Addendum to the
CES 2027 Exhibit Space Contract

Guidelines for Exhibiting CBD and Cannabis 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 use these rules for designing your exhibit experience at CES. If you are unsure of any of the rules below or have questions, please contact CESOps.

Exhibit Guidelines

- Technology for CBD or cannabis must be fundamental to consulting, system software, product testing services, seed testing services, extraction equipment, and growing/cultivation.
- Cannabis, THC, CBD and products containing cannabis, THC and CBD are strictly prohibited. The use, possession, and/or distribution of products containing any amount of THC, including but not limited to flower, stems, seeds, edibles, concentrates, beverages, topicals, and vaporizers, as well as all Delta-(7-11) and other synthetic cannabinoids are not permitted at any official CES venue.
- Exhibitor may need to provide additional information or documentation upon request.
- Exhibitor must follow all applicable laws, requirements, and regulations, especially regarding CBD and Cannabis. In addition, exhibitors must also pay specific attention to the following sections of the CES 2027 Exhibit Space Contract:
    - Section 12. Regulations
    - Section 16. Operation of Exhibits
    - Section 18. Character of Exhibits
    - Section 19. Content
    - Section 28. Exhibit/Booth Construction and Design

Signage/Displays and Videos

- Exhibitor may not advertise, display, or otherwise engage in the promotion of illegal items. Illegal items are defined as any goods, supplies, equipment, ingredients, material, substances, services or the like which are illegal under United States local, state or federal rule, ordinance, code, law or statute, including without limitation to marijuana, defined as the dried leaves, flowers, stems, and seeds from Cannabis sativa.
- Exhibitor logo(s), display graphics, videos, references, and/or promotional materials may not include images of cannabis or CBD products.
- Add-on promotional items, i.e. banners, kiosks, etc. must follow these same guidelines, as well as preshow marketing materials to include but not limited to CES.tech and *CES Daily*.
- CES reserves the right to ban product images that do not follow these guidelines.

Exhibits Review

CES Operations must review and approve booth graphics, display materials and promotional products prior to Oct. 1, 2026. Exhibitor agrees to 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.

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Digital and Print Advertising

- Print and digital products (web banners/ads, etc.) may not include any image or rendering of cannabis or CBD products.
- 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)

Exhibitor agrees to comply with this Addendum's obligations. 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.