

Section 1: General Information

This Hospitality Suites Exhibitor Guide was created specifically for exhibitors at the Bellagio. If you are exhibiting at another CES venue, please refer to the other [exhibitor manuals](#) created for each venue.

This guide was designed to make it easy for you to plan for the show and provide you with important rules and regulations and other information all in one place. Other CES operational questions can be sent to CESops@CTA.tech. Also, be sure to visit [CES.tech](https://ces.tech) to keep up with all the latest show information.

On behalf of the entire CES team, we look forward to seeing you in Las Vegas in January!

Suite Activations or Exhibits

Hospitality suites at Bellagio are to be used for meetings and hospitality purposes only. Limited exhibitry may be constructed or installed if freight dimensions and delivery items are approved by your assigned Convention Services Manager. Freeman is not permitted to deliver freight or furnishings to these suites.

Hotel & Transportation

For information on hotel accommodations, onsite complimentary shuttle service, the Las Vegas Monorail and more, please visit our [Hotel](#) and [Transportation](#) page.

If you plan on having your own transportation, please contact your assigned Convention Manager at Bellagio to arrange for loading and unloading areas.

If you have questions or would like to charter services, contact [Rhode Planning](#), our official transportation provider at 877-725-3398 or 401-294-0040.

Registration & Badges

Registrants working at a company's booth or exhibit suite must register for CES as Exhibitor Personnel. Exhibitor Personnel badges include access to the exhibit floor during move-in and show hours as well as access to keynote addresses, Great Minds sessions and select conference programming on a first-come, first-served basis. To attend additional conference programming, individual exhibitor personnel may purchase the enhanced Premium Pass or customize their experience by adding conference tracks or other partner programming to upgrade their CES experience.

Individual exhibitor personnel must work directly with the person managing registration for their company to receive an Exhibitor Personnel badge and should not register as an Industry Attendee.

Once exhibit or suite space is secured, the Primary Contact will receive an automated email with instructions to sign into the Exhibitor Dashboard from service@mapyourshow.com. Once signed in, the Primary Contact can assign a Registration Coordinator. If a Registration Coordinator is not selected the Primary Contact will be the default contact. The Registration Coordinator is responsible for:

- Register themselves for CES 2027
- Control the company's badge allotment for distribution
- Initiating registration for all exhibitor personnel to complete their own registration

CES 2027 Exhibitor Guide: Bellagio Hospitality Suites

- Retrieve customized Top Ten and Customer Invitation promotion codes to invite your guests. Customer Invitation codes offer \$149 off the cost of registration. These codes will be valid through December 31, 2026
- Order lead retrieval (badge scanners) for capturing valuable leads on-site

Refer to the Badge Policy information below to determine your company's free or paid badge allotment. This information will also be displayed within your registration dashboard.

Exhibitor Personnel registration can only be accessed through the Exhibitor Dashboard. The Registration Coordinator must initiate the registration for each registrant. An email will be sent inviting the exhibitor personnel to complete their registration. Individual exhibitor personnel must complete their own registration. It is **critical** that the invited registrant uses the same email address that the invite was sent to in order to be recognized as part of your company's exhibit and be recognized as Exhibitor Personnel. Exhibitor personnel who do not use the same email address that was used to initiate their registration will be registered as Industry Attendees and asked to pay the Standard Pass fee and will not have access to the CES show floor, exhibit suites or hospitality suites during move-in or dismantle hours on-site.

All completed registrations will receive a confirmation email. Please save the confirmation email QR code for expedited badge pick up on-site.

As a reminder, below are the registration requirements for CES 2027:

- Exhibitor personnel must provide photo identification that will be printed on their CES badge. This is a mandatory requirement.
- CES will continue to require date of birth (DOB) and gender for all who register.
- Updating the Registration Coordinator within the Exhibitor Dashboard does not automatically cancel their registration. Please use the features within registration to make additional adjustments.
- We've added tutorial videos to help you through the process, including how to tutorials, best practices and ideas for trouble shooting.

Reminder: Upon arrival in Las Vegas, all CES attendees, including exhibitor personnel, must pick up their badge BEFORE visiting a CES show venue. Limited badge pickup options will be available on-site at CES venues. Badge pickup is available at Harry J. Reid International Airport baggage claim locations and [several hotels](#) around the city. All [badge pick up locations](#) will be available in the fall.

For registration questions or assistance, please contact exhreg@CTA.tech.

Badge Policy

Bellagio hospitality suite exhibitors will receive thirty (30) complimentary exhibitor badges. You may purchase up to 50% more exhibitor badges over this base allotment at \$50 per exhibitor badge.

Section 2: Resources

CES General Information

CES dates: Jan. 6-9

C Space dates: Jan. 6-8, 9 AM-6 PM daily

Exhibitor planning: ces.tech/exhibitor-guides/

Services

The Bellagio can provide the following services for your hospitality suite by request:

- Audio Visual
- Internet
- Food & Beverage
- Cleaning
- Furniture

Please contact the hotel contacts outlined in section 3 to arrange for these services.

