Addendum to the
CES 2027 Exhibit Space Contract

Guidelines for Exhibiting Sex-technology Products

CES is a trade-only event attracting business and government leaders from around the world. As such, it is important to provide a respectful environment for all who participate. Please adhere to these rules when designing your CES exhibit experience.

Note, these rules apply to all preshow marketing materials, on-site signage, displays and graphics to include but not limited to CES.tech, *CES Daily* and any promotional materials concerning CES. If you are unsure of any of the rules below or have questions, please contact CESOPS@CTA.tech.

Exhibit Rules

- Products may not be displayed using humans, robots, mannequins, dolls or other anatomically correct devices.
- Exhibitor must contain all parts of their exhibit within the perimeter of their booth. This means that booth personnel may not be in the aisles or located in other official show locations.
- Attendee line queues for demonstrations and product giveaways must also be contained within the perimeter of the booth.
- Booth giveaways may not resemble human genitalia.

Signage/Displays and Videos

- Exhibitor signage, graphics or videos may not include any content that depicts or describes actual or simulated sexual acts nor may it include any pictures or renderings of genitalia.
- Product images may be used on signage; however, CES reserves the right to ban distasteful or overt anatomical product images and limit product image size. Exhibitor may include up to two (2) anatomical product images per 100 sq. ft. of exhibit space. Product image(s) must be tasteful and may not exceed 3’ x 3’.
- TVs/monitors/displays may be used for tasteful product promotion but may not be used for moving images of the product.
- Handheld displays or tablets may be used to promote the product in person-to-person meetings/conversations. Moving images of the products may not show the product in actual use.
- Please note Sections 19 and 20 of the CES 2027 Exhibit Space contract for details on the display of content and video/demonstrations.
- Promotional products outside of the contracted booth space, i.e., banners, kiosks and venue-specific digital products may not include any image or rendering of the product(s).

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Exhibits Review

CES Operations must review and approve booth graphics, videos, display materials and promotional products prior to Oct. 1, 2026. Exhibitor must submit designs and/or renderings to CESOps@CTA.tech and include company name and booth number in the subject line to expedite review. CES Operations will review and respond to exhibitors within three (3) business days.

Digital and Print Advertising

- Print and digital products (web banners/ads, etc.) may not include any image or rendering of the product(s).
- Exhibitor must submit all digital and print advertising copy to Michael Brown at mbrown@CTA.tech by the deadlines listed below:
    - *CES Daily* copy due Oct. 1
    - Online directory ad copy due Oct. 1 (Exhibitor Dashboard)

Booth Personnel

- Please refer to Section 17 of the CES 2027 Exhibit Space contract for personnel attire.
- Booth personnel must stay within the perimeter of the booth. Personnel will not use overt-sexual or lewd language and/or slang to attract attendees into the exhibitor's booth.

In addition to the above, exhibitors must also pay specific attention to the following sections of the CES 2027 Exhibit Contract:

- Section 12. Regulations
- Section 16. Operation of Exhibits
- Section 17. CES Exhibit Attire
- Section 18. Character of Exhibits
- Section 19. Content
- Section 20. Good Neighbor Policy
- Section 28. Exhibit/Booth Construction and Design

Exhibitor agrees to comply with the obligations within this Addendum. If any exhibitor is found in violation of this Addendum, CES reserves the right to remove Exhibitor from CES and prohibit attendance at future CES shows.

This is an Addendum to the CES 2027 Exhibit Space Contract ("Contract") and is incorporated into the Contract. All other provisions of the Contract will remain in full force and effect.