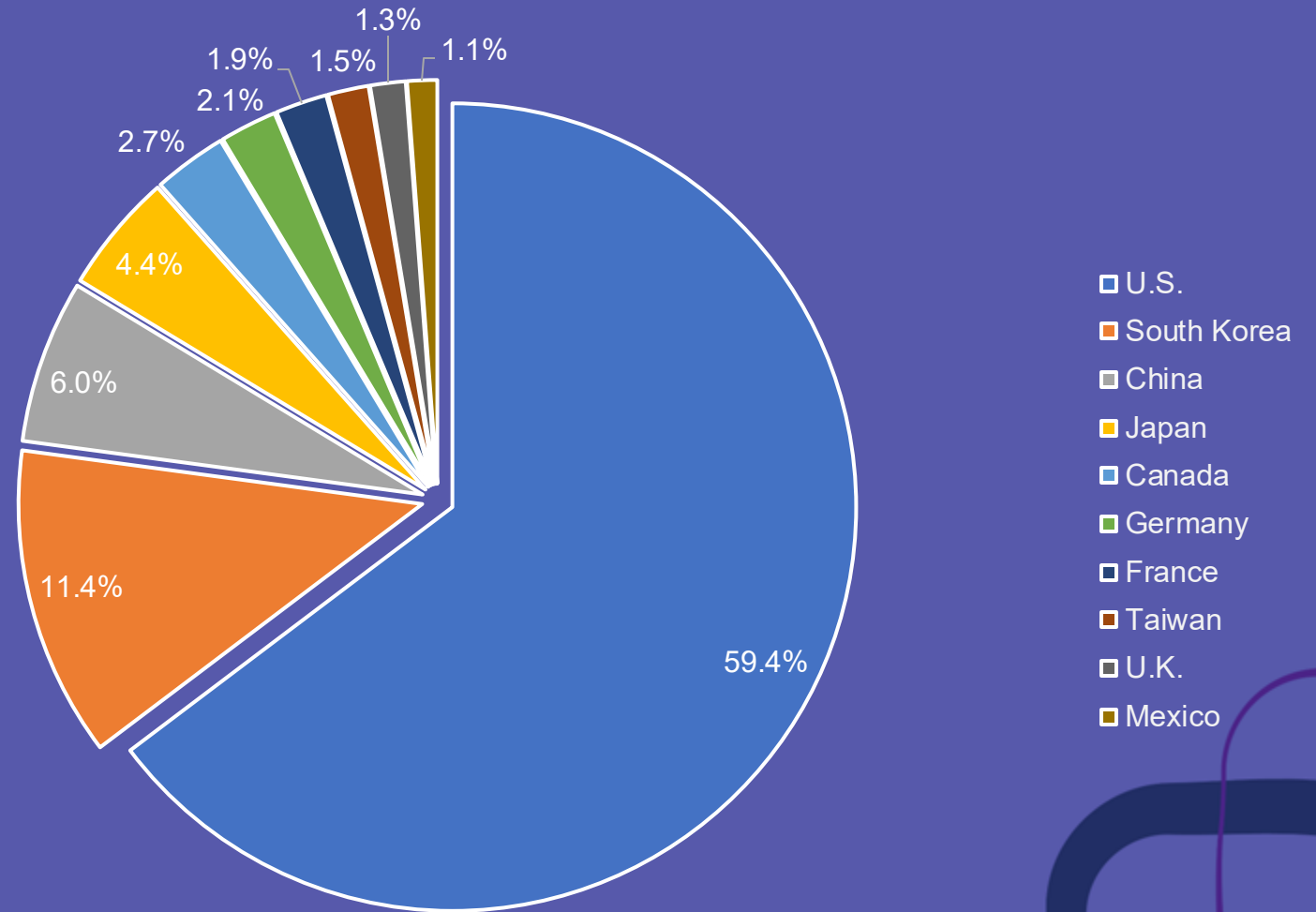
Speakers

All figures are from the CES 2025 Audit.
© 2025 Consumer Technology Association (CTA)®.
All rights reserved. | CES.tech