CES Contacts

CES Operations – CESops@CTA.tech

Gaiya Berube, CES Operations – gberube@CTA.tech

CES Sales – ExhibitorSupport@CTA.tech

Section 3: Hospitality Suite Services

Check-In/Check-Out

Standard check-in is after 3 PM on Jan. 4, 2027. Early arrival time is subject to availability and cannot be guaranteed.

- **Note:** this date does not factor in furniture movement/removal or MREP installations. If you order these services, you are required to add the night of Jan. 3, and you will have access **after 3 PM on Jan. 4.**

Standard check-out is by 11 AM on Jan. 9. If you do not check out by this time, additional charges may apply.

- **Note:** this date does not factor in furniture movement/removal or MREP installations. If you order these services, you are required to add the night of Jan. 9 and must vacate the suite by **3 PM on Jan. 9.** This means the suite must be free and clear of all exhibitry, freight, and exhibitor personnel by this date and time.

The hotel has blocked specific suite types for CES use, but cannot provide a specific suite number until on-site check-in. Exhibitor is given a TBA number when contracted and will receive the assigned hospitality suite number upon check-in on Jan. 4. If you are checking in later than Jan. 4, please advise [CES Operations](#) so that your suite is held for you.

CES 2027 Exhibitor Guide: Bellagio Hospitality Suites

Bellagio will do their best to honor requests for suites on the same floor and specific suite layouts based on availability but cannot guarantee this. Please communicate any such requests upon contracting with CES Sales.

If you require additional nights for the suite (over and above the five [5] nights), you must contact [CES Sales](#) and should not contact Bellagio directly to secure additional nights.

Exhibitor is responsible for providing the [hotel](#) with individual names of all persons to be listed on the suite reservation to obtain keys and check-into the suite by Dec. 1. If you do not inform the hotel of who is permitted to check-in, only the main booth contact listed on the CES space contract will be permitted to check-in to your suite and obtain the keys.

Room, tax, and the daily resort fee for the suite contracted per the Exhibit Space Contract will be billed to and paid directly to Bellagio by CES. Exhibitor is responsible for all other charges including, but not limited to food and beverage, incidentals, gratuities, and show services (electrical, phone, internet). All orders must be accompanied by Exhibitor check or credit card. A minimum daily deposit is required for incidentals payable by credit card or cash upon arrival. Checks are not accepted at the time of check-in.

Hospitality suite numbers will be distributed at info desks and offices and listed in the Exhibitor Directory on [CES.tech](#). If you'd prefer not to have your suite listed for privacy reasons, please advise [CES Sales](#) by Nov. 3.

Event Schedule at a Glance:

- Jan. 3: Furniture movement and MREP services begin after 3 PM*.
 - *Furniture movement and MREP services can only begin on this date if the additional night of Jan. 3 was purchased through CES Sales.
 - If furniture movement or MREP services are ordered, the night of Jan. 3 must be added to your contract.
 - Exhibitors do not have access to the suite until after 3 PM on Jan. 4.
- Jan. 4: Standard check-in date.
 - If Jan. 3 was not purchased, standard check-in and move-in is after 3 PM on Jan. 4.
- Jan. 5: Move-in continues.
 - Activations must be set by 6 PM.
- Jan. 6: Show Day 1
 - 9 AM-6 PM
- Jan. 7: Show Day 2
 - 9 AM-6 PM
- Jan. 8: Show Day 3
 - 9 AM-6 PM
 - Exhibitor move-out begins at 6 PM.
- Jan. 9: C Space Closed
 - If furniture movement or MREP services are ordered, the night of Jan. 9 must be added to your contract through CES Sales.
 - If the additional move-out night of Jan. 9 was purchased, exhibitor move-out continues from 8 AM to 3 PM. Suites must be free and clear of all exhibitry, usage, freight, trash, decor, buildouts, and exhibitor and/or EAC personnel by 3 PM.

CES 2027 Exhibitor Guide: Bellagio Hospitality Suites

- o If the night of Jan. 9 was not purchased due to no furniture movement or MREP services, exhibitor personnel must be clear of the suite by 11 AM.

Audio Visual

Encore is the exclusive provider of audio-visual services at Bellagio. Order [online](#) or contact [Megan Gardner](#) with questions.

Cleaning

Complimentary vacuuming and room refresh will be provided in all suites during official show days. This service will be performed overnight between 7 PM and 7 AM. If you choose to decline this cleaning service, please notify Bellagio at cesbellagio@mgmresorts.com by Nov. 2.

