



International Delegation Program

NEXT STARTS HERE | CES® 2027 | JAN 6-9 | LAS VEGAS, NV



Powered by The Consumer Technology Association®

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.



The Global Impact of CES[®] 2026

Jan. 6-9 | Las Vegas, NV | CES.tech



Total Attendance
148K+

62% Domestic
38% International

141
Countries, Territories and Regions
Represented

65%
of attendees have a significant buying
influence for their organization

52%
of registered attendees are senior-level

61%
Fortune 500 companies attended the show



Media Attendance
7000+

Media, Content Creators and
Industry Analysts

63% Domestic
37% International

327K+
Pieces of Media Published

1.33T
Estimated Total Coverage Reached



Global Exhibitors
4100+

Total Exhibitors



**Conference Programming
and Keynotes**

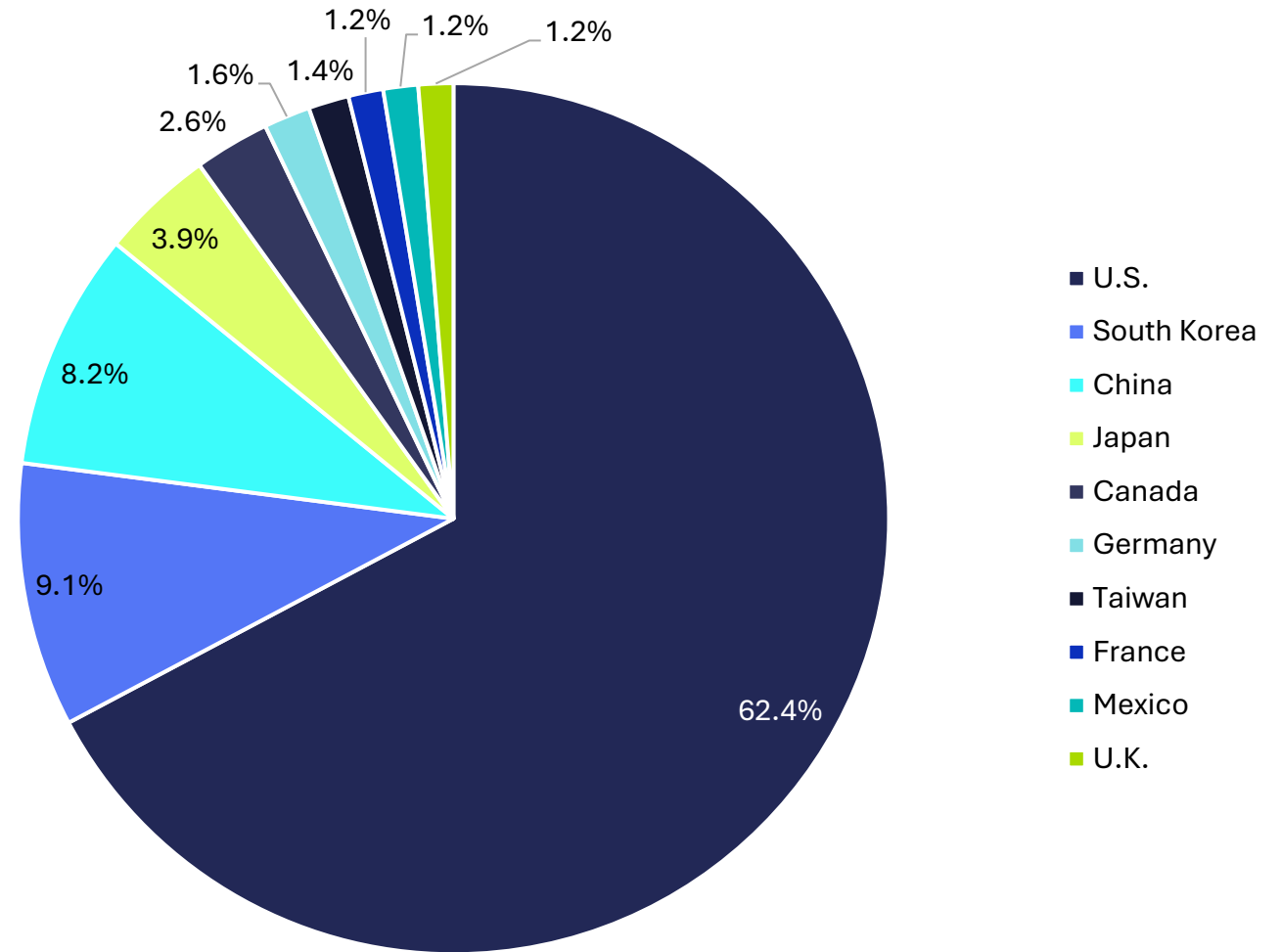
400+ Conference Sessions
1400+ Speakers

Attendees by the Numbers

148K+ Total Attendees

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

55K+ International Attendees



Global Media Coverage at CES® 2026

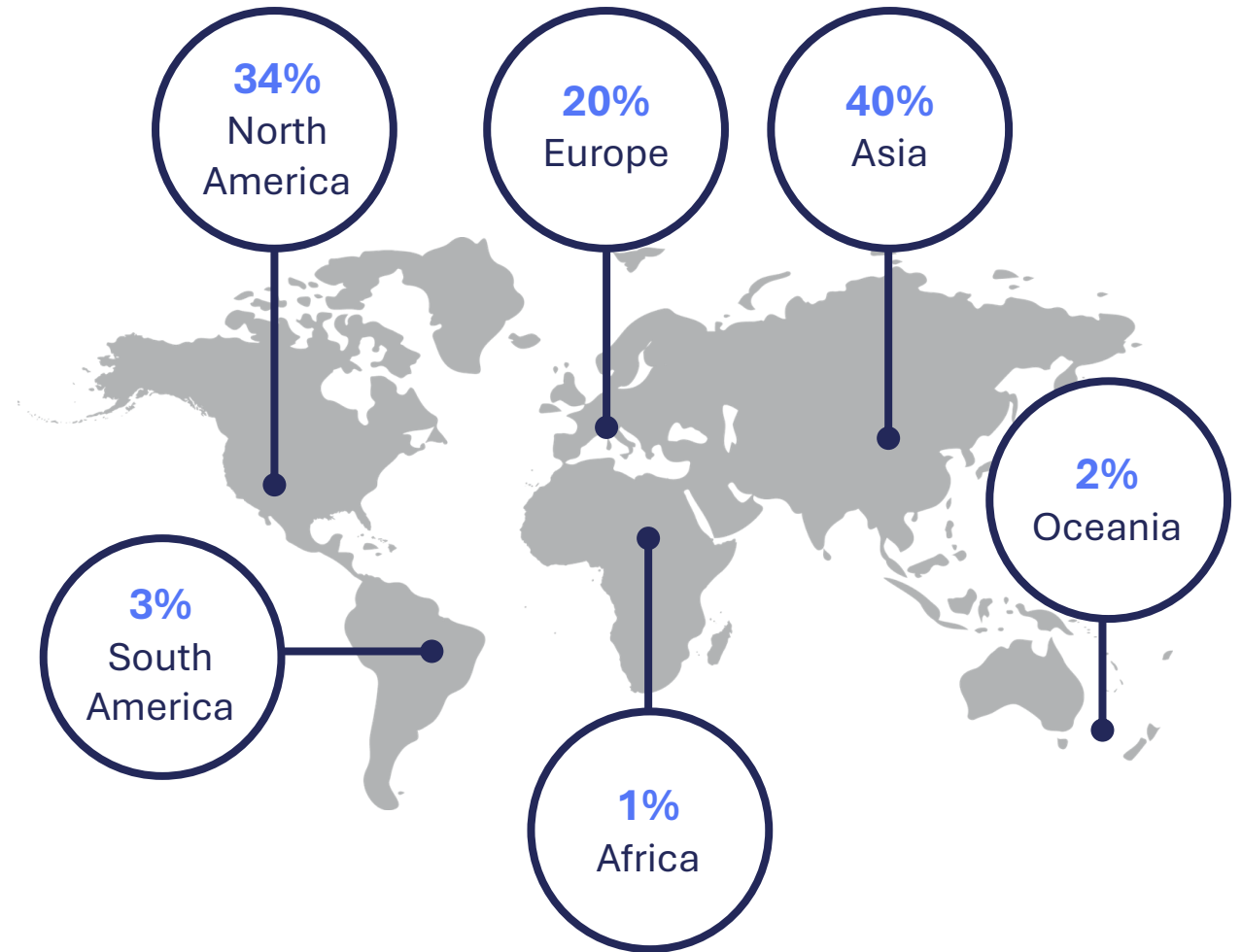
7000+ global media, content creators, and industry analysts, including **1800** creators