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

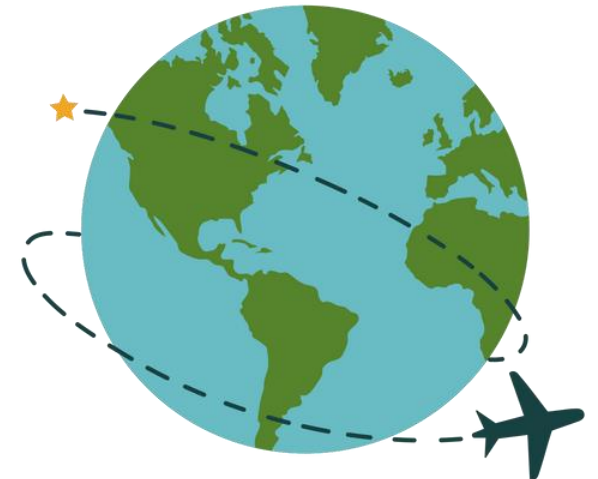
1. South Korea
2. Japan
3. China
4. Germany
5. India

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

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

Venetian Campus

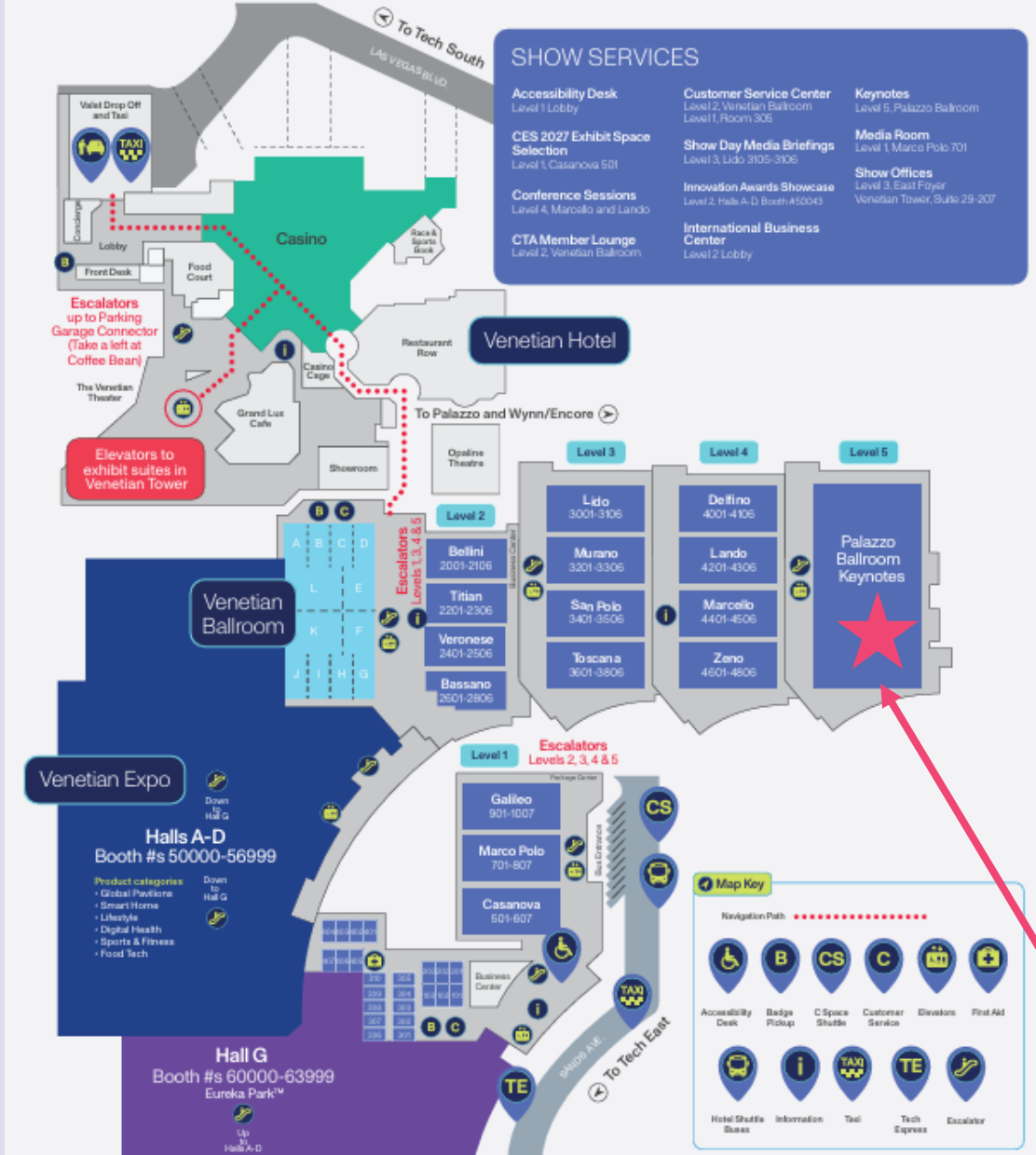
- ❖ Venetian Expo
- ❖ The Venetian
- ❖ Palazzo Hotel
- ❖ Wynn Las Vegas
- ❖ Encore at Wynn