Please note that the hotel will not be responsible for discarding any large trash items during move-in and move-out. If you have hired a production/exhibit general contractor, please inform them that they are not permitted to discard any construction materials, large crates, packing materials, carpet scraps, or remnants into the hotel dumpsters. Your production/exhibit general contractor will need to ensure all trash is removed promptly off the hotel premises prior to the show opening. At the conclusion of the show, it will be your or your production/exhibit general contractor's responsibility to ensure all left over trash is removed from the building and not thrown in the hotel dumpsters.

Damages

Exhibitors are financially responsible for any damage to the suites during move-in, show dates, or move-out. Pre- and post-occupancy inspection reports will be conducted by the hotel.

Electrical

Each outlet in the Suite is equipped with 15 amps.

Food and Beverage (F & B) Orders

Contacts, Menus, Order Portal

- Requirements must be arranged through the In-Suite Dining Team. Menus and the website to order food and beverage will be available in early September. Outside f & b is not permitted. In Suite Dining Options should be requested through: [Las Vegas - In-Suite Dining Hospitality Event](#)
- All other group dining events can be submitted through NorthSignatureEvents@mgmresorts.com.

Delivery Timing

- F & b availability is 24 hours a day each day, but there is limited availability. Secure your preferred time as early as possible with complete and accurate food and beverage requirements to ensure availability.
- Day-of-service requests must be requested through regular room service channels (extension 77373 or 702-693-7373) and are subject to room service-quoted delivery times. These orders will be charged separately from the event order.
- All f & b will be delivered based on the scheduled delivery time ordered. For example, if you have ordered a breakfast delivery for **9 AM**, you cannot alter your delivery time to **8:30 AM**. Please expect set-up **15 minutes prior to the event's start time**.

- The hotel will not schedule refreshes or replenishment of ordered items. Should you run out of a specific delivered item, Bellagio will not be able to accommodate immediate replenishment or delivery of said item.

F & B Minimums, Deadlines, and Changes

- All complete and accurate orders submitted prior to December 20, will require a f & b minimum spend of \$1000 per day/per suite.
- All complete and accurate orders submitted after December 20, are subject to a late fee of \$500 per order, in addition to the required f & b minimum spend of \$1000 per day/per suite.
- All complete and accurate orders submitted 7 days prior to the event are not guaranteed and will be subject to current available time slots and applicable pop-up fees.

Furniture Removal

Exhibitors who require furniture removal/movement or banquet set-up must follow this timeline:

- Exhibitor move-in is at 3 PM the day **after** the reservation's contracted check-in date.
 - Exhibitors are not permitted access until 3 PM the day after the reservation's contracted check-in date to allow the hotel to conduct the requested furniture removal and MREP installation (the suite flip).
- Exhibitor move-out is by 3 PM the day **before** the reservation's contracted check-out date.
 - This means the suite must be free and clear of all exhibitry, usage, freight, trash, decor, buildouts, and exhibitor personnel by this date and time so the hotel can return the suite's furniture (the suite flip). Failure to adhere to this timeline will result in cleaning fees and removal fees starting at \$1,500. Any delays in furniture return that extend past 3 PM will result in additional fees starting at \$3,500.

Please contact Bellagio cesbellagio@mgmresorts.com to place your furniture removal order.

Furniture Removal Pricing

Furniture removal must be scheduled and finalized prior to Dec. 4. The fee schedule is as follows for all suite types:

- Bedroom (per room, regardless of the number of items being removed)
 - \$6,300 – if order is received by Friday, Nov. 13
 - \$7,350 – if order is received by Friday, Nov. 27
 - \$8,400 – if order is received by Friday, Dec. 4
- Living Room (per room, regardless of the number of items being removed)
 - \$6,300 – if order is received by Friday, Nov. 13
 - \$7,350 – if order is received by Friday, Nov. 27
 - \$8,400 – if order is received by Friday, Dec. 4
- Dining Room (per room, regardless of the number of items being removed)
 - \$6,825 – if order is received by Friday, Nov. 13
 - \$7,875 – if order is received by Friday, Nov. 27
 - \$8,925 – if order is received by Friday, Dec. 4

Furniture Removal Considerations for All Suite Types

- In each suite, there are items that cannot be moved or removed and must stay in its existing place.
 - **Bellagio Suite**
 - Movable: sofas, chairs, bed
 - Cannot be removed: headboards and night stands due to electrical, credenzas
 - **One Bedroom Penthouse**
 - Movable: sofas, chairs, bed, dining table
 - Cannot be removed: headboards and night stands due to electrical, credenzas, chandelier over dining table*
 - *As the chandelier cannot be removed, something needs to be placed under it so that nothing hits it during occupancy.
 - **Two Bedroom Tower Suite**
 - Movable: sofas, chairs, beds, dining table
 - Cannot be removed: headboards and night stands due to electrical, credenzas, chandelier over dining table*
 - *As the chandelier cannot be removed, something needs to be placed under it so that nothing hits it during occupancy.
 - **Two Bedroom Penthouse**
 - Movable: sofas, chairs, beds
 - Cannot be removed: headboards and night stands due to electrical, credenzas, dining table and chandelier
 - **Executive Hospitality Suite**
 - Cannot be moved or removed: bed and desk set, billiard table and credenza, dining room table set, credenza in living room.
- No furniture removal may be scheduled or revised after Friday, Dec. 4.
- Your CSM will provide a diagram of the room with furniture that can be removed and furniture that cannot be removed.
- Floorplans for specific suite types may be requested but will not be guaranteed by the hotel. Floorplan options will come directly from your Convention Services Manager.
- Payment for furniture removal must be received in full prior to removal of furniture.

