



**EVENT REGISTRATION
Member Exhibitor Tabletop**

Event Name: CES 2025

Supplier: Z-Wave Alliance, Inc.
3855 SW 153rd Drive
Beaverton, OR 97003

Participating Member Company: _____

Contact Name: _____

Email Address: _____

Signature: _____

Date: _____

Terms & Conditions:

I agree to the terms and conditions for participation as provided as part of this registration form.

PLEASE SELECT ONE OF THE FOLLOWING (REQUIRED)

Member Exhibitor Options in Titian 2202: 8 total available

Member Exhibitor Table USD \$9,500:

- Tabletop for four (4) days
 - Provided: 72"x30" tabletop with 2 chairs, black linen, Internet and power strip (provided by Z-Wave) on perimeter wall.
- Permitted to bring up to 2 staff and 2 standard-sized retractable banners to set up behind your table. Encouraged to bring a table drape with logo for additional branding, but not required.
- Exhibit signage: group signage with all exhibiting company logos located at greeting counter at entrance to ballroom.
- Two CES attendee passes (access will be provided for set up day).
- Show leads.
- Benefits with exhibition package:
 - Two (2) email inclusions stating all exhibitors in Alliance ballroom.
 - Two (2) group social media posts (across 3 platforms/Alliance profiles) with information provided to Alliance by exhibiting company. Posts will go live between 11/1/24 - 12/31/24.
- Cost: \$9,500

- Demo tabletops are first-come, first-serve.
- Members are highly encouraged to reserve a spot as early as possible to ensure availability.
- Table assignment will be selected based on date of payment.
- Payment:
 - 50% non-refundable payment due upon contract signing.
 - Balance due within 60 days of contract signing, but no later than November 15, 2024, whichever comes first.
 - If payment is not received, the Alliance will move to the next member on the waitlist.

Upgraded Member Exhibitor Table + PR & Marketing USD \$13,100

- This option is available to be secured though 10/31/24 and then is no longer available.
- Includes everything in “Member Exhibitor”, plus:
 - Marketing and Promotional Benefits
 - Company spotlight on Z-Wave CES Website Page – company must provide information to the Z-Wave Team to be featured.
 - Two Company spotlight posts across all Z-Wave Social Media Channels (X, LinkedIn, Facebook). One post per month to go live between 11/1/24 -12/31/24.
 - Company listed as participant in 4 pre CES Email Campaigns – logo and listing.
- PR Benefits: Members who have secured a table can leverage the Alliance’s PR and media efforts.
 - Included in pre CES media outreach.
 - Access to the CES pre-registered media list.
 - Included in Alliance’s news at CES PR push.
 - Included in Alliance’s “Z-Wave CES News” distributed via the wire and to the sorted and qualified CES media targets.
 - Inclusion in Alliance online press kit, news page.
 - Inclusion in guided press tours and demos.
 - During scheduled (and stop-by) Z-Wave Alliance media appointments, all efforts are made to introduce members to the press on tour.
 - Opportunities for interviews including video and broadcast.
 - Inclusion and potential highlights by Z-Wave spokespeople in press briefings.
 - Inclusion in Alliance press kit.
 - Final show report of sponsoring company’s media coverage.

Email completed form to Z-Wave Admin at: events@z-wavealliance.org

See Z-Wave Alliance Participation Terms below:

Z-Wave Alliance Participation Terms

Terms of Payment & Cancellation:

- Full payment must be received within 30 days of contract signing. **If payments are not received on time, the Alliance will move to the next member on the waitlist.**
- If you decide to cancel your participation, you are financially responsible for 100% of Fees. Please inform the Alliance of any cancellations at least 30 days prior to the event to allow time to find a replacement.

Z-Wave Alliance Participating Member agrees:

- You must be a Z-Wave Alliance member in good standing with no outstanding invoices.
- You are exhibiting in the Z-Wave Alliance Ballroom. Your demonstration and graphics should lead with Z-Wave. Competing technologies may be mentioned but will not be allowed to diminish the strength of the Z-Wave presentation.
- The Alliance will assign spaces based on the date of final payment received.
- Your brand and products are a valuable part of the Z-Wave ecosystem and as such
 - Your products should be certified and should properly display the Z-Wave certification marks.
 - Your product packaging should comply with Z-Wave branding requirements.
 - Your collateral materials will make proper use of the Z-Wave marketing elements.
- Your displays will be professional in appearance and content will be pre-approved.
- Your displays will be setup and finalized prior to show open or may not be allowed. There will be no set-up during show exhibit hours.
- Your display area must be kept clean and professional at all times.
- Your display must be manned by at least one staff member at all times. You must notify the on-site Alliance coordinator if there will be a gap in attendance.
- You agree to make every effort to support your fellow members and to explain the concept and value of interoperability.
- You agree to make every effort to capture contact information for all attendees by ensuring badges are scanned at your display area or the main reception desk if applicable.
- You are a member of the Z-Wave Alliance and agree to promote membership in the Alliance as appropriate.
- You agree to keep to your assigned area and to not block other members' access to attendees.
- On site storage is limited and only available to those that are manning your table. Items for storage must be approved by the booth captain.
- Items will not be stored where they impact the overall impression of the booth.
- All invoices for participation will be paid by the dates outlined. Failure to pay may result in removal from the Alliance meeting room and may result in the disqualification to participate in future events.

The Z-Wave Alliance agrees:

- To discourage the use of the tabletop exhibit area by members that are not sponsoring.
- To discourage any behavior that blocks equal access to attendees by all exhibit participants.
- To actively promote the members' participation through press releases, websites and social media.
- To provide you with all leads collected at the booth within 1 week of show close.
- The Alliance reserves the right to make exceptions regarding member participation as listed above.