C Space Campus

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

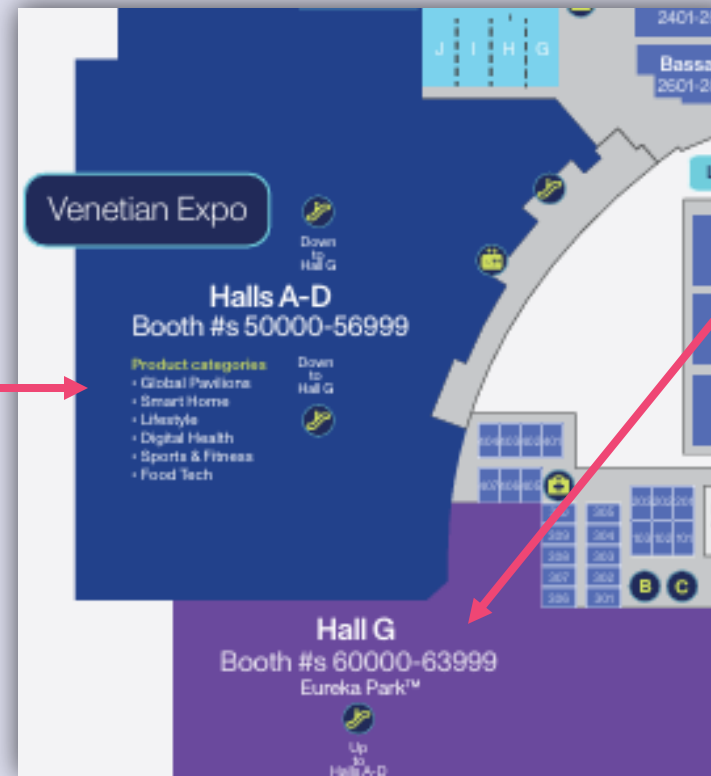
Mandalay Bay

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



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

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

Venetian Campus

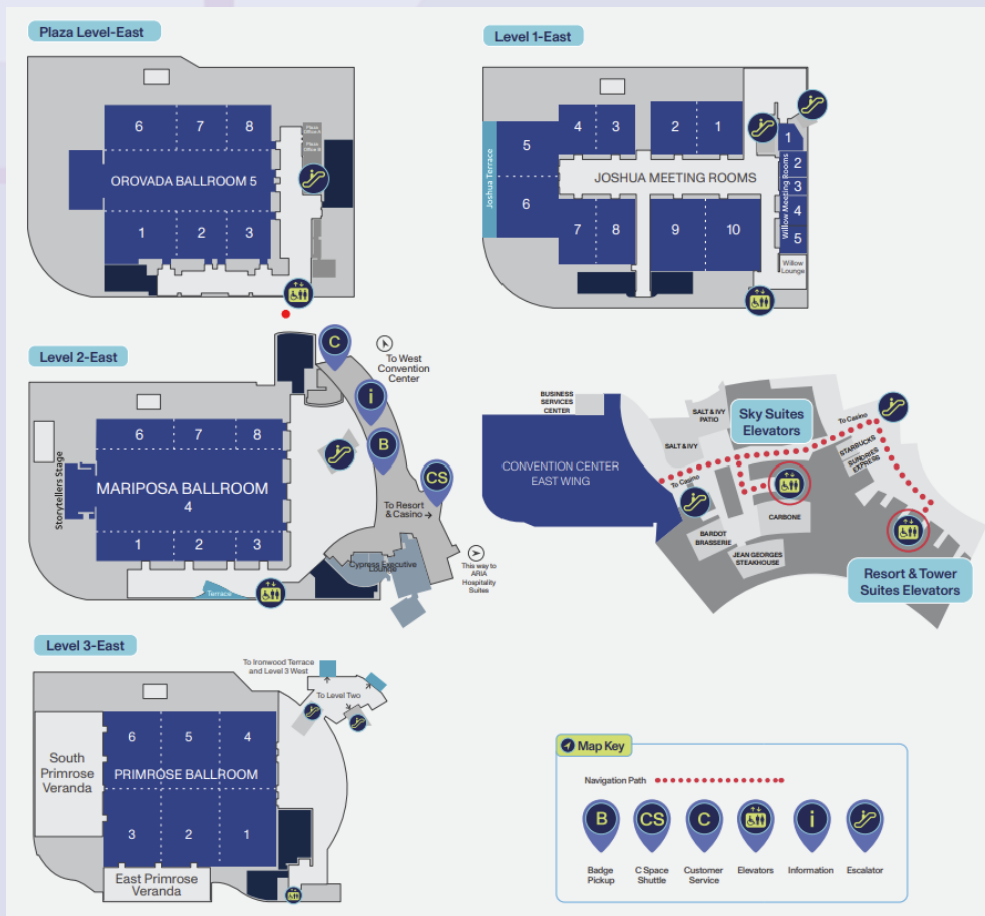
- ❖ Venetian Expo
- ❖ The Venetian
- ❖ Palazzo Hotel
- ❖ Wynn Las Vegas
- ❖ Encore at Wynn