Hotel Equipment and Banquet Setup

Banquet setup and hotel equipment must be scheduled and finalized prior to Friday, Dec. 4. No banquet set-up equipment will be scheduled or revised after this date. The fees are as follows:

CES 2027 Exhibitor Guide: Bellagio Hospitality Suites

RENTAL COST EACH PER DAY	EQUIPMENT DESCRIPTION	DAMAGE FEE
\$210	TABLES + LINENS	\$350
\$160	TABLES (ONLY)	\$250
\$52.50	LINENS (ONLY)	\$200
\$80	CHAIRS	\$325

Contact your CSM for additional information. A \$500 one-time delivery fee will be added to all orders.

Internet

Complimentary basic internet is provided in your suite. Please contact Bellagio at cesbellagio@mgmresorts.com for further information. Additional internet services are not available for purchase.

MGM Resorts Event Productions (MREP)

MGM Resorts Event Productions (MREP) is the exclusive provider for your custom suite branding (inclusive of graphics and custom build-out elements over 7.5' in any direction) and furniture needs. MREP coordinates directly with Bellagio for logistics and access to all hospitality suites.

MREP - CES Graphic Prints and Branding Timeline & Pricing Structure Requirements:

Phase	Description
Client Selection	Client selects the custom graphic and branded elements they wish to include and confirms their selections with their assigned Account Manager. This confirmation is required to initiate the graphic design process.
Asset Submission	Once selections are confirmed, MREP will provide a dedicated OneDrive link for clients to upload all branding, assets, logo, artwork, copy and creative files for review. Assets must be submitted in full to proceed.
Design Development	MREP requires up to (2) weeks from receipt of complete assets to develop and present a design package. Design timelines may vary based on the number of elements, suite count and overall complexity.
Design Review & Revisions	Client is responsible for providing consolidated feedback and approvals within a reasonable timeframe to maintain schedule. Delays in feedback may impact approval timelines.
Approved Design Package	Final pricing is established based on the approved design package and sign-off date. This date serves as the primary pricing milestone for CES graphic elements.

Branded elements are subject to the following pricing structure based on final approved deck sign off within the following dates:

Branding Assets/Art Received	Approved Design Package	Pricing Structure
By Friday, October 30, 2026, at 8 PM PST	By Friday, November 13, 2026, at 11:59 PM PST	Standard Pricing
By Friday, November 13, 2026, at 8 PM PST	By Friday, November 27, 2026, at 11:59 PM PST	Rush Pricing - 50% increase over standard pricing

CES 2027 Exhibitor Guide: Bellagio Hospitality Suites

By Friday, November 20, 2026, at 8 PM PST	By Friday, December 4, 2026, at 11:59 PM PST	Rush Pricing - 100% increase over standard pricing
Saturday, December 5, 2026, at 9 PM PST and beyond		Subject to availability and additional rush pricing based on market demand.

MREP - Custom Large Scale Build Elements and Exclusivity

MREP serves as the **exclusive provider** of custom branded, largescale elements built within CES hospitality suites when elements are **not constructed by the CTA/CES contract signing team** and/or **exceed 7'5"**. No outside partners, vendors, agencies, production companies, or third parties are permitted to fabricate or build large format elements within hospitality suites.

All custom elements must be **fully freestanding** and may not attach to, penetrate, or affix to the building in any manner unless expressly approved and provided by MREP. Custom elements require additional planning and lead time due to suite specific dimensional variances, including differences in room layouts and ceiling heights, even within the same suite category. As such, flush-to-ceiling installations cannot be guaranteed.

To initiate custom element planning, a non-refundable design fee of \$1,000 per suite is required and will be applied toward the final custom build upon client signoff. If the client elects not to proceed following design initiation, the fee will be retained. Following delivery of the initial Design Package (Version 1), up to three (3) additional revision rounds are included. Design Packages requiring revisions beyond Version 4 may be subject to additional design fees.

MREP - Suite Layout & Variability

Suite layouts are not guaranteed and may vary by location. Final placement, scale, or configuration of furnishings and graphics may differ from the approved design. The client is responsible for all approved prints, including any reprints required due to suite layout variability.