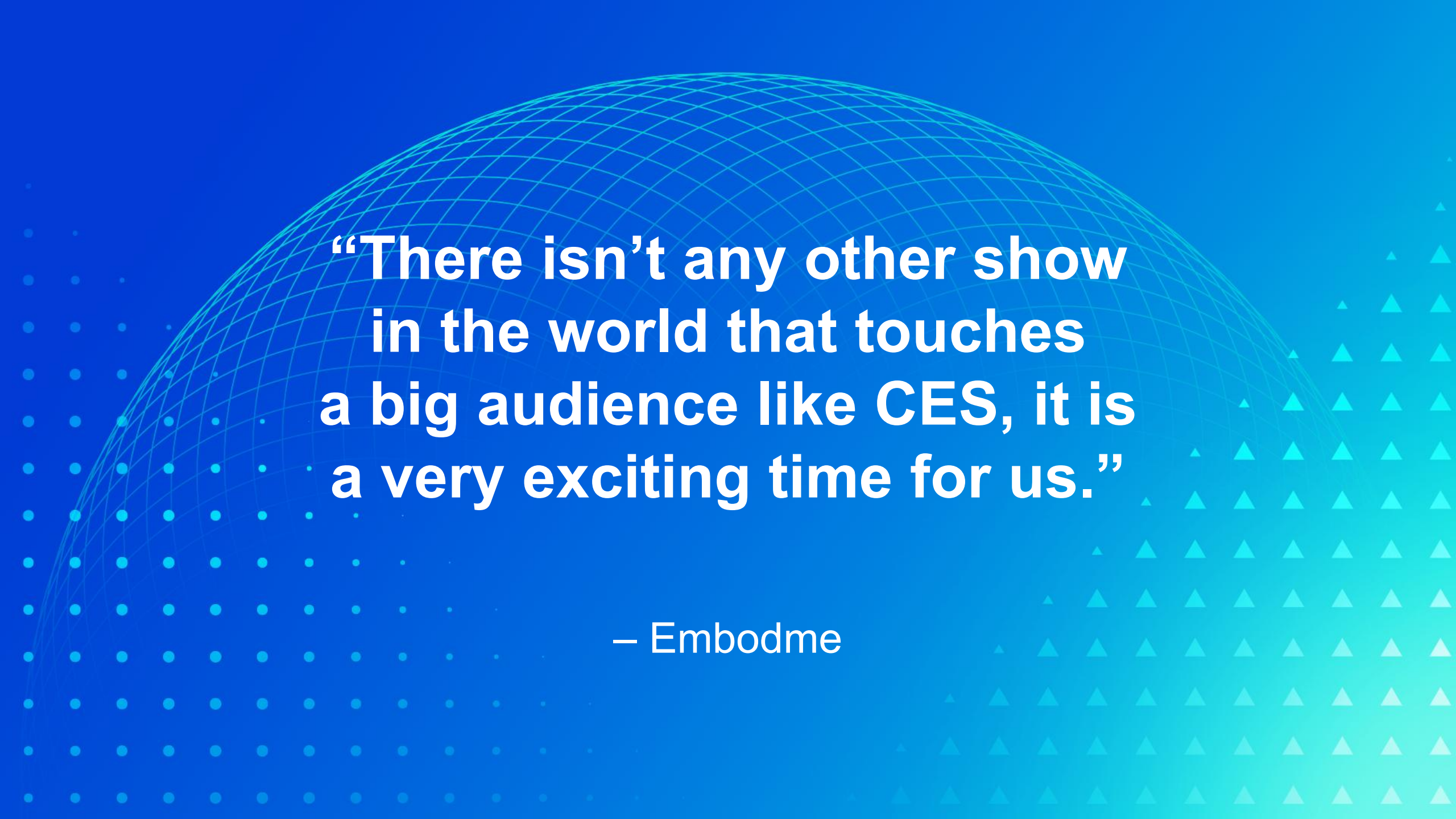
4% increase of international media attendance YoY

327,476 total pieces of global media coverage published worldwide

1.33T Estimated total coverage reach

99% pos-neu sentiment



The background is a solid blue gradient. On the left side, there is a large, semi-transparent wireframe sphere. On the right side, there is a grid of small, light blue triangles pointing upwards, which fades out towards the right edge.