C Space Campus

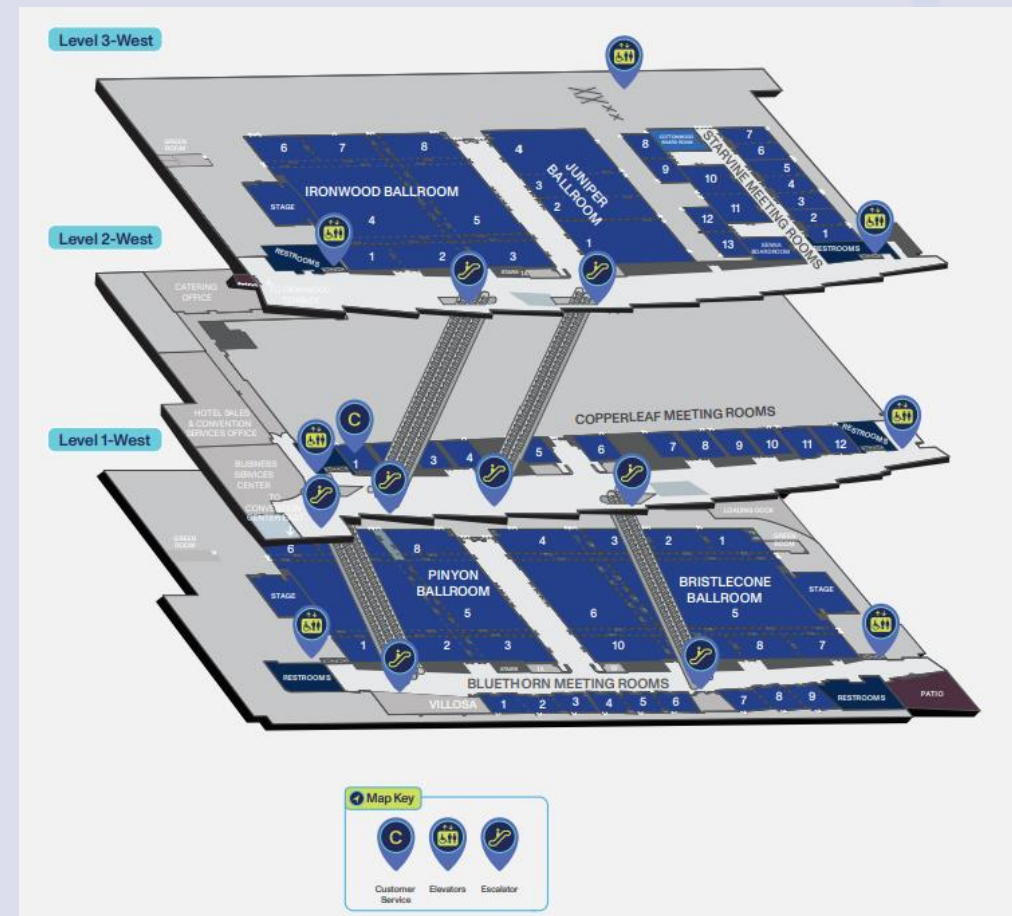
- ❖ C Space at ARIA
- ❖ Cosmopolitan
- ❖ Park MGM
- ❖ Vdara