MREP - Furniture Orders

Furniture orders must be received and signed off by **Friday, December 11, 2026, at 4:59 PM PST** and are subject to first come, first serve availability. If requested items are unavailable at signoff, comparable substitutions will be presented for approval. Requests submitted after this date are subject to availability, and selection may vary.

Custom curated furniture selections may be accommodated upon request and are subject to a **minimum MREP order total (including graphics and labor) of \$15,000 per suite**. Clients must provide aesthetic inspiration, including desired style references and anticipated quantities or functional needs, at the time of request. Additional lead time is required to support sourcing and availability.

MREP - Client Provided Inventory & Shipping

Client owned furniture, existing inventory, and any largescale custom elements must be shipped directly through MREP from a client owned storage facility. Items may not be purchased from retail or ecommerce vendors and shipped to MREP for handling. Inventory not shipped from a client storage facility is subject to additional handling fees starting at \$500 per piece.

All approved inventory must be received at MREP's studio no later than **3 PM PST on Friday, December 18, 2026**. Clients must submit MREP's required inventory spreadsheet **seven (7) business days prior to shipment**,

CES 2027 Exhibitor Guide: Bellagio Hospitality Suites

including item details, associated Job Number, shipping method, tracking information, intended room placement, and photos of each item as packaged and as is.

MREP reserves the right to refuse or return unapproved inventory at the client's expense. All items will be returned using the same shipping method received; outbound labels and pickup details must be provided in advance.

Labor fees for handling client provided furniture will be billed as follows: \$250 per sofa, \$100 per armchair, \$60 per standard chair, \$50 per coffee table, \$25 per side table, with miscellaneous items billed based on size, weight, and handling requirements.

MREP - Meeting Schedule

At order sign-off, exhibitors must provide MREP with the start time of their first meeting and the end time of their final meeting to properly schedule installation, on-site support, and strike.

MREP - Suite Access & Installation

MREP requires a minimum of **24 hours of suite access**, beginning at 3 PM on the contracted check in day, to complete installation. Final readiness is dependent on operational factors including prior guest checkout, room availability, furniture removal, order scope, installation volume, and hotel operations. MREP guarantees the suite will be fully installed no later than two (2) hours prior to the first scheduled meeting. Orders with custom elements beyond standard catalog offerings may require additional installation or strike time at the clients expense.

MREP - On Site Changes & Reprints

Reprints or newly requested graphics during installation are subject to **100% rush pricing** and availability at the time of request. New print requests placed between December 18, 2026 and January 9, 2027 are subject to a \$500 minimum print order and an additional \$500 minimum labor fee.

MREP - Strike & Suite Reset

MREP and Bellagio require 24 hours of access, beginning at 3 PM the day prior to the confirmed check-out date, to return the suite to Bellagio's standard layout. Access to the suite is required by 3 PM the day before the suite's check-out date to begin strike.

MREP - Payment

If paying via a Bellagio Master Account, charges will be pre posted prior to installation. If paying by credit card or wire transfer, payment in full is required at order signoff. Any additional charges will be billed immediately following the event.

To connect with an MREP partner, please email eventleads@mgmresorts.com.

MREP - Build Outs in Suites

MREP is the exclusive provider for all build outs 7'5" or larger. Exhibitors are responsible for communicating the hotel's policies and procedures to any hired contractors during load-in and load out. Your Convention Services Manager will send an MEO (Meeting Event Order) for signature noting all items pertaining to your suite, including damage fees & trash removal.

Shipments and Loading Dock Access

Access to the Business Center loading dock and escort assistance must be scheduled and finalized prior to Friday, Dec. 18. There will be a \$150 fee for any changes after the 18. Loading dock information must include the following:

- Exhibitor company name and contact
- Vehicle driver information, number of trucks and vehicle type
- Items brought in (i.e. audio visual)
- Load in / load out date and times

Schedule is based upon availability and on a first come, first serve basis. There will be a 15-minute grace period. Afterwards, there will be a \$150 late fee charge. Dock usage will be complimentary for two hours. After two hours, fees will apply.

Should you require scheduling any escort, package delivery assistance and inquire pricing for any Business Center services, the Business Center team can be reached at Usa5735@fedex.com. Please reach out to your Convention Services Manager for business center hours.

All shipments or items being delivered to the suites or loaded out of the suites must go through the Bellagio FedEx Business Center.

Signage

MREP is the exclusive provider for suite branding needs. Contact them at eventleads@mgmresorts.com to discuss options.

If the hotel finds any branding, including on the outside of the suite door, that was not installed by MREP (clings, signs, floor mats, etc.), the exhibitor will be asked to remove said items immediately. This violation will be reported to the CES Sales team. Fees will also apply.

Exhibitor is permitted to have free-standing signage within their assigned suite. Signs may not be affixed to, hung on, set on or set up against anything in the suite including walls, artwork, sprinkler systems, doors, fixtures, windows, or existing furniture within the Suite. Absolutely nothing can be hung on or from the fire sprinklers in your suite.

