

## CES 2025 Z-Wave Alliance Member Opportunities and Sponsorship Guide

At CES 2025, there are a number of exciting opportunities exclusive to Alliance membership including co-locating with other members, demoing products to your target audience, speaking opportunities, meetings with potential partners and more.

Z-Wave Alliance has secured the Titian Ballroom which is steps from the Venetian Expo show floor (located on level 2). The Alliance is providing options for members to secure an exhibitor tabletop with or without full marketing support, and/or sponsor a Fireside Chat & Happy Hour.

### Exhibitor Tabletop (2 options - with or without marketing support)

#### Includes:

- 6' exhibitor tabletop
- 2 chairs
- Black linen
- Internet
- Power strip
- Up to 2 staff are permitted
- 2 CES attendee badges
- Show leads
- ...and more










Find details on marketing benefits below.

### Fireside Chat & Happy Hour Sponsorship

There will be three (3) Fireside Chats followed immediately by an evening happy hour (January 7, 8 & 9). Sponsorship includes:

- Help influence the topic of the Fireside Chat
- May seed one (1) participant for the chat, subject to Z-Wave approval
- Introduce the Fireside Chat with an opportunity to highlight your company (up to 3 minutes of remarks)
- The Alliance will manage all marketing deliverables and press outreach for the Fireside.
- Alliance will manage presentation development, practice sessions, moderator needs, live event logistics
- Includes beer, wine, water, soft drinks, assorted appetizers for 2-hr happy hour

Options & Included Marketing Benefits	Member 6' Exhibitor Tabletop = \$9,500	Member 6' Exhibitor Tabletop w/ Full Marketing Support = \$13,100	Fireside Chat & Happy Hour Sponsorship = \$12,500
Company logo on Z-Wave CES landing page and Events listing page on website			
Company logo on pre-CES email campaigns			
2 group CES social media posts			
Show Leads			
2 group CES emails			
Newsletter inclusion “Come See”			
Included in pre-CES media outreach			
Included in Alliance’s news on CES PR push			
Inclusion/highlights by Z-Wave spokespeople during press briefings			
Included in Alliance online press kit			
Final show PR coverage report			
2 company spotlight social media posts			

(Continued) Benefits	Member Exhibitor Tabletop	Member Exhibitor Tabletop w/ Full Marketing Support	Fireside Chat & Happy Hour Sponsorship
Access to CES pre-registered media list			
Leverage Alliance's PR and media efforts			
Included in guided press tours and demos			
Member intros to press on tour in ballroom			
Inclusion in on-site promotional signage during Fireside Chat			
Presentation and panelists handled by Alliance Marketing Team			
Live Social Media Posts with Alliance photos			
Receive registered and final attendee list from Fireside Chat with contact information			

If you're interested in booking an exhibitor tabletop or sponsoring a Fireside Chat, please reach out to Jen Ferency at [jenf@z-wavealliance.org](mailto:jenf@z-wavealliance.org).

Exhibitor tables are first-come, first-serve and members are highly encouraged to reserve a spot as early as possible to ensure availability. The deadline to book a tabletop with the full marketing support package is 10/31/24. Fireside Chat + Happy Hour sponsorship deadline is 11/15/24 to allow enough time for full preparations.