Mandalay Bay

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



Aria EAST



Aria WEST

C Space Campus Map

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



CES 2026: What to Expect

2026 CES Keynotes



Dr. Lisa Su
Chair and CEO
AMD



Roland Busch
President and CEO
Siemens AG



Yangqing Yang
Chairman and CEO
Lenovo
 sphere



Joe Creed
CEO
Caterpillar



Bob Sternfels
Global Managing Partner
McKinsey & Company

(joint keynote)



GENERAL



CATALYST

Hemant Taneja
CEO
General Catalyst



Yangqing Yang
Chairman and CEO
Lenovo

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!

CES 2026 KEYNOTES

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**

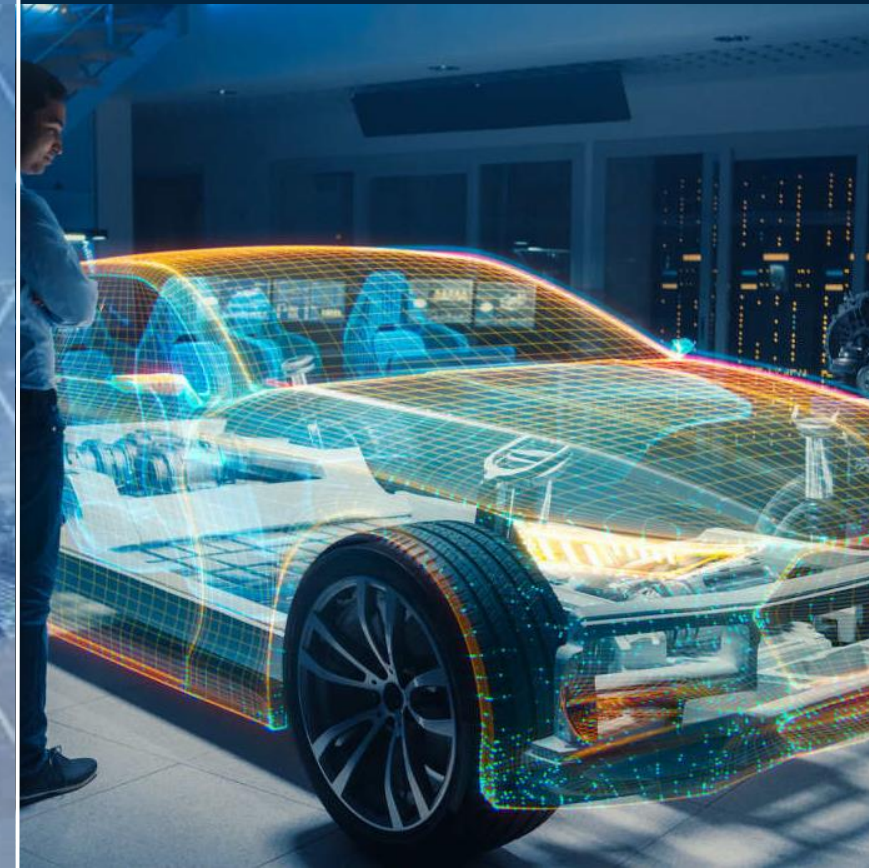
Digital Health



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



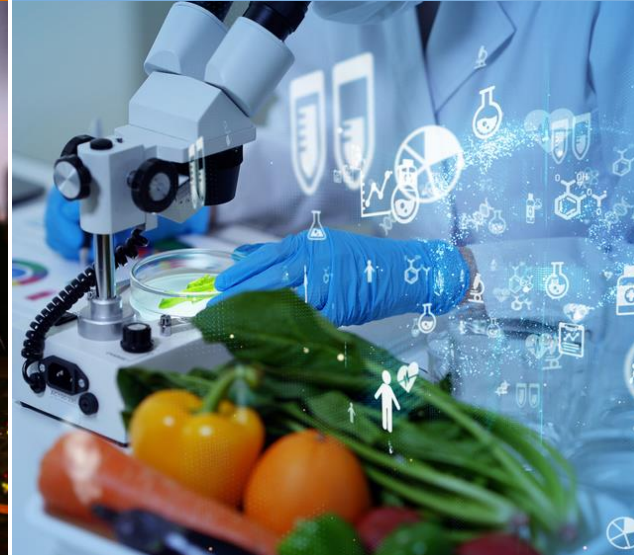
From autonomous and connected vehicles to advancements in air transport, technology has transformed the way we experience mobility.