All items including signs, banners, decorative materials, structures, etc. must not exceed (6) feet in height. Signs and/or banners that are parallel to and within 12 inches of a wall may go up to a maximum height of (7) feet. In addition, doors may not be propped open. Doors must remain closed.

Foam core and vinyl signs, banners and decorations must be less than ½ inch thick. Thicknesses above ½ inch are not permitted. PVC materials of any type are strictly prohibited.

Due to local fire codes, exhibitors are not permitted to have signage in the suite hallways. Signage found in these restricted areas will be removed immediately by hotel security.

Third Party Planning and Compliance with Suite Usage Policies

If an exhibitor utilizes a third-party vendor for any aspect of hospitality suite planning or execution, that vendor is subject to all Hospitality Suite Usage Guidelines and policies, as well as all terms outlined herein. The exhibitor assumes full responsibility for third party compliance.

Any effort by a third party to work outside, around, or in conflict with these policies will result in notification to the authorized suite user who signed the usage agreement, and may result in restriction of access, required remediation, or other corrective measures as deemed necessary.

Section 4: Show Rules and Regulations

Age Restriction

CES is a trade-only event for individuals 18 years of age or older and affiliated with the consumer technology industry. No one under the age of 18 is permitted at any time. Contact [CES Customer Service](#) at 866-201-1012 or +1-703-907-76005 (outside of U.S.) with any questions.

Americans with Disabilities Act

Exhibitors acknowledge their responsibility under the Americans with Disabilities Act (ADA) to make their booth accessible to handicapped persons. Exhibitors shall indemnify and hold harmless CTA, CES and the show locations against cost, expense, liability, or damage which may be incident to, arise out of or be caused by Exhibitor's failure to have their booth comply with ADA requirements.

ADA accessible buses are available during scheduled shuttle hours. Please request service at least 20 minutes in advance of desired pick-up time. To arrange for your transportation, please contact [Kevin Berube](#) at 877-725-3398/401-294-0040 preshow or 702-943-3531 on-site.

Candles

Candles must be battery-operated. Open flames are not permitted.

Cash & Carry Policy

CES policy strictly prohibits over-the-counter sales (i.e.: cash, check, or credit card). Only bona fide business orders for future billing, payment and delivery are permitted. This will be strictly enforced.

CES Show Management and representatives from the Clark County Business License office walk the show floor on show days looking for exhibitors violating this policy. If you are found in violation of this policy, CES Show Management will take steps to shut down your exhibit immediately.

Combustible Materials

All decorations, drapes, hangings, signs, banners, acoustical materials, hay, straw, moss, split bamboo, plastic cloth, curtains, Christmas trees and similar decorative materials shall be flame retardant to the satisfaction of the Fire Department and State Fire Marshal. Canvas, cloth, cardboard, leaves, or similar combustible materials shall be completely flame retardant. Oilcloth, tarpaper, sisal paper, nylon, orlon and certain other plastic

CES 2027 Exhibitor Guide: Bellagio Hospitality Suites

materials cannot be made flame retardant, and their use is prohibited. An official fire resistance certificate must accompany all signage and/or materials.

Mylar materials (balloons) are strictly prohibited on property as they are highly flammable.

Flammable or combustible liquids are prohibited inside of buildings except as approved by the office of fire protection and safety. Flammable thinners, solvents and paints, including aerosol cans, are strictly prohibited within the building.

Compressed gas cylinders, including lpg, are prohibited unless approved by office of fire protection and safety. Flammable gases, i.e.: butane, propane, natural gas, et al; are subject to prior approval. Non-flammable compressed gas cylinders must be secured in an upright position with gauges and regulators protected against physical damage.

Hanging items from or off any of the sprinklers within the suites is strictly prohibited. Additionally, decorations are not allowed to block or otherwise interfere with fire sprinklers.

Due to regulations either implemented by your exhibit location venue or because of local, county, state, or federal requirements, exhibitors agree to abide by any additional policies regarding exhibits or meeting space as they may be in effect at the time of CES.

Elevator Attendants and Brand Ambassadors (EA/BA)

All CES attendees, media, and exhibitors must have a CES badge. Exhibitors are permitted to hire or provide staff to serve as a brand ambassador or elevator attendant (EA/BA). Each exhibitor will be limited to a maximum of two (2) EAs/BAs per exhibiting company. This does not mean (2) per suite; (2) per primary exhibiting company is the max regardless of the amount of contracted hospitality suites.

All EAs/BAs must be badged. Exhibitors are required to register their EA/BA through their exhibitor badge allotment. If they are not, they will not be permitted to stage on the Casino Level and will be escorted out of the CES exhibit space area by security.

Additionally, all backpacks, f & b, and supplies the BAs/EAs bring with them must be stored in the exhibit suite. They cannot be stored on the Casino Level.