**“There isn’t any other show
in the world that touches
a big audience like CES, it is
a very exciting time for us.”**

– Embodme

Blockchain

AI

5G

Cloud

Quantum

Data

IOT/Sensors

Web3

Vehicle Tech & Advanced Mobility

Automotive OEMs

Automotive Technology

Car Audio

Self-Driving Technology

Electric Vertical Take-off and Landing (eVTOL)

Personal Mobility

Accessibility

IoT Infrastructure

Enterprise

Cloud

Cyber

Data

IT/Security

Privacy

Remote Work

Computing

Digital Health

Digital Therapeutics

Mental Wellness

Robotics

Telemedicine

COVID-19/virus technology

Women's Health Tech

Baby Tech

Wellness

Fitness

Mindfulness

Sleep

Wearables

AI/Robotics

Speech Recognition

Machine Learning

Autonomous Machines

Food Tech

Sustainability

Energy/Power

Communications

Food Tech (AgTech)

Resilience

Smart Cities

Water

Space Tech

Aerospace

Electric Vertical Take-off and Landing (eVTOL)

Satellite Communications

Satellite Landing

Security and Defense

Space Exploration

Space Tourism

FinTech

Mobile Payments

Blockchain

Cryptocurrency

Digital Financial Services

Digital Currencies

Decentralized Finance (DeFi)

Accessories

3D Printing

Lifestyle

Family Tech

Baby Tech (baby monitors, smart cribs, smart thermometers)

CBD Tech (additional approval required)

Education Tech

Fashion/Clothing

Fitness

Pet Tech

Remote Learning

ShopTech

Toys

Travel & Tourism

Wearables

Smart Home

Air Purification

Appliances

Connected Home

Home Cinema

Home Energy

Home Networks

Intelligent Spaces

Lighting

Remote Work Tech

Security

Smart Speakers

Sports Tech

Fan Engagement

Fitness Tracker

Exercise Equipment

eSports

Performance Enhancement Training

Smart Clothing

Sports Analytics

XR applications

CES 2026 Highlights



CES® 2027 International Delegation Program



What is the International Delegation Program?

The Delegation Program provides a curated CES experience exclusively to international industry attendees. The program supports industry leaders with their objectives at CES through many benefits pre-show and on-site.

Invited Delegates must be from outside of the United States. All Delegations must have a minimum of 15 Delegates.

Delegations enjoy:

- Discounted registration rates to make attending easier
- Strengthen your national presence at CES
- Stay up to date on the latest CES news and updates.
- Dedicated support from our CES International Programs team

How to Participate?

The Delegation Program consists of CTA® approved Delegation Leaders, who act as the designated point person for their Delegation. When registration launches for the upcoming CES, the Delegation Leader will send a complimentary invitation to Delegates to join.

All Delegations must consist of business professionals affiliated with the consumer technology industry – *no students allowed*.

Learn more and apply to be a Delegation Leader [here](#).

The Impact



Furthering Global Business

Investors have contributed \$10+ billion to startups within Eureka Park

CES Keynoters experience significant stock price increases after making announcements at CES

The average executive holds 20 meetings while at CES

1/3 of CES attendees come from outside the U.S.



Startup Success

The Impossible Whopper: Impossible Foods was discovered at CES 2019 by Burger King – the Impossible Whopper is now sold nationwide

Ring Doorbell: Debuted at CES 2019 and was then acquired by Amazon – now valued at \$1.2 billion

BenjiLock: After launching at CES, BenjiLock secured funding from Shark Tank, leading to a major licensing deal with Hampton



Driving Economic Growth

Since 1978, CES has drawn 4.9 million attendees to Las Vegas

To date, the estimated economic impact to Las Vegas from CES is more than \$6 billion

CES 2020 had an estimated impact of \$291 million to Las Vegas, including \$169 million in direct spending



Key Players

Government officials, policymakers and business leaders attend CES to experience innovation and forge partnerships

Startups to Fortune 500 companies break news: 3.1K+ media in attendance (CES 2022)

177K+ stories produced (CES 2022)

At CES 2020: 330 of the Fortune 500 companies were represented

94% of exhibitors said their annual sales were influenced by the show



**“CES has foretold some of the
most seismic shifts in the
recent history of technology.”**

– Forbes

About CTA

As North America's largest technology trade association, CTA is the tech sector. Our members are the world's leading innovators – from startups to global brands – helping support more than 17 million American jobs. CTA owns and produces CES – the most powerful tech event in the world. Find us at CTA.tech. Follow us @CTAtech.

CTA Leadership:



Kinsey Fabrizio
CEO & President
Consumer Technology Association



Gary Shapiro
Executive Chair
Consumer Technology Association



John T. Kelley
VP, CES & Show Director
Consumer Technology Association



Join a CES[®] 2027 Delegation

Contact the Delegations Team at
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