**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](#)



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.

tech trends: AI

#CES2026

JAN. 6-9, 2026
LAS VEGAS, NV

AI Everywhere: Inside CES 2026

ARTIFICIAL INTELLIGENCE ROBOTICS

tech trends: digital health

#CES2026

JAN. 6-9, 2026
LAS VEGAS, NV

The Future of Health Tech at CES 2026

DIGITAL HEALTH ACCESSIBILITY

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

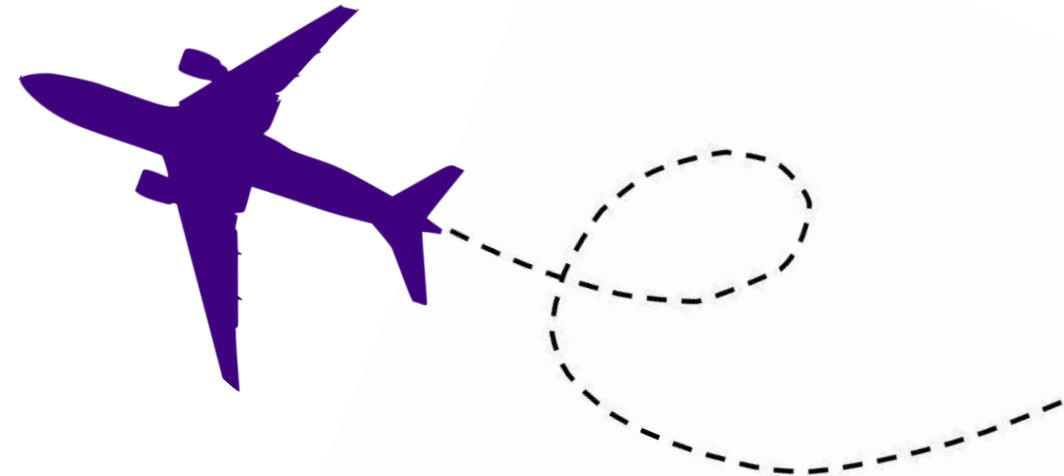
Let's make your CES experience seamless, so you can focus on what really matters:

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 20 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*

*Accessible via Route 7/ARIA during midday shuttle hours

Tour Bus Area
Tiffany Lot

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



CES 2026 | Jan 6-9, 2026

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

International Business Centers (IBC)

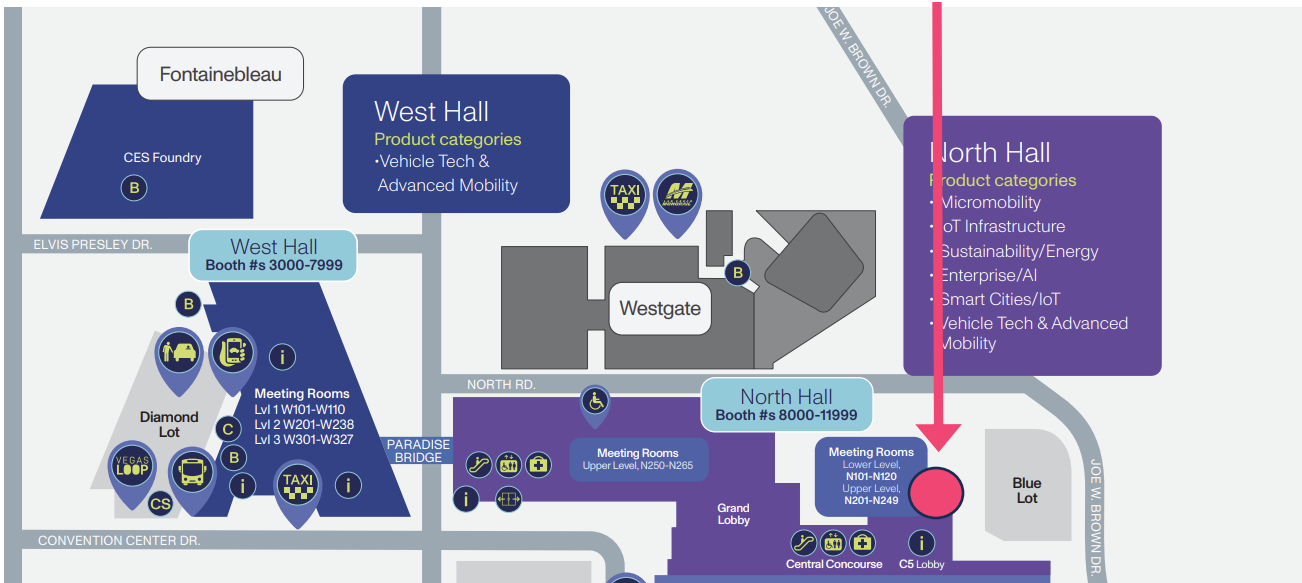
****International Badge required for entry**