An EA/BA is necessary during show hours as the hotel elevator banks will be locked. An EA/BA will be required to grant elevator access. Access to the suites must occur via the Casino Level elevator banks in the Main Tower or Spa Tower.

If you'd like to hire an EA/BA, you may do so through MREP. Orders are subject to availability.

Exhibit Attire

CES is a trade only event, and its attendees are business professionals from over 155 countries. To ensure that the show is a welcoming environment for all, Show Management expects that booth personnel/presenters/entertainers will be dressed in clothing considered appropriate and respectful for a professional environment. We recommend business or business casual attire.

CES 2027 Exhibitor Guide: Bellagio Hospitality Suites

Booth personnel must not be dressed in clothing that is sexually revealing or may be interpreted as undergarments, gender notwithstanding. Clothing that reveals an excess of bare skin, specifically genitals, chest or buttocks, must not be worn. Body-conforming clothing that hugs genitals must not be worn. These guidelines are applicable to all booth staff, regardless of gender.

CES Show Management reserves the right to make determinations on appropriate exhibitor/presenter attire. If for any reason an exhibit and/or its contents are deemed objectionable by Show Management, Exhibitor will be issued a warning and asked to alter the attire of its employees, exhibit staff and/or models. If necessary, Show Management may issue a second warning, and the Exhibitor may be asked to remove the individual(s) in question at Exhibitor's sole expense. Failure to comply will result in a loss of three (3) priority points.

Exhibitors with questions about compliance with these guidelines should consult CES Show Management in advance of the show.

Exhibit Space Contract

CES exhibitors must abide by the rules set forth in the [CES Exhibit Space Contract](#).

Firearms/Weapons

Firearms, ammunition, or weapons of any kind, including replica, toy or simulated items, are strictly prohibited. Items that CES Show Management deems in violation of this rule must be removed immediately at the exhibitor's sole expense. Exhibitors with questions about compliance with this policy should contact [CES Operations](#) in advance of the show. Exhibitors intending to showcase or demonstrate such items that are gaming/AR/VR-related must contact CES Operations in advance for approval.

Good Neighbor Policy

CES has a Good Neighbor Policy in suites and other exhibit areas. All audio and video should be appropriate for a general audience. In the event of a complaint from any person on an exhibit's content, CES Operations will investigate and determine if the content is offensive or inappropriate. If content is determined to be offensive, the exhibitor must cease use of such content. If the exhibitor refuses, or if another complaint is filed, CES reserves the right to shut off power to the exhibit until the exhibitor ceases use of the content. Repeated violations of this policy can result in expulsion from CES.

Health Protocols

As the proving ground for breakthrough technologies and global innovators, the world's most powerful tech event attracts huge and diverse audiences. The show's many floors are often bustling, and event days move very quickly. The pace is invigorating, and CTA wants to make sure every attendee is taking precautions for a safe and healthy CES.

To stay healthy while you're at the show, please take note of [important safety information](#) and a few best practices as you plan your trip to CES.

Height Limits for Suites

All items including but not limited to, displays, signs, decorative materials, etc. must not exceed (6) feet in height. Signs and/or banners that are parallel to and within 12 inches of a wall may go up to a maximum height of (7) feet.

Hoverboards

Wheeled transport devices (with or without motors) are not permitted at any CES venue. This includes Segways, hoverboards, skateboards, uniwheels, scooters and all similar products. Exhibitors are permitted to demo such products within the confines of their exhibit space.

Intellectual Property

Exhibitor warrants that it owns the rights to or is licensed for all intellectual property (patent, copyright, trademark, etc.) to be used by exhibitor for promotion or exhibition at CES, and agrees to defend, at exhibitor's expense, and to indemnify CTA and/or CES for any action brought against CTA and/or CES and any cost incurred by CTA and/or CES, including court costs and reasonable attorney's fees, arising from or related to any dispute concerning exhibitor's intellectual property rights.

Literature Distribution, Giveaways, Surveys

Literature, samples and giveaways must be distributed from within your booth or contracted area. Surveys may not be conducted outside of your booth. Corporate greeter sponsorships are available. Contact [Liz Tardif](#) at 703-907-7681 with CES Promotional Opportunities for more information.

CES discourages stickers as giveaways. Stickers are not permitted on aisle carpet, facility walls or floors, CES signage or any other space outside of your contracted exhibit area. Any damage caused by stickers is the responsibility of the exhibitor.

Live Animals

Service animals as defined by the ADA and under Nevada's disability law are permitted at CES. Any other live animals, including but not limited to, pets, emotional support animals, therapy animals and animals used for demonstration are prohibited. Show management reserves the right to exclude service animals if they pose a direct threat to the health and safety of attendees at CES (i.e. aggressive behavior, not housebroken, or handler cannot control animal).