LVCC IBC

📍 North Hall 219

Available Translators:

Mandarin and French



VENETIAN IBC

📍 Venetian Upper Lobby (L2)

Available Translators:

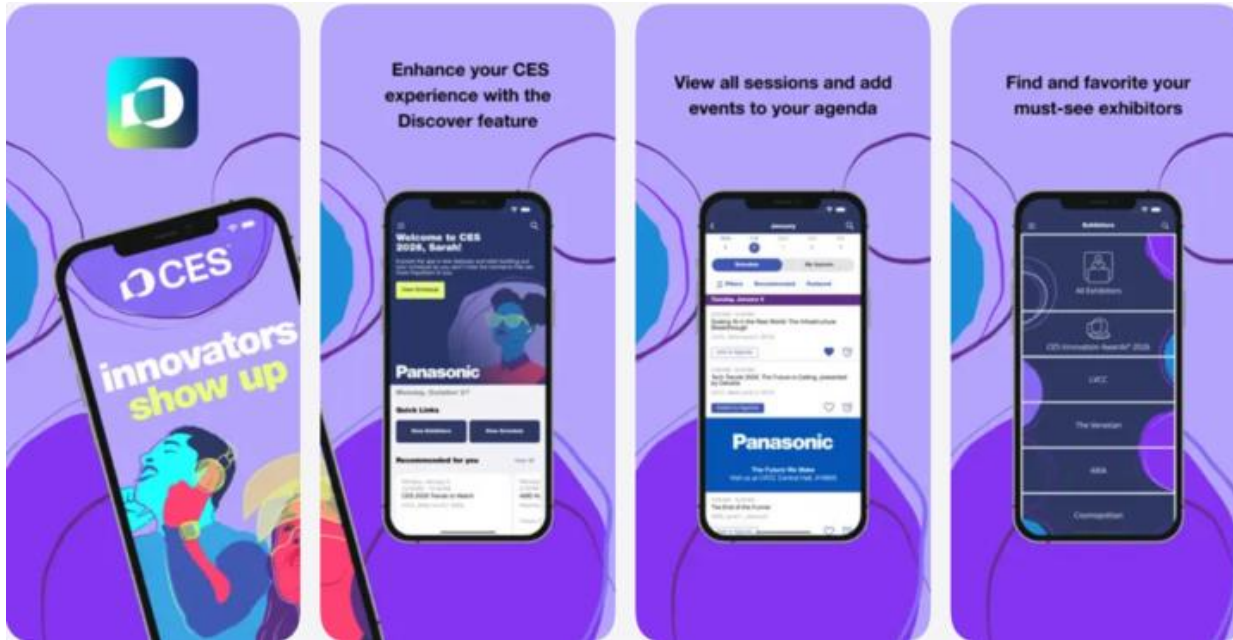
Spanish and Japanese





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



Powered by The Consumer Technology Association®

YOU'RE INVITED

Vocês estão convidados 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.



Powered by The Consumer Technology Association®

THANK YOU

Questions? Contact Us!



Delegations@CTA.tech