Performance of Music or Motion Picture

If you plan to play copyrighted music or video in your booth, meeting room or suite, you may need to obtain a license from the copyright owner or licensing agency representing the copyright owner. Music or video being played for the sole purpose of demonstrating a product (speakers, headphones, TVs, monitors, other devices, etc.) is permissible without a license.

Licensing is required when music or video is being played for non-dramatic entertainment purposes (live or recordings such as CDs, DVDs and BluRay device).

CES has licenses with the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Inc. (BMI) which permit the performance of music from the [ASCAP](#) and [BMI](#) repertoires at your booth. The licenses do not permit the broadcast, telecast or transmission of music under any circumstances; nor do they

authorize dramatic performances. CES does not have a similar licenses with SESAC; therefore, exhibitors wishing to play music from the [SESAC](#) repertory for entertainment purposes are solely responsible for obtaining their own licensing.

Adherence to these federally mandated copyright licensing laws is of critical importance. Please take a few minutes to ensure a hassle-free event by obtaining the proper licenses or ensuring that your music or video falls under the covered licenses.

Photography/Video Regulations

Cameras and video equipment are permitted in suites. Exhibitors and attendees may take pictures/video within the show for purposes of company media pieces, marketing materials, etc. Under no circumstances will anyone be permitted to take pictures/video of an exhibitor's product without permission of the exhibitor. Exhibitors have the right to report to security any instance of inappropriate recording of company products or displays.

Product Demonstrations

Product demonstrations are permitted. You are responsible for supervising the actions of all visitors and employees operating display equipment in their area. Activity of any kind must be confined within the suite. You may not set up in areas outside of their contracted space including, but not limited to, lobby space, empty booth space or walkways. Please refer to the [Outboarding Policy](#) for more information.

CES has instituted a No Tolerance policy. Demonstrations found to be objectionable due to noise level or vibration level (dB or SPL) or blocking traffic flow may be closed at the discretion of CES Operations.

Please consider the [event health protocols](#) when planning your space.

Raffles/Games of Chance

Raffles are allowed within your booth; however, Nevada state law prohibits them if money is involved. Exhibitors considering a raffle, game of chance or slot machines in their booth should contact the Nevada Gaming Control Board at 702-486-2000.

Service of Legal Documents

Any exhibitor that plans to serve legal documents at CES must contact [CES Show Management](#) for the full policy and to coordinate service or delivery. Service or delivery of legal documents that is not coordinated with Show Management is prohibited on the CES exhibit floor, areas in proximity to the show floor and on the show venue premises and grounds.

Smoking

In accordance with the Nevada Clean Indoor Air Act, smoking or vaping (e-cigarettes) is prohibited in exhibit areas.

Sound Restrictions

A maximum noise level of 85 dB will be maintained on the exhibit floor, in meeting rooms and suites, a standard endorsed by the International Association of Expositions and Events (IAEE).

The CES noise abatement policy is as follows:

- All booth elements must remain within the officially contracted booth space. This includes all audio equipment, speakers, etc.
- Exhibitors demonstrating audio equipment in an open display should use a sound chamber or acoustically contained area to keep the sound level from intruding on any adjacent exhibits. Speakers of any kind must be directed toward the interior of the demonstrator's booth space. Speakers may not face aisles or neighboring exhibits.
- When demonstrating audio equipment within an enclosed demonstration room, subwoofers must be positioned away from walls that are adjacent to neighboring exhibits.
- Sonic vibration and sound complaints will be immediately addressed by CES Operations. If a vibration or sound complaint is not resolved by the offending party, CES Operations reserves the right to shut down power immediately until the issue is resolved.
- Exhibitors are responsible for supervising the actions of employees, visitors or spectators testing display equipment located in their exhibit area.

CES Operations will intervene if necessary and reserves the right to shut down exhibits deemed objectionable. Floor managers will rove through the exhibit areas monitoring the decibel level during show hours. Measurements will be taken at a distance no greater than 10' from the offending display. After measuring a continuous decibel level of greater than 85 dB, following a complaint being registered by a spectator, a neighboring exhibitor or personal observation by a roving designate, the following procedures will be strictly enforced as follows:

First Warning:

- Violating exhibitor will be given a written notification of the warning
- Booth power may be turned off for one hour

Second Warning:

- Violating exhibitor will be given a written notification of the 2nd warning
- Booth power may be turned off for one day

Third Warning (Final):

- Violating exhibitor will be given a written notification of the 3rd warning
- Up to five (5) priority points will be deducted from the exhibitor

Suite Capacities

The following suite capacities should be considered when planning hospitality suite functions:

- 1-BR Bellagio Suite = 15-20 guests
- 1-BR Penthouse Suite = 30-40 guests
- 2-BR Tower Suite = 40-50 guests
- 2-BR Penthouse Suite = 25-30 guests
- Executive Hospitality Suite = 50-60 guests